



**Benson Butterfield Rodeo
Committee
PO Box 1041
Benson, AZ 85602**

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June 1, 2021

The Benson Butterfield Rodeo Committee is working to bring the 21st Annual Benson Butterfield Rodeo to Benson during the celebration of Butterfield Days. This year we are excited to announce that the rodeo will be Saturday, October 9th and Sunday, October 10th. We invite you to participate in the rodeo, to promote your business, service, or product. Information on rodeo sponsorship is enclosed.

We hope that you will take the time to evaluate how you may benefit from collaborating with us on this event. We look forward to working with you to produce a successful rodeo. I am available to answer questions at your convenience and can be reached at (520) 349-6658 (cell).

Sincerely,

Heather C. Floyd



**The following levels of sponsorship are
Available for the 2021 Rodeo:**

MEDIA SPONSOR (limit 1) \$1500

- A full page color ad on the back of the rodeo program.
- 2 – 4' x 6' signs* with logo of sponsor; one will be prominently displayed in the arena, the other will be placed in a prominent location on the rodeo grounds.
- Sponsor will be mentioned by rodeo announcer.
- Sponsor logo will be displayed in all advertisements.
- Link to sponsor website from the www.bensonbutterfieldrodeo.com website
- 10 VIP** passes.

PLATINUM SPONSOR (unlimited) \$800

- A 1/2 page ad in the rodeo program.
- 1 – 4' x 6' sign* with logo of sponsor will be prominently displayed in the arena.
- 1 – Additional sign* to be prominently displayed on the rodeo grounds.
- Sponsor will be mentioned by rodeo announcer.
- Sponsor logo will be displayed in all print advertisements.
- Link to sponsor website from the www.bensonbutterfieldrodeo.com website
- 6 VIP** passes.

ARENA SPONSOR (unlimited) \$500

- A 1/2 page ad in the rodeo program.
- 1 – 4' x 6' sign* with logo of sponsor will be displayed in the arena.
- Sponsor will be mentioned by rodeo announcer during the performance.
- Logo displayed on the www.bensonbutterfieldrodeo.com website
- 4 VIP** passes.

VIP TENT (limit 4) \$400

This sponsorship is specific to providing the VIP tent where all sponsors enjoy free refreshments. We feel that this is one of the best advertisements at the rodeo. As sponsors for this tent, you can hand out literature about your company in the tent.

- Company name, logo, and contact information will be listed in the program.
- 1 – 4' x 6' sign* on the VIP/contestant tent.
- Sponsor will be mentioned by the rodeo announcer during the rodeo.
- Listed as a sponsor on www.bensonbutterfieldrodeo.com website.
- 4 VIP** passes.

EVENT SPONSOR (limit 7) \$400

This is sponsorship of a specific event at the rodeo. The events to choose from are bareback riding, saddle bronc riding, bull riding, steer wrestling, calf roping, ladies breakaway roping, and team roping.

- Company name, logo, and contact information will be listed in program along with sponsored event.
- 1 – 4' x 6' sign with logo of sponsor will be displayed in the arena.
- Sponsor will be mentioned by rodeo announcer as being the sponsor of specific event prior to the event.
- Listed as a sponsor on www.bensonbutterfieldrodeo.com website.
- 4 VIP passes.

CO-EVENT SPONSOR \$200

Again this year we are offering co-event sponsorship. We would pair your business with another sponsor to fully sponsor an event. The offering of events available for co-sponsorship are: bareback riding, saddle bronc riding, steer wrestling, and ladies breakaway roping.

- Company name listed in program along with sponsored event.
- Sponsor will be mentioned by rodeo announcer as being the sponsor of specific event prior to the event.
- Listed as a sponsor on www.bensonbutterfieldrodeo.com website.
- 1 sign* with logo of sponsor will be displayed on the rodeo grounds.
- 2 VIP passes.

CHILDREN'S EVENT SPONSOR (limit 6) \$250

This is a sponsorship of a specific children's event at the rodeo. The events to choose from are mutton bustin', junior barrel racing, stick horse race, dummy roping, calf scramble, and boot race. *(These events all take place on Saturday of the rodeo.)*

- Company name listed in program along with sponsored event.
- Sponsor will be mentioned by rodeo announcer as being sponsor of the specific event prior to the event.
- Listed as a sponsor on www.bensonbutterfieldrodeo.com website.
- 1 sign* with logo of sponsor will be displayed on the rodeo grounds.
- 2 VIP passes.

COWBOY SPONSOR (unlimited) \$100

- Company name will be listed in the rodeo program.
- 1 sign* with logo of sponsor will be displayed on the rodeo grounds.

* *All signs must be supplied by sponsor. Rodeo committee is not responsible for damage to signs hung in the arena.*

** *VIP seating will be a special section with shaded seating where you can enjoy free refreshments. Tent and food will be provided by the rodeo committee.*

CHILDREN'S EVENT BUCKLE SPONSOR (limit 2) \$300

This is a sponsorship of a specific children's event at the rodeo. We will showcase one sponsor as the children's event buckle sponsor on Saturday and a second sponsor on Sunday.

- Company name listed in program along with sponsored event.
- Sponsor will be mentioned by rodeo announcer as being sponsor of the children's event buckles for the day.
- Listed as a sponsor on www.bensonbutterfieldrodeo.com website.
- 1 sign* with logo of sponsor will be displayed on the rodeo grounds.
- 2 VIP passes.

Sunday's CHILDREN'S EVENT SPONSOR (limit 1) \$400

This is a sponsorship of a specific Sunday's children's event at the rodeo. By hosting a second day of rodeo on Sunday we are able to bring two more children's events to Benson. Young contestants can compete in calf riding and steer riding, these young contestants are the future of rodeo and by being able to host events for them to compete in helps the future of rodeo. This sponsorship has the sole honor of bringing both of these events to the rodeo. *(These events all take place on Sunday of the rodeo.)*

- A 1/2 page ad in the rodeo program.
- Sponsor will be mentioned by rodeo announcer as being sponsor of the specific event prior to the event.
- Listed as a sponsor on www.bensonbutterfieldrodeo.com website.
- 1 sign* with logo of sponsor will be displayed on the rodeo grounds.
- 2 VIP passes.

BENSON BUTTERFIELD RODEO

YES, we wish to participate in this event! Enclosed is our check made payable to "Benson Butterfield Rodeo Committee" in the amount of \$_____ for the following:

_____ **MEDIA SPONSOR** (\$1500, limited to 1)

_____ **PLATINUM SPONSOR** (\$800, unlimited)

_____ **ARENA SPONSOR** (\$500, unlimited)

_____ **VIP TENT** (\$400, limited to 4)

_____ **EVENT SPONSOR** (\$400, limited to 7 events, event choice is on a first-come basis)

Specify Event Choice: 1st _____
2nd _____
3rd _____

_____ **CO-EVENT SPONSOR** (\$200, limited to 4 events, event choice is on a first-come basis)

Specify Event Choice: 1st _____
2nd _____
3rd _____

_____ **CHILDREN'S EVENT SPONSOR** (\$250, limited to 6, event choice is on a first-come basis)

Specify Event Choice: 1st _____
2nd _____
3rd _____

_____ **CHILDREN'S EVENT BUCKLE SPONSOR** (\$300) Choose Saturday ___ or Sunday ___

_____ **Sunday's CHILDREN'S EVENT SPONSOR** (\$400)

_____ **COWBOY SPONSOR** (\$100, unlimited)

Business Name: _____

Contact Person: _____ Phone: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Please return to:

Benson Butterfield Rodeo Committee
P. O. Box 1041, Benson, AZ 85602