



# Cattlemen's Days 2023 Sponsorship & Advertising Opportunities

Celebrating 123 Years of Our Valley's Western Heritage  
and Tradition

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

On the last page of the packet, you will find the **sponsorship commitment page** that you can fill out and return by **June 2, 2023** with your sponsorship preference. If you're interested in putting an ad in the **rodeo program book**, please submit your ad copy by **June 2, 2023**. 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 16, 2023** 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 8 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 6th, please contact Heidi Sherratt at 970-209-6332 or visit [www.gunnisontetwp.com](http://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 2023!

Let's Rodeo!

Larry Allison, Sponsorship Chair 972-948-7475  
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 2, 2023***

PO Box 1203, Gunnison, CO 81230

[sponsors@cattlemensdays.com](mailto:sponsors@cattlemensdays.com)

## 2023 CALENDAR OF EVENTS

(Subject to change - please check our website)

|  |  |
|--|--|
| Tuesday July 4 <sup>th</sup> -         | TETWP Pinkalooza Concert @ I BAR                         |
| Thursday July 6 <sup>th</sup> -        | TETWP Songwriter Shuffle Concert                         |
| Friday July 7 <sup>th</sup> -          | 4-H Horse Show   |
| Saturday July 8 <sup>th</sup>          | Cattlemen's Days Ranch Rodeo (auction prior)             |
| Sunday July 9 <sup>th</sup> -          | Cattlemen's Days Open Horse Show                         |
| Monday July 10 <sup>th</sup> -         | Cowboy Poetry at I BAR                                   |
| Monday July 10 to Friday July 15 -     | 4H Shows and Displays                                    |
| Tuesday July 11 <sup>th</sup> -        | Watershed Barrel Races                                   |
| Wednesday July 12 <sup>th</sup> -      | Watershed Team Roping                                    |
| <b>Thursday July 13<sup>th</sup> -</b> | <b>TETWP PRCA RODEO</b>                                  |
| <b>Friday July 14<sup>th</sup> -</b>   | <b>Patriot Night PRCA RODEO</b>                          |
| <b>Saturday July 15<sup>th</sup> -</b> | <b>Cattlemen's Days Parade</b>                           |
|  | <b>Gunnison Ranchland Conservation Legacy PRCA RODEO</b> |
|  | <b>Cattlemen's Junior Livestock Auction</b>              |



Please check [www.cattlemensdays.com](http://www.cattlemensdays.com)

Facebook @rodeosince1900

Instagram @cattlemensdays-[TETWP Board](#) [#rodeosince1900](#)

for exact start times, details & updates

### **Ticket Information:**

**Every night is family night!**

Adult Ticket, Grandstand: \$30

Adult Ticket, General Admission: \$25

3 Day Pass, General Admission: \$60

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 April 1, 2023**

**Ticket booth sales will be available beginning July 1, 2023**

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

|  |              |
|--|--------------|
| Mike Dawson, President & Watershed/Ranch Rodeo/Sort    | 970-596-5329 |
| Brad Tutor, 1 <sup>st</sup> Vice President             | 970-275-2923 |
| Tyler Hanson, 2 <sup>nd</sup> Vice President           | 970-275-4777 |
| Dan Zadra, Coordinator                                 | 970-901-5227 |
| Kim Fahey, Treasurer                                   | 970-210-9387 |
| Karla Rundell, Secretary                               | 970-596-5747 |
| Larry Allison, Sponsorship Coordinator                 | 972-948-7475 |
| 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 – 2023 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!*

*The Cattlemen’s Days Committee would like to extend a heartfelt thank you to those sponsors who have an unwavering dedication to the Gunnison Cattlemen’s Days Rodeo. Without your total dedication, the rodeo would not be the extraordinary event that it is. Therefore, the Sponsorships with business names attached to them are already taken. If you would like to be placed on the waiting list, please let us know.*

### **Nightly Presenting Sponsor – \$5800 (per night) – 3 Nights**

|                |                          |
|----------------|--------------------------|
| Thursday Night | Dos Rios Golf Club       |
| Friday Night   | Gunnison County Abstract |
| Saturday Night | Western Lumber           |

### **GOLD BUCKLE VIP Booth Sponsor – \$2300 (or \$800 per performance)**

5 B’s BBQ  
Cross Bar Ranch/Trout Creek Engineering/Jennifer Barvitski Architect  
Holden Village/Two Miles Property  
Blue Valley Carpentry/Jody Reeser  
Mountain Fireplace/Transamerica Financial Advisers  
O’Hayre & Dawson, PC  
Pike Builders  
Professional Contractors Inc/Rocky Mountain Vet  
Wet Grocer

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

### **Golden Circle of Champions Sponsor - \$3500**

*Help a child with cancer beat this disease*

*New Sponsor: Timberline Snow Removal*

*4 Grandstand Tickets and 4 General admission to each PRCA Rodeo Performance*

*1 on grounds parking pass for each PRCA Rodeo Performance*

*Recognition on the 8x14 video board.*

### **Host Hotel & Host Restaurant Sponsorships – \$2400 – 1 Sponsorship for Each**

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

Palisades Restaurant

Comfort Inn/Days Inn/Quality Inn

### **Bucking Chutes, Center Out-Gate, Out-Gate Side Panel Sponsors – \$2400 (Out-Gate) – 1 Out-Gate , \$2400 (Out-Gate Side Panels) – 1 Set of Side Panels , \$2000 (Bucking Chute) – 6 Bucking Chutes**

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

Chute #1 Turquoise Junction/The Gun Room | Chute #2 Gunnison Savings & Loan

Chute #3 Lacy Construction | Chute #4 Gunnison Valley Health

Chute #5 Alpine Title Company | Chute #6 Gunnison Country Times

Center Out Gate: Spallone Construction

Out Gate Side Panels: CSI, Concrete Systems Inc

### **Contract Personnel Sponsors – \$1800 – 5 Sponsorships**

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

Announcer: CorVive Colorado

Barrel Man: Miller Furniture

Specialty Act: Gunnison County Abstract

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

Drill Team – Latigos Up Drill Team - Available

- 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 – \$2000 per event, 8 Sponsorships**

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

Bull Riding: Wet Grocer

Saddle Bronc Riding: Interior Visions

Bareback Riding: Gene Taylor’s Sporting Goods

Tie Down Roping: Gunnison Materials

Steer Wrestling: Castleton Ranch

Barrel Racing: Miller Furniture

Team Roping Header: Gunnison Valley Health

Team Roping Heeler: Hitch N Stitch Custom  
Embroidery

### **Cattlemen’s Days Scholarship Sponsors – \$1500 per Sponsorship**

*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

### **Cattlemen’s Days Royalty Sponsors - \$500 per Sponsorship**

Help defray the cost Cattlemen’s Days Royalty expenses

- 2 Grandstand Tickets and 2 General Admission for each PRCA Rodeo Performance
- 1 on-grounds parking pass for each PRCA Rodeo Performance

### **Cowboy Sponsor – \$200**

*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 and Barrel Racing** – Please contact Mike Dawson (970-596-5329) for more information or to become a sponsor of one of our other Rodeo events. Contact Mitch Guerrieri {720-878-5150} for Team Roping information and Keri George {720-320-1829} for Barrel Racing information

### **Title Sponsor (3 available) - \$600**

- 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) - \$300 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 General Sponsors - \$250**

- 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

### **All Around Cowboy - \$1000**

- 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

## **DONATION OPPORTUNITIES**

**If you would like to add an additional donation (in any amount) to our charitable programs, we can provide you a tax donation letter for the amount. Please indicate the amount on your sponsorship sheet.**

**Cattlemen's Days TETWP/ Bucking Cancer Initiatives:** Our #1 TETWP rodeo on Thursday night adds a separate purse for the winning rodeo athlete if they are wearing a **PINK** shirt which is matched by WRANGLER through their Bucking Cancer program. Any donations to Cattlemen's Days TETWP support our cancer programs and are tax deductible.

**Golden Circle of Champions:** In conjunction with The Santa Maria Elks Rodeo, and the Cattlemen's Committee, the Golden Circle of Champions raises awareness and provides funds to help local children battling pediatric cancer. The children selected range from 3 months to 17 years old and have been diagnosed with a life-threatening cancer or associated illness.

**Junior Cattlemen's Committee:** Junior Cattlemen's Committee consist of local youth who are interested in service to the Gunnison community. They assist with multiple tasks and behind the scenes chores beneficial for an enjoyable rodeo.

**Cattlemen's Days Royalty:** Cattlemen's Days Royalty are role models in our community, exemplifying the Western way of life and actively sharing their passion for Gunnison Cattlemen's Days. Royalty members attend dozens of local events throughout the year and travel to rodeos all around Colorado. Donations will mitigate the cost of travel, equipment and promotional expenses as they represent Gunnison Cattlemen's Days Rodeo across Colorado.

## Advertising Opportunities – 2023 Cattlemen’s Days PRCA Rodeos

*Construction of all sign & banner advertisements is the responsibility of the sponsors.*

### Scoreboard Sign – 3

*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 – \$3500/year

Gene Taylor’s

#### Scoreboard Side – \$1800/year

Western Colorado University

Buff’s Collision

### Interior Arena Gate Signs and Banners

*Have your logo on the inside of the arena during the rodeo for everyone to see on a 2’x7’ hard sign*

#### North Entry Gate, South Entry Gate, or Stripping Chute Gate – \$1000/year

Palisades Restaurant

Alta Convenience

#### Head or Heel Roping Box Gates – \$600/year or both gates for \$1000/year

Heading Box – Visionary Broadband

Healer Box – Two Miles Property

#### Arena Banner – \$800/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 – \$600/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 – \$750/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 side of the grandstand
- 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 – \$3,000

- 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 – \$3,000

- 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 – \$3000 (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 – \$1200**

- 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 – \$1200**

- 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 - \$800 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](http://www.cattlemensdays.com)

**General Admission Wristband**

- .5"x5" - \$500/year

**Cattlemen's Days Program Advertisements**

*Designed for small or large businesses, 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                            | \$200  |
| ¼ Page Ad                                | \$300  |
| ½ Page Ad                                | \$500  |
| Full Page                                | \$750  |
| Cover Page (front inside or back inside) | \$1500 |
| Back Cover                               | \$2000 |

**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.***

## Cattlemen's Days Sponsorship Commitment – *Deadline: June 2, 2023*

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

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Business Website: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

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

| Sponsorship Opportunities                     |          | Advertising Opportunities                 |         |
|---|----------|---|---------|
| Nightly Presenting Sponsor (Night: _____)     | \$5,800  | Scoreboard Sign – Top                     | \$3,500 |
| Gold Buckle Booth Sponsor                     | \$2,300  | Scoreboard Sign – Side                    | \$1,800 |
| Golden Circle of Champions                    | \$3500   | North Arena Entry Gate                    | \$1,000 |
| Host Restaurant Sponsor                       | \$2,400  | South Arena Entry Gate                    | \$1,000 |
| Host Hotel Sponsor                            | \$2,400  | Stripping Chute Gate                      | \$1,000 |
| Center Out-Gate                               | \$2,400  | Roping Box Gate Both                      | \$1,000 |
| Out-Gate Side Panels                          | \$2,400  | Roping Box Gate – Header or Heeler        | \$600   |
| Bucking Chute (Chute #: _____)                | \$2,000  | Arena Banner Sign                         | \$800   |
| Contract Personnel – Announcer                | \$1,800  | Rail Sign                                 | \$600   |
| Contract Personnel – Music Director           | \$1,800  | Grandstand Sign                           | \$750   |
| Contract Personnel – Barrel Man               | \$1,800  |   |         |
| Contract Personnel – Specialty Act            | \$1,800  |   |         |
| Contract Personnel-- Latigos Up Drill Team    | \$1,800  | <b>Video Board:</b>                       |         |
| PRCA Event Sponsor – Bareback Riding          | \$2,000  | Contestant Bios                           | \$3,000 |
| PRCA Event Sponsor – Steer Wrestling          | \$2,000  | Timing Board                              | \$3,000 |
| PRCA Event Sponsor – Team Roping Header       | \$2,000  | Replay Board – Rough Stock Replays        | \$3,000 |
| PRCA Event Sponsor – Team Roping Heeler       | \$2,000  | Replay Board – Timed Even Replays         | \$3,000 |
| PRCA Event Sponsor – Saddle Bronc             | \$2,000  | Opening Ceremonies                        | \$1,200 |
| PRCA Event Sponsor – Tie Down Roping          | \$2,000  | Leader Board                              | \$1,200 |
| PRCA Event Sponsor – Barrel Racing            | \$2,000  | 30 Second Ad                              | \$800   |
| PRCA Event Sponsor – Bull Riding              | \$2,000  |   |         |
| Cattlemen's Days Scholarship Sponsor          | \$1,500  |   |         |
| Cattlemen's Royalty Sponsor {3 available}     | \$500    | <b>Tickets and Wristbands:</b>            |         |
| Cowboy Sponsor                                | \$200    | Wristband                                 | \$500   |
| Spur Club Donor                               | \$ _____ | 2.5" x 3.5" Ticket Ad – Back              | \$250   |
|   |          | 1.5" x 5.5" Ticket Ad – Front or Back     | \$175   |
| <b>Cattlemen's Days Open Horse Show</b>       | \$ _____ | 2.5" x 2.0" Ticket Ad – Front or Back     | \$150   |
| Ranch Rodeo – Title Sponsor                   | \$600    | 2.5"x1.5" Ticket Ad – Back                | \$125   |
| Ranch Rodeo – Event Sponsor<br>(Event: _____) | \$300    | 1.5" x 1.5" Ticket Ad – Front or Back     | \$100   |
| Ranch Rodeo or Team Sort General Sponsor      | \$250    | <b>Cattlemen's Days Program:</b>          |         |
| All Around Cowboy Sponsor                     | \$1000   | Back Cover                                | \$2,000 |
| <b>DONATIONS</b>                              |          | Cover Page (front inside, or back inside) | \$1,500 |
| <b>TETWP/Bucking Cancer</b>                   | \$ _____ | Full Page                                 | \$750   |
| <b>Golden Circle of Champions</b>             | \$ _____ | ½ Page                                    | \$500   |
| <b>Junior Cattlemen's Committee</b>           | \$ _____ | ¼ Page                                    | \$300   |
| <b>Cattlemen's Days Royalty</b>               | \$ _____ | Business Card                             | \$200   |

\*\*\*\* Shaded Sponsorships are spoken for.