



GILROY RODEO

"WHERE THE PAST MEETS THE
PRESENT"

2024 SPONSOR LETTER



WE WANT TO
PARTNER WITH YOU



To our Gilroy Rodeo supporters,

Our mission is simple: Bring rodeo and the spirit of western heritage back to Gilroy while enriching our community both culturally and financially. Gilroy Rodeo is proud to be a Non-Profit 501(c)(3) entity, with no paid employees. Our supporters may work year-round devoting their time, goods and services to the event. In our 6th year we've learned a lot, but the biggest lesson has been that we can't put on this event without the help of our community. Our sponsors who are able to donate monetarily help us to provide contestant awards, scholarships for the Miss Gilroy Rodeo program, advertising, event security, facility rentals and so much more!

As we continue to grow, we're so excited that we're able to give back to our community who has helped us so much. We strive to return all profits from the rodeo to youth organizations in our area, with special attention to those organizations involving agriculture. We have also founded our "Gilroy Kick'n Cancer" initiative, which allows us to donate thousands of dollars to local organizations fighting pediatric cancer in our area each year.

We can't wait to continue making an impact on our community in hopes that one day Gilroy is not only known for its Garlic...but also for its annual rodeo!

With Gratitude,

Gilroy Rodeo Sponsor Team

sponsors@gilroyrodeo.com

NON PROFITS THAT BENEFIT FROM THE GILROY RODEO:

- CROSS Ministry
- After Hours Rotary
- Gilroy Foundation
- GHS Cheer
- CHS Band
- Adams 4-H
- San Martin 4-H
- CHS Cheer
- Gilroy Pop Warner
- Gilroy Gator Swim
- South Valley Community Church
- Pacheco Pass 4-H
- California High School Rodeo Association, District 4
- Jacobs Heart Children's Cancer Support Services

WHO SEES YOUR PARTNERSHIP?

We make every effort to showcase our sponsors on social media and throughout each performance of the rodeo! Your logo and support is seen by:

- 7.6k Facebook followers
- 6.5k Instagram followers
- 15,000 estimated annual attendees, contestants and volunteers

GILROY RODEO

2024 SPONSOR LEVELS

BUCKLE - \$350

- Two (2) Rodeo tickets to Saturday performance
- Social media & website recognition

ADDED MONEY - \$1,000

- One (1) 3 x 5 banner displayed in Main Arena or Grandstand walkway fencing
- Name on Event Day Sheet
- Thank you announced throughout event
- Social media & website recognition
- Two (2) Rodeo tickets per day & Two (2) drink tickets per day

SILVER - \$2,000

- One (1) 3 x 5 banner displayed in Main Arena or Grandstand walkway fencing
- One (1) Sponsor Flag (3x5 fringed flag) displayed throughout event on main walkway fencing
- Thank you announced throughout 3-day event
- Social media & website recognition
- Four (4) Rodeo tickets per day & Four (4) drink tickets per day

CONTESTANT HAT - \$2,200 ONLY 2 AVAILABLE

- Logo / Business Name on one side of the Official Gilroy Rodeo Contestant Hat
- Thank you announced throughout event
- Social media & website recognition
- Two (2) Rodeo Contestant Hats
- Four (4) Rodeo tickets per day & Four (4) drink tickets per day



GOLD - \$3,500

- One (1) 3 x 5 banner displayed in Main Arena or Grandstand walkway fencing
- One (1) Sponsor Flag (3x5 fringed flag) displayed throughout event on Arena perimeter fencing
- Thank you announced throughout event
- Social media & website recognition
- Six (6) Rodeo tickets per day & Six (6) drink tickets per day

PLATINUM - \$5,500

- One (1) 3 x 5 banner displayed in Main Arena
- One (1) Sponsor Flag (3x5 fringed flag) displayed throughout event on Main walkway fencing
- One (1) Sponsor Flag (3x5 fringed flag) Carried horseback during Grand Entry & Sponsor Fly By
- Designated VIP Seating & Four (4) VIP Parking Passes
- Thank you announced throughout event
- Social media & website recognition
- Eight (8) Rodeo tickets per day & Eight (8) drink tickets per day

BUCKING CHUTE - \$6,000

6 CHUTES AVAILABLE ON FIRST COME BASIS

- One (1) 3 x 5 banner displayed in Main Arena
- One (1) Sponsor Flag (3x5 fringed flag) displayed throughout event on Main walkway fencing
- One (1) Sponsor Flag (3x5 fringed flag) Carried horseback during Grand Entry & Sponsor Fly By
- Designated VIP Seating & Five (5) VIP Parking Passes
- Thank you announced throughout event
- Social media & website recognition
- Ten (10) Rodeo tickets per day & Ten (10) drink tickets per day

GILROY RODEO SPONSOR FORM

Please fill out the form below, enclose payment via cash or check and return to the address at the bottom of this page. Credit card payments are accepted, please contact the Sponsor Director for additional information.

COMPANY NAME (IF APPLICABLE): _____

CONTACT PERSON: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

TOTAL ENCLOSED: _____

Next Steps: Once sponsorship is received, you will be contacted to provide artwork. If artwork is not in correct format and/or needs to be created, additional cost may be incurred at sponsors responsibility

Gilroy Rodeo is not responsible for missing Banners and/or Flags if artwork is not provided in timely manner.

Additional sponsorship opportunities available
Please contact rodeo@gilroyrodeo.com for additional information.

Note: We're so grateful to have huge interest from returning sponsors so far. Bucking Chute sponsors are full for 2024! While we are still accepting Platinum Sponsors, all VIP seating boxes are also full.



**SPONSOR DEADLINE:
JULY 15**

**Please make checks payable to: Gilroy Rodeo Association
Gilroy Rodeo Association PO Box 1148 Gilroy, CA 95021
Non-profit 501(c)(3) FEIN 83-0763894**



**@GILROYRODEO
GILROYRODEO.COM**