



Cattlemen's Days 2023 Sponsorship & Advertising Opportunities

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

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.

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

2023 CALENDAR OF EVENTS

(Subject to change - please check our website)

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



Please check 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 st Vice President	970-275-2923
Tyler Hanson, 2 nd 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: Available

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
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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

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	Video Board:	
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	Tickets and Wristbands:	
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
Cattlemen's Days Open Horse Show	\$ _____	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 (Event: _____)	\$300	1.5" x 1.5" Ticket Ad – Front or Back	\$100
Ranch Rodeo or Team Sort General Sponsor	\$250	Cattlemen's Days Program:	
All Around Cowboy Sponsor	\$1000	Back Cover	\$2,000
DONATIONS		Cover Page (front inside, or back inside)	\$1,500
TETWP/Bucking Cancer	\$ _____	Full Page	\$750
Golden Circle of Champions	\$ _____	½ Page	\$500
Junior Cattlemen's Committee	\$ _____	¼ Page	\$300
Cattlemen's Days Royalty	\$ _____	Business Card	\$200

**** Shaded Sponsorships are spoken for.