



GILROY RODEO

"WHERE THE PAST MEETS THE PRESENT"

2023 SPONSOR LETTER



WE WANT TO
PARTNER WITH
YOU





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, services and money to the event. As we continue to grow each year, we know we can't put on this event without the help of our community.

A bigger event means we may need more help, but we are also able to lend a helping hand in return. 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 allowed us to donate thousands of dollars to local organizations fighting pediatric cancer in our area this year.

We are excited 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!

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



WHERE DOES IT GO?

The long term answer? Right back to our community, as we return all profits to organizations in our area! But, in the short term, money acquired via sponsorship goes toward purchasing awards, advertising for the rodeo, or buying rodeo supplies. We also provide Miss Gilroy Rodeo with a college scholarship using these funds.



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:

4.8K FACEBOOK PAGE LIKES

3.5K AVERAGE FACEBOOK IMPRESSIONS

3.7K INSTAGRAM FOLLOWERS

15,000 ATTENDEES, CONTESTANTS AND VOLUNTEERS



BUCKLE SPONSOR \$350

- Two (2) Rodeo tickets to Saturday performance
- Name / Logo recognition on Gilroy Rodeo Website & Social Media (May include Day Sheet Recognition)

ADDED MONEY SPONSOR \$1000

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

SILVER SPONSOR \$2000

- 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
- Name / Logo recognition on Gilroy Rodeo website & social media
- Four (4) Rodeo tickets per day & Four (4) drink tickets per day

CONTESTANT HAT SPONSOR \$2200

ONLY 2 AVAILABLE

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

GOLD SPONSOR \$3500

- 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
- Name / Logo recognition on Gilroy Rodeo Website & Social Media
- Six (6) Rodeo tickets per day & Six (6) drink tickets per day

PLATINUM SPONSOR \$5500

- 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
- Name / Logo recognition on Gilroy Rodeo Website & Social Media
- Eight (8) Rodeo tickets per day & Eight (8) drink tickets per day

BUCKING CHUTE SPONSOR \$6000

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
- Name / Logo recognition on Gilroy Rodeo Website & Social Media
- Ten (10) Rodeo tickets per day & Ten (10) drink tickets per day



GILROY RODEO SPONSOR FORM

COMPANY NAME: _____

CONTACT PERSON: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

TOTAL ENCLOSED: _____

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 call Suzann Ynzunza (408) 202-0068 or sponsors@gilroyrodeo.com

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



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