



Dear Prospective Sponsor,

On behalf of the Carbondale Wild West Rodeo Association, we would like to sincerely thank you for your interest in becoming a sponsor. Sponsors play a very important part in the success of our rodeo season, as most individual rodeos are a money-losing proposition. The funds from sponsors help to bridge that gap. Without sponsors, we do not have a rodeo.

In return for your support, we would like to let you know the value and benefit of being a sponsor of the rodeo. Sponsoring the Carbondale Wild West Rodeo is an effective and affordable way to reach your customers in the Roaring Fork Valley and beyond. With a sponsorship you get weekly exposure during the Rodeo to an average attendance of 1,000 spectators who are residents and visitors of our valley. In addition, your signs will be viewed at multiple arena events throughout the year and by thousands of motorists who pass by on County Road 100.

Please see the attached sheet for the different levels of sponsorship. Not all of these levels may be available, as we offer our existing sponsors the right of first refusal. Please contact Mike Kennedy (contact information is listed below) to determine if the sponsorship level that you are interested in is available.

2022 Sponsorship Level Benefits include:

- Visibility to 15,000 plus attendees during the season, which is every Thursday night, starting on the first Thursday in June and runs for 12 consecutive weeks. Plus, there are many other events there throughout the year.
- A 4' x 4' sign in the arena (Sponsors are responsible for having their own signs made) and an ad in event program. Ad size varies on sponsorship level.
- Reinforce your name, brand, and logo to a loyal and brand-conscious spectator audience
- Your business and/or family name listed on the CWWRA website with a link to your website and listing of your contact information. Check it out at www.carbondalerodeo.com!!
- CWWRA now has a Facebook page which offers further recognition of our sponsors throughout the rodeo season. We currently have over 8000 "likes"!!
- Free Individual event tickets for the rodeo. Number of tickets varies with sponsorship level.

Sponsorships sell out quickly, so please reach out as soon as possible to reserve your sponsorship. The deadline to sponsor this year is May 10, 2022.

Once you have reached out to Mike and confirmed that the sponsorship level is available, please send a check payable to: "Carbondale Wild West Rodeo Association". Mail your checks to: CWWRA, PO Box 1739, Carbondale, CO 81623.

(If you would like to have a website link or an ad in the program, please enclose that information with your check).

If you have any questions about sponsorship, please contact:

Mike Kennedy, President 970-379-3907, mikekennedy@sopris.net

We sincerely appreciate your interest and sponsorship of the 2022 Carbondale Wild West Rodeo Series. As mentioned before, without all of our sponsors, our rodeo would not happen!

The Carbondale Wild West Rodeo Association is a not for profit, volunteer organization committed to keeping the Roaring Fork Valley's western heritage alive by offering a fun, family oriented event to residents and visitors.

The CWWRA is managed by an all-volunteer board of directors who receive no financial compensation.

CWWRA, PO Box 1739, Carbondale, CO 81623 www.carbondalerodeo.com

CARBONDALE WILD WEST RODEO ASSOCIATION SPONSORSHIP LEVELS

SPONSORSHIP LEVEL	SIGN	VOCAL RECOGNITION	PROGRAM AD	FREE TICKETS
Gus Darien Arena Sponsor \$4,000	Premium Placement SOLD OUT!!	Throughout performance	Full Page	20
Other Premium Sponsor \$1,500 - \$3,000	Premium Placement As Available	Throughout performance	Full Page	15
Event & Sponsors \$1,000 As Available	Arena Sign & can have flag lap the arena at beginning of event	Throughout sponsored Event	1/2 Page	10
Chute Gate Sponsors \$1,000 As Available	Sign placed on sponsored chute	Throughout operation of sponsored chute	1/2 Page	10
Return Gate Sponsors \$750 As Available	Sign placed near return gate	Throughout performance	1/2 Page	10
Roping Box Sponsor \$650 As Available	4x4 sign in arena near roping box	Throughout performance	1/4 Page	6
General Sponsor \$500	4x4 sign in arena	Weekly, as announcer time allows	Business Card Size	6
Friends of the Rodeo \$250	None	None	Business Card Size	None

**Sponsors are responsible for having their own sign made. Arrow Signs in Carbondale, 928-8463, signs@sopris.net, makes most of them. However, you can use any sign company you wish. Limit your information and make it large enough to be visible across the arena or from County Road 100.

**Some of the sponsorship levels may not be available at this time.

CARBONDALE WILD WEST RODEO SPONSORSHIPS

Yes, we would like to Sponsor the Carbondale Wild West Rodeo Association (CWWRA).

Name of person or Business _____

Contact Person's Name _____

Mailing address _____

Phone Number _____

Email Address _____

Level of Sponsorship _____

Signature of responsible party _____ date _____

Sponsors are responsible for their having their own sign made. Nearly all the signs are required to be 4ft x 4ft. They should be made of hard board, because the wind will destroy a banner type sign or the plastic coated cardboard type. If a sign is to be on the bucking chutes or announcer's booth, the size will be different so you need to call and check before having one made. We highly recommend you put minimal information on the sign in as BIG of letters as you can. If the lettering is too small, it is not legible from across the arena and from County Road 100. Most of the sign are made by Arrow signs in Carbondale (928-8463 signs@sopris.net) but you can use anyone, as long as the signs are professional looking.

We will also need your camera ready art work for the program ad in the following sizes:

- a. Business Card size (you can mail or email you business card to us.)
- b. One quarter (1/4) page 5 1/2" W x 2 1/8" H OR 2 3/4"W x 4 1/4"H
- c. Half (1/2) page 5 1/2" W x 4 1/4" H
- d. Full page 5 1/2" W x 8 1/2" H

Program is like an 8.5" x 11" page folded in half and is in black and white.

Rodeo Tickets will be mailed to you.

Checks can be made out to CWWRA.

Questions?? Call Mike Kennedy, Pres. (970 379.3907) mikekennedy@sopris.net
Web Site: www.CarbondaleRodeo.com P.O. Box 1739 Carbondale, CO 81623