



Cattlemen's Days 2021

Sponsorship & Advertising Opportunities

Celebrating 121 Years of Our Valley's Western Heritage and Tradition

Dear Cattlemen's Days Supporter,

Cattlemen's Days sponsorship time is here! We appreciate your support and want to say Thank You! Without our local sponsors, this event would not go on.

On the last page of the packet, you will find the **sponsorship commitment page** that you can fill out and return by **June 17, 2021** with your sponsorship preference. If you're interested in putting an ad in the **rodeo program book**, please submit your ad copy **by June 17, 2021**. We offer the option to have your business website or email linked from the Cattlemen's Days website for year-round advertising. Please indicate your preference on the return agreement. If you are sponsoring through an in-kind donation, an invoice **MUST BE** received by **June 17, 2021** in order to receive your sponsorship package.

We are beyond grateful and humbled to be the #1 TETWP Rodeo and fundraiser in the nation for 5 years running! Tough Enough to Wear Pink (TETWP), the charitable arm of Cattlemen's Days, raises money for local breast cancer programs including treatment, transportation and financial assistance. If you are interested in becoming a donor for TETWP or a sponsor of the TETWP Songwriter Shuffle on July 1 and 2, please contact Heidi Sherratt at 970-209-6332 or visit www.gunnisontetwp.com.

Our sponsors, community support and Western Heritage keep this tradition alive in our amazing valley. Thank you all for your support! We look forward to putting on a great celebration for you in 2021!

Let's Rodeo!

Megan Mensing, Sponsorship Chair 719-406-2072
Mike Dawson, Cattlemen's Days President 970-596-5329
& the entire Cattlemen's Days Committee

We would appreciate your Sponsorship or Advertising Commitment by June 17, 2021

PO Box 1203, Gunnison, CO 81230

sponsors@cattlemensdays.com

2021 CALENDAR OF EVENTS

Thursday July 1 st and Friday July 2 nd -	TETWP Songwriter Shuffle Concerts at Rock House Ranch & Blake Cabin at Eagle Ridge Ranch
Friday July 2 nd -	4-H Horse Show
Saturday July 3 rd -	Cattlemen's Days Open Horse Show
Sunday July 4 th -	TETWP CONCERT @ I BAR featuring CHANCEY WILLIAMS AND THE YOUNGER BROTHERS BAND
Monday July 5 to Friday July 9 -	4H Shows and Displays
Saturday July 10 th -	Cattlemen's Junior Livestock Auction
Sunday July 11 th -	Mutton Busting-Cattlemen's Days Ranch Rodeo (auction prior)
Monday July 12 th -	Cattlemen's Days Ranch Team Sort (auction prior)
Tuesday July 13 th -	Watershed Barrel Races
Wednesday July 14 th -	Watershed Team Roping
Thursday July 15 th -	TETWP PRCA RODEO
Friday July 16 th -	Patriot Night PRCA RODEO
Saturday July 17 th -	Cattlemen's Days Parade Gunnison Ranchland Conservation Legacy PRCA RODEO

Please check www.cattlemensdays.com

and our social media

@ [#rodeosince1900](https://twitter.com/rodeosince1900)

for exact start times, details & updates



AGAIN this year! (COWBOY CHANNEL COVERAGE & Online Tickets)

- We are excited to again have national coverage of our 121 Cattlemen's Days Rodeo on the Cowboy Channel and Cowboy Channel + App. It is estimated that the Cowboy Channel and the App stream into over 43 million households and screens. By sponsoring Cattlemen's Days, your banner may get covered in the app, and by advertising on the Video Board, it is more likely to be in the stream.
- **Online Ticket Sales** – We also will be rolling out Online Ticket Sales this year! Please check our website with the latest updates on online ticket sales. We will also have the traditional ticket booth at the Gunnison Bank and Trust parking lot again this year.

Ticket Information:

Every night is family night!

Adult Ticket, Grandstand: \$25

Adult Ticket, General Admission: \$20

Kid's Ticket, Grandstand: \$10 (ages 12 and under free with a paid adult ticket)

Kid's Ticket, General Admission: \$5 (ages 12 and under free with a paid adult ticket)

Carnival Ticket: \$20 (until sold out)

Online Ticket sales planned to be available June 10, 2021 Ticket booth Sales will be available beginning July 1, 2021

Feel free to contact us for more information and any questions:

Mike Dawson, President & Watershed/Ranch Rodeo/Sort	970-596-5329
Brad Tutor, 1 st Vice President	970-275-2923
Tyler Hanson, 2 nd Vice President	970-275-4777
Dan Zadra, Coordinator	970-901-5227
Karla Rundell, Secretary/Treasurer	970-596-5747
Megan Mensing, Sponsorship Coordinator	719-406-2072
Bill Knowles, Ticket Coordinator	970-641-1890
Sarah Kosin, Vendor Coordinator	970-209-1318
Ivy McNulty, Open Horse Show Chair & Queen Coordinator	970-275-0043
Heidi Sherratt, TETWP	970-209-6332

Sponsorship Opportunities – 2021 Cattlemen’s Days PRCA Rodeos

All Sponsorships Include: recognition by the announcer during each rodeo performance and acknowledgement in the daily program, as well as the other benefits listed!

Nightly Presenting Sponsor – \$5000 (per night) – 3 Nights Available

Our headline sponsor for each exciting night of rodeo action!

- Premier name location across the top of the 8’x14’ Video Board **for the night of the performance**
- **Cover of the day sheet for the night of the performance**
- Your organization’s video that runs on the video board for each performance
- 4 Grandstand Tickets and 4 General Admission to each for each PRCA Rodeo Performance
- 1 on-grounds parking pass for each PRCA Rodeo Performance

GOLD BUCKLE VIP Booth Sponsor – \$2000 (or may be available per performance for \$700)

Promote your business, event or family reunion AND get a front row seat for all the rodeo action!

- Exclusive covered booth arena seating
- Display your business banner (BYOB) on the arena rail in front of your booth
- 12 Gold Buckle passes for each PRCA Rodeo Performance
- 1 on-grounds parking pass for each PRCA Rodeo Performance
- Booth limit 12 people MAX, for rodeo fans safety

***These are usually sold out, but we are happy to put you on a waiting list if your business is interested in one!*

Host Hotel & Host Restaurant Sponsorships – \$2000 – 1 Sponsorship Available for Each

Promoting the best place to stay and the favorite place to grab a bite to eat for our cowboys and fans!

- Hanging 1 Banner (2’ x 7’) in the arena facing the grandstand
- 4 Grandstand Tickets and 4 General Admission for each PRCA Rodeo Performance

Bucking Chutes, Center Out-Gate, Out-Gate Side Panel Sponsors – \$2000 (Out-Gate) – 1 Available , \$2000 (Out-Gate Side Panels) – 1 Available, \$1750 (Bucking Chute) – 6 Available

Promote your business with your name and logo on a chute gate, in the center of where all the action happens!

- Hanging 2’ x 7’ horizontal sign on either side of the out-gate, facing the grandstands
- 2 Grandstand Tickets and 2 General Admission for each PRCA Rodeo Performance
- 1 on-grounds parking pass for each PRCA Rodeo Performance

Contract Personnel Sponsors – \$1500 – 4 Sponsorships Available

The announcer, the music, the entertainment... all the pieces that make the rodeo, THE RODEO!

Announcer – Andy Stewart, multi-year PRCA Announcer of the Year Nominee

Music Director – Randy “Stretch” Meyer, multi-year PRCA Music Director of the Year Nominee

Barrel Man – Keith Isley, 2020 Coors “Man in the Can” Award Winner

Specialty Act – Keith Isley

- Sponsor acknowledgment during the Cattlemen's Days parade (Saturday)
- 4 Grandstand Tickets and 4 General Admission for each PRCA Rodeo Performance
- 1 on-grounds parking pass for each PRCA Rodeo Performance

Event Sponsors – \$1200 per event, 7 Sponsorships Available

Promote your business by sponsoring one of the 7 PRCA Rodeo Events that make up the Cattlemen's Days Rodeo Performance!

Bareback Riding | Steer Wrestling | Team Roping (Heading and Heeling can be purchased separately for \$700 each, or \$1200 for both) | Saddle Bronc Riding | Tie Down Roping | Barrel Racing | Bull Riding

- Exclusive Sponsor acknowledgement in our rodeo program
- Flying your Business Banner around the arena from horseback prior to your event
- 2 Grandstand Tickets and 2 General Admission for each PRCA Rodeo Performance
- 1 on-grounds parking pass for each PRCA Rodeo Performance

Cattlemen's Days Scholarship Sponsors – \$1000 per night, 3 Sponsorships Available

A great way to give back to three Gunnison High School seniors that are active participants in 4-H and FFA.

- Acknowledgement of your sponsorship with scholarship recipients at the 4H Livestock Sale.
- 10 VIP passes for that night's PRCA Rodeo Performance

Cowboy Sponsor – \$150

Let's help get our cowboys down the rodeo road! All funds go to the prize purses and the experience for our contestants.

- Cowboy Sponsor ball cap

Spur Club Donors – Any amount welcome

Thank you! Your support goes a long way in putting on this great event!

- Includes a listing in our rodeo program as a sponsor

Other Sponsorship Opportunities

Cattlemen's Days Open Horse Show Sponsor – Please call Ivy McNulty (970-275-0043) for more information on becoming an Open Horse Show Sponsor. We welcome support for this traditional event!

Ranch Rodeo & Watershed Events – Team Roping, Barrel Race, and Team Ranch Sort – Please contact Mike Dawson (970-596-5329) for more information or to become a sponsor of one of our other Rodeo events!

Title Sponsor (3 available)

\$500

- Public address announcements during the Ranch Rodeo
- Sponsor acknowledgement on the Cattlemen's Days website
- Facebook promotion of your business before and after the event
- Sponsor acknowledgement in our rodeo program
- 2 Grandstand and 2 General Admission Tickets for Saturday Night PRCA Rodeo Performance
- Ranch Rodeo Champions Picture with your Banner for your business

Ranch Rodeo Event Sponsor (8 available)

\$250 per event

- Public address announcements during the Ranch Rodeo
- Sponsor acknowledgement on the Cattlemen's Days website
- Facebook promotion of your business before and after the event
- Sponsor acknowledgement in our rodeo program
- 2 General Admission Tickets for Saturday Night PRCA Rodeo Performance

Ranch Rodeo or Ranch Team Sort General Sponsors

\$125

#gunnison tough | www.cattlemensdays.com | sponsors@cattlemensdays.com | #rodeosince1900

- Public address announcements during the Ranch Rodeo or Ranch Team Sort (your choice)
- Sponsor acknowledgement in our rodeo program
- Facebook promotion of your business before and after the event
- 1 General Admission Ticket for Saturday Night PRCA Rodeo Performance

Saddle Sponsor (3 available – Champion Header, Heeler, and Barrel Racer) \$850

- Public address announcements during the Watershed Event
- Sponsor acknowledgement on the Cattlemen’s Days website
- Facebook promotion of your business before and after the event
- Sponsor acknowledgement in our rodeo program
- 2 Grandstand and 2 General Admission Tickets for Saturday Night PRCA Rodeo Performance
- Champions Picture with your Banner for your business

Advertising Opportunities – 2021 Cattlemen’s Days PRCA Rodeos

Construction of all sign & banner advertisement is the responsibility of the sponsors.

Scoreboard Sign – 3 available

All eyes are on the scoreboard after each Bull ride, Saddle Bronc ride, Bareback ride, or timed event performance. This is a premier advertising location!

Scoreboard Top – \$3000/year

- Sign across the top of the scoreboard
- 4 Grandstand and 4 General Admission tickets for each PRCA Rodeo Performance

Scoreboard Side – \$1500/year (2 available)

- Sign on either the left or right side of the scoreboard
- 2 Grandstand and 2 General Admission tickets for each PRCA Rodeo Performance

Interior Arena Gate Signs and Banners

Have your logo on the inside of the arena during the rodeo for everyone to see... And be sure to watch for it during The Cowboy Channel national broadcasts of Cattlemen’s Days!

North Entry Gate, South Entry Gate, or Stripping Chute Gate – \$750/year

- 2’x7’ hard sign on the arena entrance/exit gate
- 2 Grandstand and 2 General Admission tickets for each PRCA Rodeo Performance

Head or Heel Roping Box Gates – \$500/year or both gates for \$750/year

- 2’x7’ hard sign on the arena entrance/exit gate
- 2 Grandstand and 2 General Admission tickets for each PRCA Rodeo Performance

Arena Banner – \$750/year

- 3’x7’ canvas banner hung on the inside of the arena fence
- 2 Grandstand and 2 General Admission tickets for each PRCA Rodeo Performance

Exterior Arena Rail Sign – \$500/year

The perfect advertising location for your business sign on the racetrack and arena fences in front of the grandstands. Seen by all fans and spectators!

- 2’x7’ hard sign on the arena entrance/exit gate
- 2 Grandstand and 2 General Admission tickets for each PRCA Rodeo Performance

Grandstand Sign – \$500/year

Hang your sign on the ends of the Grandstands, visible from the entry gate or the beer tent!

- 2’x7’ hard sign on the arena entrance/exit gate
- 2 Grandstand and 2 General Admission tickets for each PRCA Rodeo Performance

Rodeo Action Video Display Board Advertisements

A bright 8'x14' Video Board that displays Live Action, Replays, Leader Board and more. We will need a digital copy of your logo for any of these ads (.png format).

Contestant Bios – \$2,500

- Your logo with every contestant for all 3 PRCA Rodeo Performances, up to 210 impressions per performance!
- Sponsor recognition from Announcer during each PRCA Rodeo Performance
- 2 Grandstand Tickets, 2 General Admission for each PRCA Rodeo Performance
- 1 on-grounds parking pass for each PRCA Rodeo Performance

Timing Board – \$2,500

- Your logo in the corner for every event time clock, multiple impressions per performance
- Sponsor recognition from Announcer during each PRCA Rodeo Performance
- 2 Grandstand Tickets, 2 General Admission for each PRCA Rodeo Performance
- 1 on-grounds parking pass for each PRCA Rodeo Performance

Replay Board: Rough Stock Event Replays or Timed Event Replays – \$2500 (1 of each available)

- Your logo in the corner of each Rough Stock Ride or Timed Event Replay during all 3 PRCA Rodeo Performances
- Sponsor recognition from Announcer during each PRCA Rodeo Performance
- 2 Grandstand Tickets, 2 General Admission for each PRCA Rodeo Performance
- 1 on-grounds parking pass for each PRCA Rodeo Performance

Opening Ceremonies – \$1,000

- Your logo in the corner during the opening ceremony for each PRCA Rodeo Performance
- Sponsor recognition from Announcer during each PRCA Rodeo Performance
- 2 grandstand tickets for each PRCA Rodeo Performance

Leader Board – \$1,000

- Your logo in the corner of the leaderboard for each event (7) during each PRCA Rodeo Performance
- Sponsor recognition from Announcer each PRCA Rodeo Performance
- 2 Grandstand Tickets for each PRCA Rodeo Performance

30 Second Ad - \$750 per night

- Your 30 second ad will run three times during that night's PRCA Rodeo Performance
- Sponsor recognition from Announcer during that night's PRCA Rodeo Performance
- 2 grandstand tickets for that night's PRCA Rodeo Performance

Ticket and Wristband Advertisements

Contact Bill Knowles for more information or www.cattlemensdays.com

General Admission Wristband

- .5"x5" - \$350/year

Cattlemen's Days Program Advertisements

Designed for small or large business, with several sizes and prices to fit your budget! This program will travel all over with the rodeo fans that visit our beautiful valley.

Business Card	\$175
¼ Page Ad	\$200
½ Page Ad	\$400
Full Page	\$800
Cover Page (front inside or back inside)	\$1200
Back Cover	\$1800

Cattlemen's Days Sponsorship Commitment – *Deadline: June 17, 2021*

Business Name: _____

Contact Name: _____ Phone: _____

Business Website: _____ Email: _____

Mailing Address: _____

Business Address: _____

Sponsorship Opportunities		Advertising Opportunities	
Nightly Presenting Sponsor (Night: _____)	\$5,000	Scoreboard Sign – Top	\$3,000
Gold Buckle Booth Sponsor	\$2,000	Scoreboard Sign – Side	\$1,500
Host Restaurant Sponsor	\$2,000	North Arena Entry Gate	\$750
Host Hotel Sponsor	\$2,000	South Arena Entry Gate	\$750
Center Out-Gate	\$2,000	Stripping Chute Gate	\$750
Out-Gate Side Panels	\$2,000	Roping Box Gate Both	\$750
Bucking Chute (Chute #: _____)	\$1,750	Roping Box Gate – Header or Heeler	\$500
Contract Personnel – Announcer	\$1,500	Arena Banner Sign	\$750
Contract Personnel – Music Director	\$1,500	Rail Sign	\$500
Contract Personnel – Barrel Man	\$1,500	Grandstand Sign	\$500
Contract Personnel – Specialty Act	\$1,500		
PRCA Event Sponsor – Bareback Riding	\$1,200	Video Board:	
PRCA Event Sponsor – Steer Wrestling	\$1,200	Contestant Bios	\$2,500
PRCA Event Sponsor – Team Roping (both)	\$1,200	Timing Board	\$2,500
PRCA Event Sponsor – TR, Head or Heel	\$700	Replay Board – Rough Stock Replays	\$2,500
PRCA Event Sponsor – Saddle Bronc	\$1,200	Replay Board – Timed Even Replays	\$2,500
PRCA Event Sponsor – Tie Down Roping	\$1,200	Opening Ceremonies	\$1,000
PRCA Event Sponsor – Barrel Racing	\$1,200	Leader Board	\$1,000
PRCA Event Sponsor – Bull Riding	\$1,200	30 Second Ad	\$750
Cattlemen's Days Scholarship Sponsor	\$1,000		
Cowboy Sponsor	\$150	Tickets and Wristbands:	
Spur Club Donor	\$ _____	Wristband	\$350
		2.5" x 3.5" Ticket Ad – Back	\$250
Cattlemen's Days Open Horse Show	\$ _____	1.5" x 5.5" Ticket Ad – Front or Back	\$175
Ranch Rodeo – Title Sponsor	\$500	2.5" x 2.0" Ticket Ad – Front or Back	\$150
Ranch Rodeo – Event Sponsor		2.5"x1.5" Ticket Ad – Back	\$125
(Event: _____)	\$250	1.5" x 1.5" Ticket Ad – Front or Back	\$100
Ranch Rodeo or Team Sort General Sponsor	\$125		
Watershed Saddle Sponsor	\$850	Cattlemen's Days Program:	
		Back Cover	\$1,800
		Cover Page (front inside, or back inside)	\$1,200
		Full Page	\$800
		½ Page	\$400
		¼ Page	\$200
		Business Card	\$175

Please send Sponsorship Commitment to: Cattlemen's Days Inc.
PO Box 1203
Gunnison, CO. 81230

Thank you for your Cattlemen's Days Sponsorship! A W-9 will be mailed to you for your records.