



Cattlemen's Days 2026

Sponsorship & Advertising Opportunities

Celebrating 126 Years of Western Heritage and Tradition

Dear Sponsor,

It's our 126th year, and Cattlemen's Days sponsorship season is here! We deeply appreciate your continued support—this event would not be possible without our local sponsors. We're excited to debut our new chutes, purchased this fall; their updated look will shine as our rodeo continues to be broadcast worldwide on the Cowboy Channel. As a 501(c)(3), we value the impact of donations, and we were proud to donate our previous chutes to 9X NFR Qualifier Orin Larsen and 11X NFR Qualifier and 2X Bareback World Champion Taos Muncy to help support youth rodeo schools.

We continue to support community members affected by cancer through our partnership with the Golden Circle of Champions, whose mission is to "Help Raise Awareness and Funds to Help Children Battling Pediatric Cancer." Last year, we raised over \$11,000 and purchased a 4-H hog for the Sutter family. Although our 2025 Champion, Wesley Sutter, was unable to attend the National Finals Rodeo due to treatment, we were grateful to sponsor another Mountain States Circuit Champion, 6-year-old Casyn Cates of Wyoming, who is in remission from leukemia but experiencing heart complications from chemotherapy. You can read more about his story in this Twisted Rodeo article: <https://twistedrodeo.com/2025/12/16/champion-was-the-star-of-the-show/>.

Sponsorship prices have gone up this year in keeping pace with other high-quality rodeos. We are sorry about that but also want to continue being the best in the West! On the last page of this packet, you'll find the sponsorship commitment form. Please complete and return it by **June 1, 2026** (payment due by **June 15, 2026**). You may pay by check (or by credit card online), but **please return the commitment form regardless of payment method**. If you would like to place an ad in the rodeo program book, please submit your ad copy by **June 1, 2026** (paid by **June 15, 2026**). We also offer the option to link your business website or email on the Cattlemen's Days website for year-round advertising—simply indicate your preference on the form. For in-kind sponsorships, a **paid invoice must be received by June 15, 2026** to receive your full sponsorship package.

Our sponsors, community support, and Western Heritage keep the professional rodeo tradition alive in our amazing valley. As the 4th oldest rodeo in the country (and longest running continuous rodeo!), we are looking forward to putting on another great celebration for you in 2026! Thank you all for your support!

Sara Bratton Bradbury, Sponsorship Chair 303-881-5881

Tyler Hanson, Cattlemen's Days President 970-275-4777

Annie Johnson, Sponsorship Intern and Golden Circle of Champions Lead 832-600-9034

And the entire Cattlemen's Days Committee

We would appreciate your Sponsorship or Advertising Commitment by June 1, 2026.

2026 CALENDAR OF EVENTS

(Subject to change - please check our website)

Friday, June 12	Golden Circle of Champions Golf Tournament
Friday, July 3	4H Horse Show
Saturday, July 4	Ranch Rodeo
Sunday, July 5	Open Horse Show
Monday, July 6	Cattle Drive Event @ Fairgrounds; Cowboy Poetry
Tuesday, July 7	Watershed Team Roping and Barrel Racing
Wednesday, July 8	Mini Broncs and Bulls, and Mutton Busting
Thursday, July 9	Golden Circle Rodeo: Slack at 9:00 am, Golden Rodeo at 6:45
Thursday, July 9	Dance post rodeo @ 5B's
Friday, July 10	Patriot Night Rodeo at 6:45, Dance @ Fairgrounds
Saturday, July 11	Parade, 10:00 a.m.
Saturday, July 11	Gunnison Ranchland Conservation Rodeo at 6:45
Sunday, July 12	Cowboy Church at 9:00

Please check www.cattlemensdays.com

Facebook @rodeosince1900

Instagram @cattlemensdays_#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 126th 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 will be continuing our 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: \$30
Adult Ticket, General Admission: \$25
3-Day Pass: \$60

Kid's Ticket, Grandstand: \$10
Kid's Ticket, General Admission: \$5

**Online Ticket sales planned to be available May 1, 2026.
Ticket booth sales will be available beginning July 1, 2026.**

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

Tyler Hanson, President	970-275-4777
Karla Rundell, 1 st Vice President and Interim Treasurer	970-596-5747
John Vader, 2 nd Vice President	970-275-8090
Dan Zadra, Coordinator	970-901-5227
Will Hart, Secretary	970-784-6565
Beth Wyman, Ticket Coordinator	970-275-9634
Sara Bratton Bradbury, Sponsorship Coordinator	303-881-5881
Deb Lynn, Vendor Coordinator	719-371-5006
Sara Dobie, Queen Coordinator	970-275-8985
Ivy Piloni McNulty	970-275-0043
Jack Hanson, Ranch Rodeo	970-209-2461

Sponsorship Opportunities – 2026 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 – \$6500 (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

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

GOLD BUCKLE VIP Booth Sponsor – \$3000

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 (not free advertising for other events)
- 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!*

Golden Circle of Champions Sponsor--\$4000

Help a child with cancer beat this disease!

- 4 Grandstand tickets and 4 General Admission for each PRCA Rodeo Performance
- 1 on-grounds parking pass for each PRCA Rodeo Performance

Host Hotel & Host Restaurant Sponsorships –\$3000–1 Sponsorship for Each

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

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

Contract Personnel Sponsors – \$2000 – (7 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 – Matt Merritt, PBR Entertainer of the Year 2025
- Specialty Act – Tomas Garcilazo, 4-time PRCA Specialty Act of the Year
- Photographer—Robby Freeman, renowned rodeo and sports photographer
- Stock Contractor—Smith Pro Rodeo, 11-time PRCA Stock Contractor of the Year
- Y- Hitch, LLC—Suffolk Punch Horses; horse-drawn transportation
- 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 – \$2500/event; 9 Sponsorships

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 \$1300 each, or \$2500 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 – 2 @ \$2000 (Sponsors 2 graduates at \$2000 each)

A great way to give back to two 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 Saturday night’s 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.

- 1 Grandstand ticket and opportunity to purchase 1 additional Grandstand ticket @ \$20

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

Cattlemen’s Days Annual Dance–\$2500

In conjunction with 5B’s BBQ, entertainment and dancing. After Thursday’s rodeo @ 5B’s, after Friday’s rodeo in the arena.

- Announcer acknowledgement Thursday and Friday nights
- 3’ x 7’ banner (at sponsor’s expense) hanging at the north end of the grandstand
- 4 Grandstand Tickets for each PRCA performance
- 4 Dance Tickets to each dance

PRCA Event Firearm Award–\$750 (9 available)

In addition to a cash award, each PRCA event-winning contestant will receive a firearm

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

2026 Sponsorships Currently Taken

All Sponsorships Include: recognition by the announcer during each rodeo performance and acknowledgement in the daily program.

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 support and complete dedication, the rodeo would not be the extraordinary event that it is today. 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—\$6500—3 nights

Thursday Night	Dos Rios Golf Club
Friday Night	Electronic Solutions
Saturday Night	Western Lumber

GOLD BUCKLE VIP Booth Sponsor—\$3000

5 B's BBQ
Cross Bar Ranch/Trout Creek Engineering/Jennifer Barvitski Architect
Holden Village/Two Miles Property
Blue Valley Carpentry/Jody Reeser
Summit Global Private Wealth/Mountain Fireplace
Pike Builders
Professional Contractors, Inc./Rocky Mountain Vet Services
Wet Grocer
Gunnison County Abstract

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

Golden Circle of Champions Sponsor—\$4000

Help a child with cancer beat this disease.

Upper Gunnison River Water Conservancy District

Host Hotel and Host Restaurant Sponsorships—\$3000—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
Inn at Tomichi Village

Bucking Chutes, Center Out-Gate, Out-Gate Panel Sponsors

\$3000/Center Out-Gate (1)

\$3000/Out-Gate Side Panels (1)

\$2500/Bucking Chute (6)

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

Center Out-Gate: Spallone Construction
Out-Gate Side Panels: CSI, Concrete Systems Inc.
Chute #1: M4
Chute #2: Gunnison Savings & Loan
Chute # 3: Lacy Construction
Chute #4: Gunnison Valley Health
Chute #5: **AVAILABLE**
Chute #6: Gunnison Country Times

Event Sponsors—\$2500/event; 9 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
Bareback Riding: Gene Taylor's Sporting Goods
Steer Wrestling: Castleton Ranch
Saddle Bronc Riding: Two Miles Property
Tie Down Roping: Gunnison Materials
Barrel Racing: Chris Crown Insurance Agency
Team Roping Header: Gunnison Valley Health
Team Roping Heeler: Hitch-N-Stitch Custom Embroidery
Breakaway Roping: Peter and Cathy Dea

Scoreboard Sign—3

Scoreboard Top—\$4000

Scoreboard Side—\$2000 (2)

Premier advertising! All eyes are on the scoreboard after each Bull ride, Saddle Bronc ride, Bareback ride or Timed event!

Scoreboard Top: Gene Taylor's
Scoreboard Sides (2): Western Colorado University & **AVAILABLE**

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' x 7' hard sign! Be sure to watch for it during The Cowboy Channel national broadcasts of Cattlemen's Days!

N. Entry Gate/S. Entry Gate/Stripping Chute Gate—**\$1000**
Palisades Restaurant & Alta Convenience
Head or Heel Roping Box Gates—**\$1000/each**
Heading Box—Umbrella Bar (Tyler Hanson)
Heeling Box—Two Miles Property

Contract Personnel Sponsors – \$2000 (7)

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

Announcer – **AVAILABLE**
Music Director – **AVAILABLE**
Barrel Man – Stumbling Moose
Specialty Act – **AVAILABLE**
Photographer—**AVAILABLE**
Stock Contractor—**AVAILABLE**
Y- Hitch, LLC—**AVAILABLE**

Cattlemen's Days Royalty Sponsors—\$500/Sponsorship—Please contact Sara Dobie (970-275-8985) for more information on being a Royalty Sponsor.

Help defray the costs of Cattlemen's Days Royalty expenses

Other Sponsorship Opportunities – 2026 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 Open Horse Show Sponsor – Please call Ivy McNulty (970-275-0043) for more information on becoming an Open Horse Show Sponsor, but all monies and commitments are to be sent to Sara Bradbury using the Sponsorship Commitment page at the end of the packet. Sponsors will receive 2 General Admission tickets to the Thursday night Golden Circle of Champions Rodeo.

Ranch Rodeo & Watershed Events – Team Roping, Barrel Race, and Team Ranch Sort – Please contact Jack Hanson 970-209-2461 before sending response, but all monies and commitments are to be sent to Sara Bradbury using the Sponsorship Commitment page at the end of the packet.

Presenting Sponsor

\$3500

*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)

\$700 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*

Top Hand Sponsor or Top Horse Sponsor

\$1500 ea.

*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*

Advertising Opportunities – 2026 Cattlemen's Days PRCA Rodeos

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

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! Signs paid for by business.

Arena Banner – \$1000/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 – \$800/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! Signs paid for by business.

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

Grandstand Sign – \$900/year

Hang your sign on the ends of the Grandstands, visible from the entry gate or the beer tent! Signs paid for by business.

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

Bucking Chutes, Center Out-Gate, Out-Gate Panel Sponsor

Your business name and logo on a chute gate, in the center of all the action. Every time your gate is opened it will be shown on the Cowboy Channel! (Existing sponsors will have advertisement made for them, new sponsors will have to have theirs made to the correct dimensions.)

- Hard sign on the exterior of chute
- 2 Grandstand and 2 General Admission tickets for each PRCA Rodeo Performance
- 1 parking pass 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 – \$2,000 AVAILABLE

- 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 – \$2,000 AVAILABLE

- 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 – \$2,000 (1 of each available) TOMICHI MATERIALS, BOTH

- 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 – \$1,500 AVAILABLE

- 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 – \$1,500 AVAILABLE

- 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

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	\$800
Cover Page (front inside or back inside)	\$1500
Back Cover	\$2000



Sponsorship & Advertising Opportunities Golden Circle of Champions

Golden Circle of Champions is a national nonprofit 501(c)3 supporting children battling pediatric cancer and other life-threatening illnesses. Partnering with rodeos and western communities nationwide, the organization provides direct financial support while creating moments of hope, courage, and resilience. **Gunnison Cattlemen's Days** is proud to partner with Golden Circle of Champions, continuing a legacy of giving when it matters most. We are the only rodeo in the Mountain States Circuit certified by Golden Circle of Champions!

There is no greater Champion than a child fighting cancer.

Golf Tournament will be held June 12, 2025

Cattlemen's Days Golden Circle of Champions Golf Tournament Fundraiser Sponsorship

Golden Tee Champion Sponsor – \$3,500 (*1 Sponsorship Available*)

Hole Sponsors

- **Long Shot Legend Sponsor**– \$300 (*Sponsor an Entire Hole*)
- **Cowboy Kickoff Sponsor**– \$100 (*Share Sponsorship of a Hole with up to 4 others*)
- **Puttin' for the Kids Sponsor** – \$150 (*4 Putting Green Sponsorships Available*)
- **Grip It & Rip Sponsor** – \$125 (*6 Driving Range Sponsorships Available*)

Team sign-ups will be taken care of on the Cattlemen's Days website. \$600 per 4-person team. Be prepared for fun games on the course, a luncheon after, and incredible prizes!

All sponsors will receive on-course signage during the tournament and recognition as a Golden Circle of Champions sponsor in each night's rodeo program.



Cattlemen's Days Sponsorship Commitment

Deadline: June 1, 2026, paid no later than June 15, 2026

Contact Name: _____

Business Name: _____

Phone: _____ **Email:** _____

Mailing Address: _____

Business Address: _____

Business Website: _____

Sponsorship Commitment(s):

- | | | |
|----|-------|----------|
| 1. | _____ | \$ _____ |
| 2. | _____ | \$ _____ |
| 3. | _____ | \$ _____ |
| 4. | _____ | \$ _____ |
| 5. | _____ | \$ _____ |

Total Amount Due \$ _____

If you are sponsoring a specific bucking chute, please note here: _____

Please send Sponsorship Commitment to:
Cattlemen's Days, Inc.
Attn: Sara Bradbury
P.O. Box 1203
Gunnison, CO 81230

Thank you for your Cattlemen's Days Sponsorship! If requested, a W-9 will be mailed to you for your records.