



# Position Your Brand with a 70 Year Tradition

**MAY 16-17-18, 2019**

Please check Sponsorship availability with Bill Fitzgerald at 615-394-9292

[www.FranklinRodeo.com](http://www.FranklinRodeo.com)



**SCOREBOARD** \$15,000  
Be THE FOCAL POINT of the Rodeo action!  
~Custom Package

**"VIP CORRAL"** \$6,000  
As VIP section partner, you will host 100 of Franklin's biggest Rodeo fans each night!  
~Custom Package

**RODEO ARENA** \$7,500  
The Rodeo Arena will be named after your business!  
~Custom Package

**New:**

**PONY HOP RACER** \$200  
10 Racers Per Night (adults/businesses only)  
No holds barred bouncing barrel race!  
Sponsor the ~~whole~~ **SOLD** EVENT for the Rodeo ~ \$2500

**BOUNTY BULLS & BRONCS** \$750 ea  
Each night, the RANKEST bull & broncs will have a bounty on the ride - named after YOUR business! You will get 4 Rodeo Tickets for your Night and logo on the LED Banner Board. Three opportunities each night - 2 broncs & 1 bull



# Sponsorship Packages

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## ★ \$5,000 Level-Custom Packages

RODEO PARADE a Franklin Rodeo tradition kicking off Rodeo week  
NIGHTLY RODEO SPONSOR - Thursday, Friday or Saturday  
INSTANT REPLAY on the big scoreboard

## ★ \$3,500 Level Rodeo Tickets & Cafe Passes: 6/night

RODEO SOUVENIR PROGRAM (full page back cover ad) Custom Package  
RODEO COWBOY CAFE (premium signage) Custom Package  
FRANKLIN RODEO "EXPERIENCE" (down-in-the-dirt kick off party) Custom Package  
PARKING LOT (premium signage in parking lot; flyers on cars)  
AIR CONDITIONING (premium signage on AC ducts)  
RESTROOM STALLS (signage on 300 stalls)  
DAY SHEETS IN PROGRAM (logo on 9000 program inserts)

## ★ \$2,500 Level Rodeo Tickets & Cafe Passes: 6/night

EVENTS: (Events get a Flag run on horseback at the beginning of the event)  
Bareback Bronc, Saddle Bronc, Bull Riding, Barrel Racing, Tie Down Roping, Team Roping,  
Steer Wrestling, Mutton Bustin', Calf Scramble, Pony Hop Race  
CHUTE GATES (12) ~ Available: 4  
BARRELLING/CLOWN  
RODEO PRINTED TICKET AD/COUPON (10,000+/-) (your ad on all print-at-home tickets)  
MAIN ENTRANCE SPONSOR (overhead walkway signage)  
SPECIALTY AD Whiplash the Cowboy Monkey (signage on props)  
BULL FIGHTERS (logo on bullfighter shirts)  
LED BANNER BOARD (LBB) (Scrolls Sponsor Banners) - Signage around the board *New*

## ★ \$500 - \$2,000 Level

\$500 ADD-ON: Add Commercials on Scoreboard to any Sponsorship Level - No Deliverables  
\$1,000 COMMERCIALS ON SCOREBOARD (3/night) No Tickets or Cafe Passes, 1/4 pg Ad  
\$1,150 BUCKLE LEVEL - Rodeo Tickets 4/night, Cafe Passes 4/Thur, 1/4 pg Ad  
\$1,950 SPURS LEVEL - Rodeo Tickets & Cafe Passes: 6/Night  
\$2,000 LOGO ON POPCORN BOXES or ICE TEA CUPS or COTTON CANDY BAGS  
Rodeo Tickets & Cafe Passes: 4/night  
\$2,000 STEP & REPEAT PHOTO BACKDROP (2 Available) - Same as Buckle w/ LBB *New*  
\$550 Arena Banner (5x10) - No Deliverables

**VENDOR SPACE:**

**10X10: \$500**

**10X20: \$1,000**

## ★ Deliverables (All Levels, unless specified):

- ◆ Rodeo Tickets & Cafe Passes for each night ~ varies by Level
- ◆ Arena Banner (5x10) or LED Banner Board (LBB)
- ◆ Rodeo Program Ad (1/2 Page)
- ◆ Rodeo Announcer Mentions
- ◆ Website - your logo & link
- ◆ Rodeo Parade Entry
- ◆ Franklin Rodeo "Experience" (unlimited guests)

