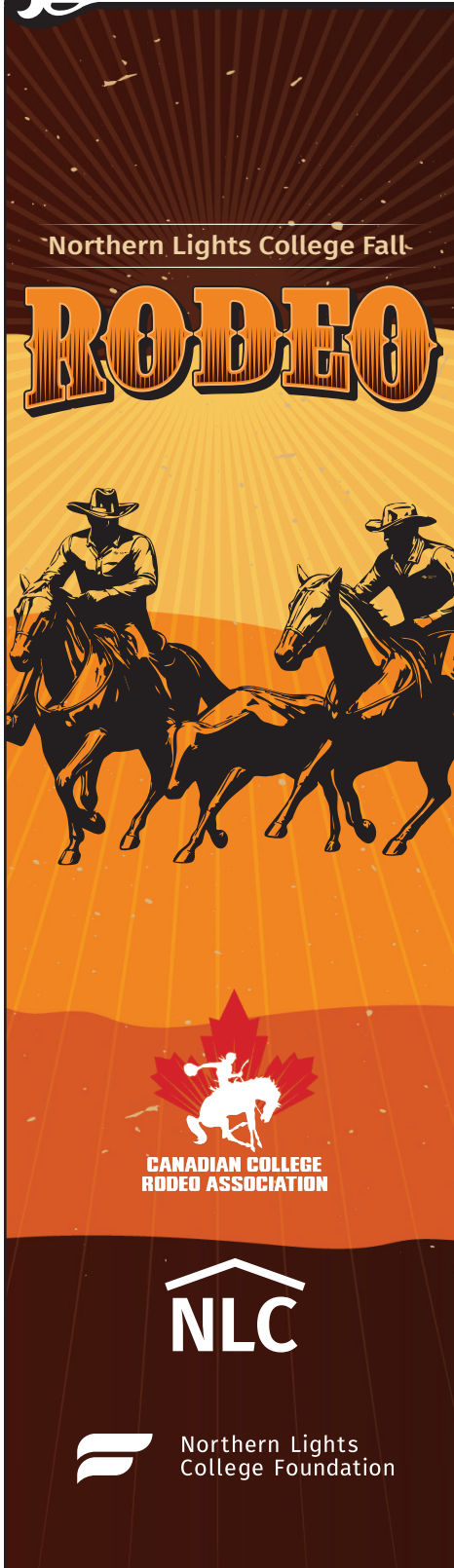


RODEO SPONSOR TIER LIST



Champion Sponsor • 2 opportunities • \$5,000

- Official Rodeo Sponsor
- Six tickets to each event day
- West end or east end Gate Sponsor (*1 year) (design and signage provided by the sponsor)
- Sponsor name on a championship All Around saddle (sponsorship must be received by May 31 for saddle stitching)
- Jumbotron advertising and announcements throughout the live event and streamed via the Cowboy+ app and Vimeo
- Branding on all rodeo signage
- Participation in Grand Entry
- Full page ad in program



Ride It Back Sponsor • 1 opportunity • \$4,000

- Four tickets to each event day
- Branding with every video replay
- ½ page ad in program
- Jumbotron advertising and announcements throughout the live event and streamed via the Cowboy+ app and Vimeo



Buckaroo Sponsor • 4 opportunities • \$3,500

- Four tickets to each event day
- Bucking Chute Sponsor (*1 year) (design and signage provided by the sponsor)
- ½ page ad in program



Wrangler Sponsor • 10 opportunities • \$2,500

- Official Event Sponsor of selected event (one included with each sponsorship, ex. Poles, Steer Wrestling, ...)
- Two tickets to each event day
- "Sponsored by" on Championship Buckle for specific event (sponsorship must be received by May 31 for buckle engraving)
- Branding on all event specific signage in the program
- ¼ page ad in program
- Jumbotron advertising and announcements throughout the live event and streamed via the Cowboy+ app and Vimeo (this sponsor name will be featured during the event they sponsor)



Cowboy Protector • 2 opportunities • \$2,000

- Two tickets to each event day
- Sponsor name on Bull fighter jerseys or Pick up men shirts
- ⅛ page ad in program



Ranch Hand Sponsor • 1 opportunity • \$1,500

- Official Volunteer Sponsor
- Two tickets to each event day
- Volunteer and Hospitality Zone sponsored
- ¼ page ad in program



Round Up Sponsor • 8 opportunities • \$750

- Two tickets to each event day
- ⅛ page ad in program

All sponsorship opportunities include:

- Public address announcements throughout event
- Recognition on NLC website, social media, and all sponsor boards
- Sponsor recognition on live stream video coverage via the Cowboy+ app and Vimeo (all sponsors will be shown at least once a day. More mentions and coverage provided to **Champion, Ride it Back, and Wrangler** sponsors)
 - Recognition on all sponsor boards
 - Use of official event logo

For more information or to sponsor, contact NLC Foundation at **250-782-5251 ext. 1022** or foundation@nlc.bc.ca