



Western Stampede Sponsorship Benefits

Dear Western Stampede Supporter:

We are gearing up for the City of West Jordan's 65th annual Western Stampede Rodeo and would like to invite you to join the fun! We recognize that our ability to put on an event this size is due to continued support from civic-minded businesses and corporate sponsors like you. The Stampede rides into town July 4, 5 and 6, and in addition to the rodeo, includes a parade, carnival, fireworks, free movie in the park and a variety of other fun events.

We are excited to have Cervi Championship Rodeo back to produce our rodeo! Cervi produces many of the top rodeos in the country, including the San Antonio Stock Show & Rodeo, Houston Livestock Show & Rodeo, and Denver's Rodeo All-Star Weekend. Our committee of dedicated volunteers will be working closely with Cervi to make sure this year's show is filled with excitement, thrills and tradition for which the Stampede is known.

There are many sponsorship opportunities that are detailed in this packet. With each benefit package, there are VIP perks, such as some of the best seats in the house and convenient parking. Sponsors also enjoy a dinner prepared especially for them each night of the rodeo. Your organization will also benefit from social media exposure and media attention through our advertising efforts, arena banners, website and more.

There are a variety of packages from which to choose. If you don't find one that suits your interests, we can customize a package that makes sense for you and your budget. If you have questions, please feel free to contact our volunteer sponsorship committee chair Al Richards at 801-230-3706 or our city event coordinator Lynze Schoenbrunn at 801-569-5119.

Please take this opportunity to get involved with this year's Western Stampede - a West Jordan tradition since 1954! It takes the help of many generous volunteers and business partners to continue to make this community event "THE BEST IN THE WEST!"

Thank you for your support.

Sincerely,

A handwritten signature in blue ink that reads "Al Richards".

Al Richards, Sponsor Chairman
801-230-3706
AllanRichards40@gmail.com

A handwritten signature in black ink that reads "Lynze Schoenbrunn".

Lynze Schoenbrunn, Event Coordinator
801-569-5119
Lynze.Schoenbrunn@WestJordan.Utah.gov



Western Stampede Sponsorship Benefits

Presenting Sponsor

\$15,000

As the Presenting Sponsor for West Jordan's 65th Western Stampede, your company name is included with all pre-event marketing including radio, social, print and direct mail advertising. Every time the Western Stampede is advertised - your business will be too! But that's not all - EVERY NIGHT of the event, your business video will be featured on the larger-than-life Jumbo Tron, the rodeo announcer will reinforce your company's role in bringing this community event to life, your business logo will be featured at the top of the Daysheet, and your banners will be placed in multiple prominent locations - including the skybox!

Speaking of the skybox ... this sponsorship also includes the North Skybox for you and your guests to enjoy. To access the skybox, you'll receive a pass that gives you a behind-the-scenes look at the rodeo that few patrons ever see. Watch as cowboys prepare to ride, and get an up-close (but safe) view of some of the best bulls and broncs in rodeo.

The Presenting Sponsor level is designed to get your business maximum VIP benefits and exposure leading up to and every night of the event! Here's the breakdown:

Western Stampede Event Perks

- 20 complementary dinner passes per night
- 20 skybox seats per night
- 10 VIP parking passes per night

Up to SIX, 4'x8' Sponsor-Provided Banners - ONE on skybox (all THREE nights), TWO in arena, and THREE at the carnival

Logo, business name, and/or link included with public announcement, social tags, and website

- Communication mediums include website, utility bill insert (25,000 fliers), West Jordan Journal, Fun Run T-Shirts (backs), Jumbo Tron, ALL social media posts (Facebook, Twitter, and Instagram) and emails
- Name will be used during live emcee of event (e.g. "Brought to you by ...")
- Logo, business name, and link will be added to the top of the WesternStampede.com website and listed first on the WesternStampede.com/Sponsors page
- Logo will be included with physical Western Stampede marketing materials including displays inside and outside of City Hall, directional signage, and rodeo tickets

Rodeo Program Ad - Back cover, full-page ad, as well as logo on front cover

Grand Parade Entry on July 4

Diamond Sponsor

\$7,500

Pick a night! Any night. Do you want it to be Military Night? Tough Enough to Wear Pink Night? Or Family Night? As the Diamond Sponsor (aka Night Sponsor) you get a night to call your own! On your night, you and your friends will enjoy watching the rodeo from the South Skybox. To access the skybox, you'll receive a pass that gives you a behind-the-scenes look at the rodeo that few patrons ever see. Watch as cowboys prepare to ride and get an up-close (but safe) view of some of the best bulls and broncs in rodeo.

As the Diamond Sponsor, you'll also get great exposure for your business on your night as the emcee announces your business name repeatedly throughout the rodeo. Your logo will also be featured at the top of the Daysheet and on banners throughout the arena on your night.

Here's the breakdown:

Western Stampede Event Perks

- 20 complementary dinner passes for ONE night; 10 dinner passes for the other TWO nights
- 20 skybox seats for ONE night
- 10 bleacher seats for other TWO nights
- 10 VIP parking passes for ONE night and 5 VIP parking passes for the other TWO nights

Up to FOUR, 4'x8' Sponsor-Provided Banners - ONE on skybox (ONE night), TWO in arena, and ONE at the carnival

Logo, business name, and/or link included with public announcement, social tags, and website

- Communication mediums include website, utility bill insert (25,000 fliers), West Jordan Journal, Fun Run T-Shirts (backs), Jumbo Tron, and on SELECT social media posts (Facebook, Twitter, and Instagram)
- Logo, business name, and link will be added to the WesternStampede.com/Sponsors page

Rodeo Program Ad - Full-page ad inside program

Grand Parade Entry on July 4

Platinum Sponsor

\$5,000

The Platinum Sponsorship is packed full of opportunities to highlight your business at both the rodeo and the carnival. With a mix of options including banner placements, website advertising, social tags, direct mail and Jumbo Tron video, maximum exposure customized specifically for your business is our priority. Let us tailor this package to fit your needs.

Western Stampede Event Perks

- 8 complementary dinner passes per night
- 8 bleacher seats per night
- 4 VIP parking passes per night

Up to FOUR, 4'x8' Sponsor-Provided Banners - TWO in arena and TWO at the carnival

Logo, business name, and/or link included with social tags and website

- Communication mediums include website, utility bill insert (25,000 fliers), West Jordan Journal, Fun Run T-Shirts (backs), Jumbo Tron, and on SELECT social media posts (Facebook, Twitter, and Instagram)
- Logo, business name, and link will be added to the WesternStampede.com/Sponsors page

Rodeo Program Ad - Full-page ad inside program

Grand Parade Entry on July 4

Gold Sponsor

\$3,500

With only 6 chutes in the arena, Gold Sponsors (aka Chute Sponsors) are guaranteed prime exposure. Every time a cowboy competes, the announcer names the chute and tells the crowd where to look. The crowd hushes and all eyes are on the chute banner. Sponsor a chute and that's your name they're hearing and your banner they're watching with anticipation. In addition to this great exposure, you'll also receive:

Western Stampede Event Perks

- 6 complementary dinner passes per night
- 6 bleacher seats per night
- 3 VIP parking passes per night

Up to THREE Sponsor-Provided Banners - ONE 2'x8' on FRONT of bucking chute (per sponsor), ONE 4'x8' in arena, and ONE 4'x8' at the carnival

Logo, business name, and/or link included with social tags and website

- Communication mediums include website, utility bill insert (25,000 fliers), West Jordan Journal, Fun Run T-Shirts (backs), Jumbo Tron, and on SELECT social media posts (Facebook, Twitter, and Instagram)
- Logo, business name, and link will be added to the WesternStampede.com/Sponsors page

Rodeo Program Ad - Half-page ad inside program

Grand Parade Entry on July 4

Silver Sponsor

\$1,500

The Silver Sponsor level only has 4 available, so sign early to pick your chute! These banners are placed on the back of the chute, so when the gate swings open your banner is visible on the back side of the bucking chute. You'll also receive:

Western Stampede Event Perks

- 4 complementary dinner passes per night
- 4 bleacher seats per night
- 2 VIP parking passes per night

Up to THREE Sponsor-Provided Banners - ONE 2'x8' on BACK of bucking chute (per sponsor), ONE 4'x8' in arena, and ONE 4'x8' at the carnival

Business name and/or link included with social tags and website

- Communication mediums include website, utility bill insert (25,000 fliers), West Jordan Journal, Fun Run T-Shirts (backs), Jumbo Tron, and on SELECT social media posts (Facebook, Twitter, and Instagram)
- Business name and link will be added to the WesternStampede.com/Sponsors page

Rodeo Program Ad - Half-page ad inside program

Grand Parade Entry on July 4

Bronze Sponsor

\$1,000

With an estimated 100,000 attendees expected at the rodeo and carnival this year, the Bronze Sponsor level is a great value that gives your business fantastic exposure. This package includes 2 banners, 4 dinner passes, 4 tickets and VIP parking passes for you and your guests to enjoy each night.

Western Stampede Event Perks

- 4 complementary dinner passes per night
- 4 bleacher seats per night
- 2 VIP parking passes per night

Up to TWO, 4'x8' Sponsor-Provided Banners - ONE in arena and ONE at the carnival

Business name included with social tags and website

- Communication mediums include website, utility bill insert (25,000 fliers), West Jordan Journal, Fun Run T-Shirts (backs), and on SELECT social media posts (Facebook, Twitter, and Instagram)
- Business name will be added to the WesternStampede.com/Sponsors page

Rodeo Program Ad - Quarter-page ad inside program

Grand Parade Entry on July 4

Supporter Sponsor

\$750

The Supporter Sponsor level is easy on the budget but still allows you to participate in this great community event and enjoy good name recognition. With an estimated 100,000 attendees expected at the rodeo and carnival this year, 2 banners and a program ad every night will give your business great exposure and establish you as a supporter of the community. You'll also receive 2 complementary tickets, dinner passes and VIP parking passes for you and your guests to enjoy each night.

Western Stampede Event Perks

- 2 complementary dinner passes per night
- 2 bleacher seats per night
- 1 VIP parking passes per night

Up to TWO, 4'x8' Sponsor-Provided Banners - ONE in arena and ONE at the carnival

Business name included with social tags and website

- Communication mediums include website, utility bill insert (25,000 fliers), West Jordan Journal, Fun Run T-Shirts (backs), and on SELECT social media posts (Facebook, Twitter, and Instagram)
- Business name will be added to the WesternStampede.com/Sponsors page

Rodeo Program Ad - Eighth-page ad inside program

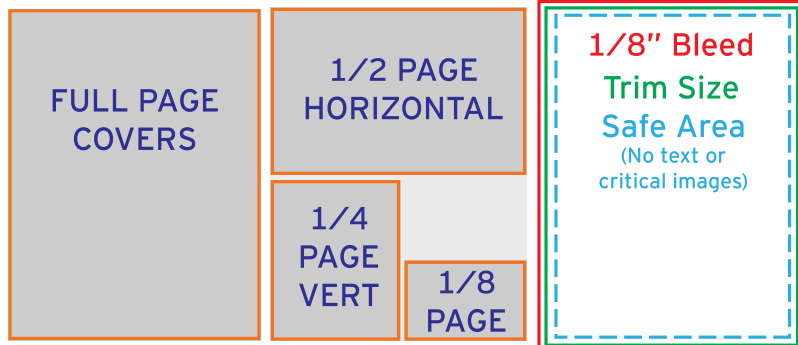
Grand Parade Entry on July 4



Western Stampede Sponsorship Benefits

	Presenting	Diamond	Platinum	Gold	Silver	Bronze	Supporter
	\$15,000	\$7,500	\$5,000	\$3,500	\$1,500	\$1,000	\$750
Grand Parade Entry	✓	✓	✓	✓	✓	✓	✓
Program Ad							
Back Cover	✓						
Full	✓	✓	✓				
Half				✓	✓		
Quarter						✓	
Eighth							✓
Banner							
Skybox	1 (all nights)	1 (one night)	-	-	-	-	-
Chute - Front (limit 6)	-	-	-	1 per sponsor	-	-	-
Chute - Back (limit 4)	-	-	-	-	1 per sponsor	-	-
Arena	2	2	2	1	1	1	1
Carnival (optional)	3	1	2	1	1	1	1
Public Announcement/Tags/Links							
Radio	✓						
Social Media	✓	✓	✓	✓			
Emails	✓						
Website	Logo + Business Name + Link	Logo + Business Name + Link	Logo + Business Name + Link	Logo + Business Name + Link	Business Name + Link	Business Name	Business Name
Utility Flier	Logo + Business Name	Logo + Business Name	Logo + Business Name	Logo + Business Name	Business Name	Business Name	Business Name
WJ GNN	Logo + Business Name	Logo + Business Name	Logo + Business Name	Logo + Business Name	Business Name	Business Name	Business Name
Fun Run T-Shirts	Logo + Business Name	Logo + Business Name	Logo + Business Name	Logo + Business Name	Business Name	Business Name	Business Name
Jumbo Tron Display	Logo + Business Name	Logo + Business Name	Logo + Business Name	Business Name	Business Name	-	-
Perks							
Dinner Passes	20 per night	20 for 1 night & 10 for other 2 nights	8 per night	6 per night	4 per night	4 per night	2 per night
Skybox Seats	20 per night	20 (1 night)	-	-	-	-	-
Seats	-	10 (other 2 nights)	8 per night	6 per night	4 per night	4 per night	2 per night
VIP Parking Passes	10 per night	10 for 1 one night & 5 for other 2 nights	4 per night	3 per night	2 per night	2 per night	1 per night
Logo on Stampede Marketing *	✓						

* Western Stampede Ad Banners, Digital Display Board City Hall Lobby, City Hall Marquee, Rodeo Tickets, Directional Signage/Tricage Displays, Rodeo Program (Logo on Cover)



All ads are process color

Sizes

Full Page/Covers

8.25" x 10.25" Bleed
8"x10" Trim
7.5" x 9.5" Safe

1/4 Page Vertical

N/A Bleed
3.5" x 4.5" Trim
N/A Safe

1/2 Page Horizontal

N/A Bleed
7.5" X 4.5" Trim
N/A Safe

1 /8 Page (Ad Coupn)

N/A Bleed
3.5" X 2.25" Trim
N/A Safe

Additional fees may apply if special design, photography, or editing services are requested or required. Ads submitted on disk will be printed at 150 line screen and requires a minimum of 300 dpi resolution. To properly prepare files, please review information below.

Art Deadline is June 7, 2019

Questions? Contact Events at 801-569-5160 or email Events@WestJordan.Utah.gov

Rodeo Program Ad Rates

Back Cover	\$1100
Inside Covers	\$1000
2-Page Spread	\$1800
Full Page	\$900
Half Page	\$500
1/4 Page	\$225
1/8 Page	\$150

Rates do not include design or layout of your ad. Professional design is available for additional charges. Design charges are based on hourly rates. Your account representative can consult with a professional designer to estimate design charges based on the ad information sheet.

HALF PAGE ADS AND LARGER INCLUDE ONE ARENA 4X8 BANNER SPACE (banner not included)

File Formats and Specifications

Acceptable file formats include vector files (EPS, AI, SVG), TIFF, PNG, JPEG, PDF, or PNG
Please convert all fonts to "outlines," embed fonts within the document or provide files of used fonts
Files should be 300 DPI
Magazine Final Trim Size: **8x10** Please allow 1 /8" for all bleeds
Files can be emailed to SeanS@WestJordan.Utah.gov

- Additional fees may apply if submitted ads require modification.
- If digital ad files supplied deviate from the guidelines, we cannot guarantee accurate reproduction. We cannot be responsible for provided ads that misprint.

High resolution black & white photographs should be scanned as grayscale. Full-color photographs or artwork should be saved at 300 ppi at 100 of actual usage size. Scans must be converted and saved in CMYK. (SWOP coated settings preferred). Do not send low-resolution artwork or images (such as Internet graphics). They will appear fuzzy or pixelated when printed.

We're here to help and can offer custom designed ads to fit your needs.

Questions? Please email or call Events at 801-569-5160 or Events@WestJordan.Utah.Gov.



Western Stampede Sponsorship Benefits

Sponsorship Benefit

The City of West Jordan Events Department is excited to announce sponsorship opportunities for our Western Stampede (July 4-6). This year we celebrate the 65th anniversary of the Western Stampede Rodeo! These wonderful community events are made possible by generous donations by area businesses and residents.

Visit us online at westernstampede.com

Business Name	
Address, City, State, Zip	
Phone	E-mail
Designated Representative (Last)	(First)
Alternate Representative (Last)	(First)
Phone	E-mail

Please indicate which sponsorship package you would like. If you have any questions, please contact West Jordan Events at 801-569-5160 or events@wjordan.com for more information. Please note that sponsorships are first come first serve. Turn your registration form in early to ensure you get the sponsorship you want.

<input type="checkbox"/>	Presenting Sponsor: \$15,000.
<input type="checkbox"/>	Diamond Sponsor \$7,500. Please indicate which night you would like to sponsor: _____
<input type="checkbox"/>	Platinum Sponsor: \$5,000. _____
<input type="checkbox"/>	Gold Sponsor: \$3,000. _____
<input type="checkbox"/>	Silver Sponsor: \$1,500. _____
<input type="checkbox"/>	Bronze Sponsor: \$1,000. _____
<input type="checkbox"/>	Supporter Sponsor: \$750. _____
<input type="checkbox"/>	In kind/trade (please contact us): _____

I agree to pay the amount of the selected sponsorship level listed above. _____
Business Owner/Manager Date

Please submit all payments by **June 15, 2019** to:
City of West Jordan, Attn: Events, 8000 South Redwood Road, West Jordan, UT 84088.