

# Cattlemen's Days 2024 Sponsorship & Advertising Opportunities

*Celebrating 124 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!

After the Available Sponsorship & Advertising Opportunities, you will find the **sponsorship commitment page**, which you can fill out and return by **May 24, 2024** 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, 2024**. We offer the option to have your business website or email linked from the Cattlemen's Days website for year-round advertising.

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 2024!

Let's Rodeo!

Larry Allison, Sponsorship Chair 972-948-7475  
Brad Tutor, Cattlemen's Days President 970-275-2923  
& The entire Cattlemen's Days Committee

***We would appreciate your Sponsorship or Advertising Commitment by May 24, 2024***

PO Box 1203, Gunnison, CO 81230

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

## **2024 CALENDAR OF EVENTS**

(Subject to change - please check our website)

**Thursday July 11th -**

**Friday July 12<sup>th</sup> -**

**Saturday July 13<sup>th</sup> -**

**TETWP PRCA RODEO**

**Patriot Night PRCA RODEO**

**Cattlemen's Days Parade**

**Gunnison Ranchland Conservation Legacy PRCA RODEO**

**Cattlemen's Junior Livestock Auction**

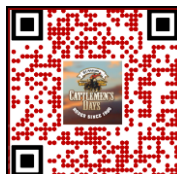
Please check [www.cattlemensdays.com](http://www.cattlemensdays.com)

Facebook @rodeosince1900

Instagram @cattlemensdays

#rodeosince1900

for exact start times, details & updates



VISIT WEBSITE



PAY ONLINE

#gunnisonrough

[www.cattlemensdays.com](http://www.cattlemensdays.com) | [sponsors@cattlemensdays.com](mailto:sponsors@cattlemensdays.com)

#rodeosince1900

# Sponsorship Opportunities

## 2024 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!*

### **Cattlemen's Days Annual Dance – \$2000 –**

In conjunction with 5B's BBQ after the TETWP Thursday night rodeo, a country western live band for entertainment and dancing.

- Announcer acknowledgement Thursday Night
- A 3'x7' banner (at sponsors expense) hanging on the north end of the grandstand
- 4 Grandstand Tickets for each PRCA performance
- 4 Dance Tickets

### **PRCA Event Rifle Award – \$750 –**

In addition to a cash award, each PRCA event winning contestant will receive a custom engraved Weatherby rifle.

- 2 Grandstand and 2 General Admission tickets for each PRCA performance

### **Contract Personnel Sponsors – \$1800 – 5 Sponsorships – 1 Available**

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

Music Director – Randy "Stretch" Meyer, multi-year PRCA Music Director of the Year Nominee: [Available](#)

Announcer: B&H Construction

Barrel Man: Miller Furniture

Specialty Act: Gunnison County Abstract

Drill Team – Latigos Up Drill Team – Brush Creek Village

- 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

### **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 of 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

# Advertising Opportunities

## 2024 Cattlemen's Days PRCA Rodeos

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

### **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 – \$1,500**

- 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 – \$1,500**

- 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 – \$1500 (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 Beth Wyman (970-275-9634) 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

## DONATION OPPORTUNITIES

**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.

**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.

# Horse Show/Ranch Rodeo 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 Brad Tutor (970-275-2923) 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 acknowledgment on the Cattlemen's Days website
- Facebook promotion of your business before and after the event
- Sponsor acknowledgment 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 acknowledgment on the Cattlemen's Days website
- Facebook promotion of your business before and after the event
- Sponsor acknowledgment 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 acknowledgment in our rodeo program
- Facebook promotion of your business before and after the event
- 1 General Admission Ticket for Saturday Night PRCA Rodeo Performance

## **Top Hand Sponsor**

**\$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

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

Larry Allison, Sponsorship Coordinator

972-948-7475

Beth Wyman, Ticket Coordinator

970-275-9634

Ivy McNulty, Open Horse Show sponsorships

970-275-0043

**Please send Sponsorship Commitment to:**

**Cattlemen's Days Inc.**

**PO Box 1203**

**Gunnison, CO 81230**

***Thank you for your Cattlemen's Days Sponsorship***

[#gunnison tough](#)

[www.cattlemensdays.com](http://www.cattlemensdays.com) | [sponsors@cattlemensdays.com](mailto:sponsors@cattlemensdays.com)

[#rodeosince1900](#)

# Cattlemen's Days Sponsorship Commitment – *Deadline: May 24, 2024*

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	<b>Video Board:</b>	
Contract Personnel-- Latigos Up Drill Team	\$1,800	Contestant Bios	\$1,500
PRCA Event Sponsor – Bareback Riding	\$2,000	Timing Board	\$1,500
PRCA Event Sponsor – Steer Wrestling	\$2,000	Replay Board – Rough Stock Replays	\$1,500
PRCA Event Sponsor – Team Roping Header	\$2,000	Replay Board – Timed Even Replays	\$1,500
PRCA Event Sponsor – Team Roping Heeler	\$2,000	Opening Ceremonies	\$1,200
PRCA Event Sponsor – Saddle Bronc	\$2,000	Leader Board	\$1,200
PRCA Event Sponsor – Tie Down Roping	\$2,000	30 Second Ad	\$800
PRCA Event Sponsor – Barrel Racing	\$2,000		
PRCA Event Sponsor – Bull Riding	\$2,000	Cattlemen's Days Annual Dance	\$2000
Cattlemen's Days Scholarship Sponsor	\$1,500	PRCA Event Rifle Award	\$750
<i>All Sponsorships Include: recognition by the announcer during each rodeo performance</i>			
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 (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>	
Top Hand 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>Junior Cattlemen's Committee</b>	\$ _____	½ Page	\$500
<b>Cattlemen's Days Royalty</b>	\$ _____	¼ Page	\$300
	\$ _____	Business Card	\$200

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

# Waiting List Sponsorships

*All Sponsorships Include: recognition by the announcer during each rodeo performance and acknowledgment 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



## **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

## **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