



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

**Ashley Floyd**  
(520) 686-1069  
Ashleyfloyd1212@yahoo.com

**Heather Floyd**  
(520) 349-6658  
heathercfloydaz@gmail.com

**Anita Choate**  
(520) 221-0308  
momchoate@gmail.com

**Kendra DeBruler**  
(520) 686-1077

**Alissa Montijo**  
(520) 904-5374

**Mary Mendoza**  
(520)-686-0326

**Wendy West**  
(520) 456-4741

**Preslee Rush**  
(520) 456-4732

**Cindy Kuhn**  
(520)221-0789

**Leah Higley**  
(520) 226-7883

June 12, 2023

The Benson Butterfield Rodeo Committee is working to bring the 23<sup>rd</sup> 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 14<sup>th</sup> and Sunday, October 15<sup>th</sup>. We invite you to participate in the rodeo, to promote your business, service, or product. Information on rodeo sponsorship is enclosed. We have added a few new sponsorship opportunities, be sure to check them out.

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,

Ashley & Heather Floyd



**The following levels of sponsorship are Available for the 2023 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](http://www.bensonbutterfieldrodeo.com) website
- 10 VIP\*\* passes.

**CHUTE SPONSOR (limit 4) \$1200**

- A custom chute size banner will be created for your business to specifically fit the chutes at the Benson arena.
- Each time the chute is used the announcer will announce “Name of business” Chute.
  - For example, now bucking Saddle Bronc out of “name of business” chute is “Cowboy Smith”
- Sponsor logo will be displayed in all advertisements.
- Link to sponsor website from the [www.bensonbutterfieldrodeo.com](http://www.bensonbutterfieldrodeo.com) website
- Company name, logo, and contact information will be listed in program along with sponsored event.
- 8 VIP\*\* passes.

**PICK UP MEN SPONSOR (limit 1) \$1000**

- Sponsor logoed shirts to be worn by Pick Up Men in the arena.
  - Rodeo committee will work with sponsor on design of shirt
- The announcer will announce “Name of business” Pick Up Men throughout the rodeo.
- Sponsor logo will be displayed in all advertisements.
- Link to sponsor website from the [www.bensonbutterfieldrodeo.com](http://www.bensonbutterfieldrodeo.com) website
- A 1/2 page ad in the rodeo program.
- 8 VIP\*\* passes.

**\* 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.**

## **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](http://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](http://www.bensonbutterfieldrodeo.com) website
- 4 VIP\*\* passes.

## **QUEEN RAFFLE SPONSOR (limit 1) \$500**

- A 1/2 page ad in the Queen program.
- Company name, logo, and contact information will be listed 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 Queen Raffle.
- 4 VIP\*\* passes.

## **VIP TENT (limit 4) \$500**

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](http://www.bensonbutterfieldrodeo.com) website.
- 4 VIP\*\* passes.

**\* 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.**

## **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](http://www.bensonbutterfieldrodeo.com) website.
- 4 VIP passes.

## **CO-EVENT SPONSOR \$250**

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](http://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) \$300**

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](http://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](http://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](http://www.bensonbutterfieldrodeo.com) website.
- 1 sign\* with logo of sponsor will be displayed on the rodeo grounds.
- 2 VIP passes.

\* ***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.*

# 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)

\_\_\_\_\_ **CHUTE SPONSOR** (\$1200, limited to 4)

\_\_\_\_\_ **PICK UP MEN SPONSOR** (\$1000, limited to 1)

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

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

\_\_\_\_\_ **VIP TENT SPONSOR** (\$500, limited to 4)

\_\_\_\_\_ **QUEEN RAFFLE SPONSOR** (\$500, limited to 1)

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

Specify Event Choice: 1<sup>st</sup> \_\_\_\_\_  
2<sup>nd</sup> \_\_\_\_\_  
3<sup>rd</sup> \_\_\_\_\_

\_\_\_\_\_ **CO-EVENT SPONSOR** (\$250, limited to 4 events, event choice is on a first-come basis)

Specify Event Choice: 1<sup>st</sup> \_\_\_\_\_  
2<sup>nd</sup> \_\_\_\_\_  
3<sup>rd</sup> \_\_\_\_\_

\_\_\_\_\_ **CHILDREN'S EVENT SPONSOR** (\$300, limited to 6, event choice is on a first-come basis)

Specify Event Choice: 1<sup>st</sup> \_\_\_\_\_  
2<sup>nd</sup> \_\_\_\_\_  
3<sup>rd</sup> \_\_\_\_\_

\_\_\_\_\_ **CHILDREN'S EVENT BUCKLE SPONSOR** (\$300, limited to 2)

Choose Saturday \_\_\_ or Sunday \_\_\_

\_\_\_\_\_ **Sunday's CHILDREN'S EVENT SPONSOR** (\$400, limited to 1)

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

Please fill out your company information on the next page so we can properly recognize you at the rodeo.

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

*Please return to:*

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

**Or Email**

**Ashley Floyd | Heather Floyd**  
[ashleyfloyd1212@yahoo.com](mailto:ashleyfloyd1212@yahoo.com) | [heathercfloydaz@gmail.com](mailto:heathercfloydaz@gmail.com)

**Make Checks payable to Benson Butterfield Rodeo**