71ST ANNUAL

FRANKLIN RODEO

PRODUCED BY THE FRANKLIN NOON ROTARY CLUB

Position your Brand with a 71 Year Tradition!

MAY 14-15-16, 2020

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

www.FranklinRodeo.com

Fan Club

PRORODEO PRCA

FRANKLIN RODEO VIP CORRAL

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

"ROWDY" Mascot $3,500
Rowdy makes several promotional appearances including the Rodeo Parade and greets Rodeo fans each performance. He will wear a shirt plastered with your logo!
~Custom Package

PONY HOP RACER $200
10 Racers Per Night (adults/businesses only)
No holds barred bouncing barrel race!

Sponsor the whole 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

Deliverables: *(All Levels, unless specified)*

- Rodeo Tickets & Hospitality 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)

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

$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 & Hospitality Passes: 8/night

RODEO SOUVENIR PROGRAM (full page back cover ad)
PARKING LOT (premium signage throughout parking lots; flyers on cars)
RESTROOMS (signage at restroom entrances and on restroom walls)
DAY SHEETS IN PROGRAM (your logo on 7,000 program inserts)

$2,500 Level — Rodeo Tickets & Hospitality Passes: 6/night

RODEO SPONSOR HOSPITALITY (entrance & room signage, marketing info table)
FRANKLIN RODEO "EXPERIENCE" (down-in-the-dirt kick off party ~ logo on promo materials)
AIR CONDITIONING (premium signage on AC ducts in the arena)
DAY SHEETS IN PROGRAM (logo on 7,000 program inserts)
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) (Banner on or above the bucking chutes - major focal point!)
BARRELMAN/CLOWN, **Dusty Myers** (logo on the clown barrel)
RODEO PRINTED TICKET AD/COUPON (10,000+/-) (your ad on all print-at-home tickets)
MAIN ENTRANCE SPONSOR (overhead main entrance walkway signage)
SPECIALTY ACT, **One Arm Bandit & Co.** (signage on their trailer; rodeo week appearance)
BULL FIGHTERS (logo on bullfighter shirts; rodeo week appearance)
LED BANNER BOARD (LBB) (*Scrolls Sponsor Banners*) (5x9 Signage on each side)

$2,000 - $500 Level

$2,000	STEP & REPEAT PHOTO BACKDROP with YOUR LOGO (2 Available) Rodeo Tickets: 4/Night, Hospitality Passes: 4/Thur, 1/4 pg Ad, LBB
$2,000	LOGO ON POPCORN BOXES or ICE TEA CUPS or COTTON CANDY BAGS Rodeo Tickets & Hospitality Passes: 4/night, LBB
$1,950	SPURS LEVEL - Rodeo Tickets & Hospitality Passes: 6/Night, 1/2 pg Ad, LBB
$1,150	BUCKLE LEVEL - Rodeo Tickets 4/night, Hospitality Passes: 4/Thur, 1/4 pg Ad, LBB
$1,000	COMMERCIALS ON SCOREBOARD (3/night) No Tickets or Passes, 1/4 pg Ad
$500	ADD-ON: Add Commercials on Scoreboard to any Sponsorship Level - No Deliverables
$550	Arena Banner (5x10) - Banner only; No other deliverables
$500	LED Banner Billboard Banner - Banner only; No other deliverables

"Changing Lives Since 1949"