

Silver State International Rodeo

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Dear Friends,

The Silver State International Rodeo is currently seeking sponsorship support from organizations that would be interested in being actively involved in creating our event bigger and better.

The Silver State International Rodeo is a non-profit youth organization that provides an opportunity to high school students to participate in an event to further their rodeo career. Every year, high school students compete in high school rodeo across the nation with the goal in mind to qualify to go to the national event. The 1st through 4th place winners in each state finals advance to the National High School Rodeo finals in the event or events they qualify in. Silver State International Rodeo is an opportunity for those students who place 5th through 10th to compete in an event that rivals the National event.

Now in its 26th year, the SSIR will attract over 500 contestants and their families from throughout the U.S. and Canada who will spend a week or more in Nevada. In addition, the SSIR draws 15,000-20,000 spectators from all parts of the country to enjoy our rodeo, trade show, and special events.

Ours is one of the largest rodeos in the country and we would like to welcome you to the SSIR by inviting you to be an official sponsor. Your fully integrated package of benefits includes:

GUARANTEED VISIBILITY

You will receive sponsorship recognition commensurate with your level of sponsorship. Any level of sponsorship guarantees that you and the business and/or product you represent will receive some of the best exposure you've ever had.

GRASS ROOTS INVOLVEMENT

Local merchants who have participated in the past, say the SSIR is just like "a second Christmas" in terms of business activity. In addition, businesses and individuals who get involved have the additional benefit of helping to offer a first class international youth sports competition to young people from the U.S. and Canada.

The SSIR has grown steadily since its inception 25 years ago and the 2011 show promises to be the biggest and best rodeo to date.

In short, the SSIR offers you a unique platform to reach a very receptive market.

SSIR FANS AND CONTESTANTS SUPPORT THOSE WHO SUPPORT THEM

The SSIR fan represents a unique cross-section of North America's middle class rural culture. They are equally divided in their preference for sit-down restaurants and fast food establishments. Soft drinks are their beverage of choice and they primarily hail from small towns.

Fans and contestants alike prefer using the products and frequenting the businesses that support and sponsor the SSIR.

WHEN IT COMES TO WIN-WIN MARKETING, THE SSIR DELIVERS

Please let me know if I can provide you further information.

Thank you for your time and consideration.

Silver State International Rodeo

Advertising & Sponsorship Opportunities

Your ad in the Silver State International Rodeo Day Sheet Advertising Cover will be distributed daily to all rodeo spectators, contestants and their families. All ads will be in full color. PA system ads and signs at the rodeo arena will reach thousands of spectators. Please take a moment to review the following sponsor packages. For more information, please contact; Jaime Deller at 775-426-9569 or 775-423-3739; Julie Borgna at 775-423-6259; or Kathy Gonzalez at 775-217-2810.

Title Sponsor - \$10,000

--Includes large sign on main announcing stand; inside cover in day sheet cover; PA announcements during all 9 performances; sponsor logo inclusion in all SSIR advertisements and All-Around Horse Trailers; 100% inclusion in press releases; present the All-Around Trailers & saddle winners of your choosing with photo op at awards ceremony; 36 rodeo tickets.

This is a great way to "own" one of the most prestigious rodeos in America today. In effect, the rodeo will be named after the title sponsor and will be referred to as the "(Name of Your Business) Silver State International Rodeo".

GOLD Sponsor - \$5,000

--Includes sponsor logo inclusion in all SSIR advertisements; full page ad in day sheet cover; chute sign; PA announcements during all 9 performances; full event sponsor of your choosing; present Champion saddle and buckles of that event with photo op at awards ceremony; 18 rodeo tickets.

SILVER Sponsor - \$2500

--Includes fence sign in arena or company supplied barrel covers; half page ad in day sheet cover; PA announcements during all 9 rodeo performances; present Champion saddle & buckles in the event of your choosing with photo op at awards ceremony; 9 rodeo tickets.

BRONZE Sponsor - \$1500

--Includes fence sign in arena or ad in day sheet cover; PA announcements during all 9 performances; Reserve All-Around sponsor of your choosing with photo op at awards ceremony; 6 rodeo tickets.

Awards Sponsorships:

All-Around Cowboy or Cowgirl Saddle Sponsor - \$1500

--Includes sponsor to be listed in Award Sponsor ad in day sheet cover

Reserve Champion Cowboy or Cowgirl Buckle - \$500

--Includes sponsor to be listed in Award Sponsor ad in day sheet cover

Champion Event Saddle Sponsor - \$1200

--Includes sponsor to be listed in Award Sponsor ad in day sheet cover

Event Overall Champion 2nd, 3rd, or 4th Buckle - \$200

--Includes sponsor to be listed in Award Sponsor ad in day sheet cover

Go-Around Buckle - \$150

--Includes sponsor to be listed in Award Sponsor ad in day sheet cover

Scholarship Donations - any amount

--Includes sponsor to be listed in Award Sponsor ad in day sheet cover

Other Cash or Product Donations (please specify)

--Includes sponsor to be listed in Award Sponsor ad in day sheet cover

Chute Sign - \$500 (\$600 if sign not furnished)

--Includes sponsor to be listed in Award Sponsor ad in day sheet cover

Fence Sign - \$200 (\$300 if sign not furnished)

--Includes sponsor to be listed in Award Sponsor ad in day sheet cover