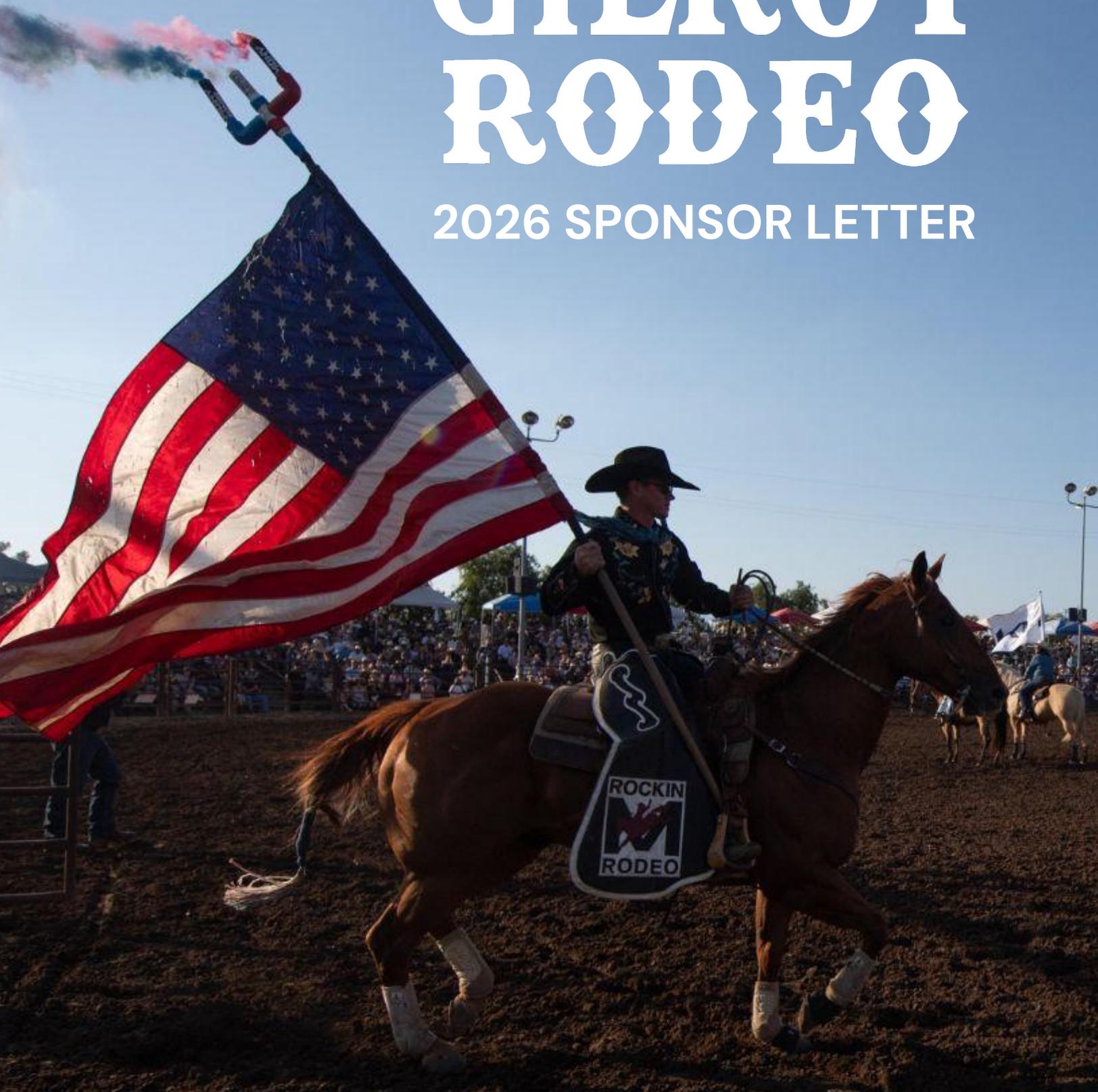


# GILROY RODEO

2026 SPONSOR LETTER



# DEAR GILROY RODEO SUPPORTERS,

Our mission is simple: to bring rodeo and the enduring spirit of Western heritage, back to Gilroy, while enriching our community both culturally and financially.

Gilroy Rodeo is proud to be a 501(c)(3) nonprofit organization with no paid employees. Our board members and volunteers work year-round, generously donating their time, goods, and services to make this event possible. Now in our seventh year, we've learned many lessons, but the most important is this: the Gilroy Rodeo would not exist without the support of our community.

Monetary sponsorships play a critical role in allowing us to host a successful and safe event. Sponsor contributions help fund contestant awards, scholarships for the Miss Gilroy Rodeo program, advertising and promotion, event security, facility rentals, and much more. Every dollar directly supports the growth and sustainability of the rodeo.

As we continue to grow, we are proud to give back to the community that has supported us so wholeheartedly. Our goal is to return all rodeo profits to local youth organizations, with special emphasis on programs rooted in agriculture and Western traditions. In addition, we are honored to lead our Gilroy Kick'n Cancer initiative, through which we donate thousands of dollars each year to local organizations supporting pediatric cancer patients and their families.

With your continued partnership, we hope to build a lasting legacy, one where Gilroy is known not only for its garlic, but also for its annual rodeo and the positive impact it has on our community.

Thank you for your continued support and belief in our mission.

With Gratitude,

*Gilroy Rodeo Sponsor Team*



**1,000+  
ANNUAL  
CONTESTANTS**



**\$100K  
DONATED  
BACK TO OUR  
COMMUNITY  
(2025)**



**3X  
CCPRA  
RODEO OF  
THE YEAR**



**5,635  
VOLUNTEER  
SERVICE HOURS  
(2025)**



**40+  
NONPROFIT  
DONATIONS  
(2025)**

## **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 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 & Two (2) Big Cowboy Dance tickets

## **SADDLE – \$3,500**

### **TIME SENSITIVE, LIMITED TO THREE (3) SPONSORS**

- Logo / Business Name on saddle fenders
- Thank you announced throughout event
- Social media & website recognition
- Six (6) Rodeo tickets per day, Six (6) drink tickets per day & Four (4) Big Cowboy Dance tickets

## **SILVER – \$2,000**

- One (1) 3 x 5 banner displayed in 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 & Two (2) Big Cowboy Dance tickets

## **GOLD – \$4,000**

- One (1) 3 x 5 banner displayed in 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 & Four (4) Big Cowboy Dance tickets

## **CONTESTANT HAT – \$4,500**

### **LIMITED TO TWO (2) SPONSORS, 800 HATS GIVEN OUT ANNUALLY**

- Logo / Business Name on one side of the Official Gilroy Rodeo Contestant Hat
- Four (4) 2026 exclusive contestant hats
- Six (6) Rodeo tickets per day, Six (6) drink tickets per day & Four (4) Big Cowboy Dance tickets
- Thank you announced throughout event
- Social media & website recognition



## **AFTER PARTY LIVE MUSIC & STAGE SPONSOR – \$5,000**

### **LIMITED TO THREE (3) SPONSORS – ONE PER GR PERFORMANCE**

- One (1) reserved table under the tented area next to the main stage
- Private meet & greet for six (6) guests with respective performance artist/band (Reach out to our team to see the lineup)
- One (1) 3 x 5 banner displayed at the main stage
- 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
- Thank you announced throughout event
- Social media & website recognition
- Eight (8) Rodeo tickets per day, Eight (8) drink tickets per day & Eight (8) Big Cowboy Dance tickets

## **PLATINUM – \$6,000**

### **TENTED VIP SEATING IS EXTREMELY LIMITED & SELLS OUT MONTHS IN ADVANCE, PLEASE REACH OUT TO CONFIRM SEATING AVAILABILITY**

- 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 & Eight (8) Big Cowboy Dance tickets

## **BUCKING CHUTE – \$7,500**

### **LIMITED TO SIX (6) SPONSORS**

- 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 & Eight (8) Big Cowboy Dance tickets



# GILROY RODEO 2026 SPONSORSHIP 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:**

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**CONTACT PERSON:**

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**PHONE:**

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**EMAIL:**

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**ADDRESS:**

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**SPONSOR LEVEL:**

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**TOTAL ENCLOSED:**

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**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 [sponsors@gilroyrodeo.com](mailto:sponsors@gilroyrodeo.com) for additional information.



**SPONSORSHIP  
DEADLINE:  
JULY 1**

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