



Dear Potential Sponsor,

Here for your consideration is a great way to reach thousands of potential customers through our charitable events! Arizona Gay Rodeo Association (AGRA) is a not for profit 501 (c) 4 organization which makes contact each year with thousands of people from across the United States and Canada. We do this through our promotion of the western lifestyle and the sport of rodeo.

AGRA was founded in 1985 and is a member of the International Gay Rodeo Association (IGRA), the second largest rodeo association in the world. Each year IGRA produces over 20 rodeos in the U.S. and Canada. AGRA's Road Runner Regional is the premier rodeo on the circuit.

Since our inception, AGRA has been able to donate tens of thousands of dollars to charities including TIHAN, Community Church of Hope, Joshua Tree Feeding Program, Melonhead Foundation, Body Positive and PFLAG to name a few. AGRA hosts numerous fundraisers throughout the year and in 2012 the Road Runner Regional will be celebrating its 27th Anniversary at Rawhide @ Wild Horse Pass. The Road Runner Regional rodeo will take place February 17-19, 2012. We expect to have over 150 contestants and over 5,000 spectators for this exciting event.

You and your company have an opportunity to reach a receptive and diverse demographic while being a significant part of our charitable efforts by becoming a sponsor. You will be joining well known companies such as Hensley/Bud Light, Alliance, Wild Horse Pass, Logo, Charlie's Phoenix/Denver/Las Vegas/Chicago and others.

Your name and logo will be seen on our website, banners, brochures, and newspaper and magazine ads. You may choose from one of the packages enclosed or we can design a custom package just for you. Please contact us as soon as you can, since sponsorships tend to sell out quickly. Don't miss out on this great opportunity.

Thank you in advance for your consideration and attention to our proposal.

Sincerely,

Michael Weidmann
2012 Road Runner Regional Rodeo - Sponsorship Coordinator
m.weidmann@hotmail.com
602-885-9565

SPONSOR OPPORTUNITIES

CORPORATE SPONSORSHIPS

Platinum Sponsor-\$2500.00	Gold Sponsor- \$1500.00	Silver Sponsor- \$1000.00
<ul style="list-style-type: none"> *Full page color ad in rodeo program. *Buckles and Ribbons for one event category (2 buckles and 20 ribbons) *Two (2) sponsor banners (each banner not to exceed 4x6) Banners will hang in arena pavilion. *Sixteen (16) rodeo admission tickets for each day (Saturday and Sunday) with VIP Seating. *Eight (8) VIP parking passes *Listing in the rodeo program as a Platinum Sponsor and public acknowledgement by the rodeo announcer throughout the rodeo. *Public acknowledgement at the rodeo awards ceremony on Sunday night and the opportunity to present the buckles. *Special invitation for sixteen (16) people to the Rodeo Volunteers Thank You and Appreciation party. *Text listing as the 2012 Platinum Rodeo Sponsor in the monthly AGRA newsletter, "The Branding Iron" (will run from receipt of sponsorship through August 2012) *Sixteen (16) official rodeo T-shirts. *Your Logo (provided by sponsor) on all official rodeo printed material and tee shirts (if sponsor commitment is received by January 24, 2012.) *Sixteen (16) tickets to all Friday evening entertainment excluding dinner. 	<ul style="list-style-type: none"> *Full page color ad in rodeo program. *Buckles and Ribbons for one event category (2 buckles and 20 ribbons) *One (1) Sponsor banner (banner not to exceed 4x6) Banner will hang in arena pavilion. *Twelve (12) rodeo admission tickets for each day (Saturday and Sunday) with VIP Seating. *Six (6) VIP parking passes *Listing in the rodeo program as a Gold Sponsor and public acknowledgement by the rodeo announcer throughout the rodeo. *Public acknowledgement at the rodeo awards ceremony on Sunday night and the opportunity to present the buckles. *Special invitation for twelve (12) people to the Rodeo Volunteers Thank You and Appreciation party. *Text listing as the 2012 Gold Rodeo Sponsor in the monthly AGRA newsletter, "The Branding Iron" (will run from receipt of sponsorship through August 2012) *Twelve (12) official rodeo T-shirts. *Your Logo (provided by sponsor) on all official rodeo printed material and tee shirts (if sponsor commitment is received by January 24, 2012.) *Twelve (12) tickets to all Friday evening entertainment excluding dinner. 	<ul style="list-style-type: none"> *Full page color ad in rodeo program. *Buckles and Ribbons for one event category (2 buckles and 20 ribbons) *One (1) Sponsor banner (banner not to exceed 4x6) Banner will hang in arena pavilion. *Ten (10) rodeo admission tickets for each day (Saturday and Sunday) with VIP Seating. *Five (5) VIP parking passes *Listing in the rodeo program as a Silver Sponsor and public acknowledgement by the rodeo announcer throughout the rodeo. *Public acknowledgement at the rodeo awards ceremony on Sunday night and the opportunity to present the buckles. *Special invitation for ten (10) people to the Rodeo Volunteers Thank You and Appreciation party. *Text listing as the 2012 Silver Rodeo Sponsor in the monthly AGRA newsletter, "The Branding Iron" (will run from receipt of sponsorship through August 2012) *Ten (10) official rodeo T-shirts. *Your Logo (provided by sponsor) on all official rodeo printed material and tee shirts (if sponsor commitment is received by January 24, 2012.) *Ten (10) tickets to all Friday evening entertainment excluding dinner.

<p>Copper Sponsor- \$850.00</p> <ul style="list-style-type: none"> *Half page color ad in rodeo program. *Buckles and Ribbons for one event category (2 buckles and 20 ribbons) * One (1) Sponsor banner (banner not to exceed 4x6) Banner will hang in arena pavilion. *Eight (8) rodeo admission tickets for each day (Saturday and Sunday) with VIP Seating. *Four (4) VIP parking passes *Listing in the rodeo program as a Copper Sponsor and public acknowledgement by the rodeo announcer throughout the rodeo. *Public acknowledgement at the rodeo awards ceremony on Sunday night and the opportunity to present the buckles. *Special invitation for eight (8) people to the Rodeo Volunteers Thank You and Appreciation party. *Text listing as the 2012 Copper Rodeo Sponsor in the monthly AGRA newsletter, "The Branding Iron" (will run from receipt of sponsorship through August 2012) *Eight (8) official rodeo T-shirts. *Your Logo (provided by sponsor) on all official rodeo printed material and tee shirts (if sponsor commitment is received by January 24, 2012.)
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Bronze Sponsor- \$425.00

- *Buckle and Ribbons for one event category (example: men’s or women’s Chute Dogging)
- *Six (6) rodeo admission tickets for each day (Saturday and Sunday) with VIP Seating.
- *Three (3) VIP parking passes
- *Listing in the rodeo program as a Bronze Sponsor and public acknowledgement by the rodeo announcer throughout the rodeo.
- *Public acknowledgement at the rodeo awards ceremony on Sunday night and the opportunity to present the buckles.
- *Special invitation for six (6) people to the Rodeo Volunteers Thank You and Appreciation party.
- *Text listing as the 2012 Bronze Rodeo Sponsor in the monthly AGRA newsletter, “The Branding Iron” (will run from receipt of sponsorship through August 2012)
- *Six (6) official rodeo T-shirts.

Available Buckles for Sponsorship

Non-Rodeo Buckles

- Mr. AGRA 201 \$300.00
- Ms. AGRA 2012 \$300.00
- Miss AGRA 2012 \$300.00
- Mster. AGRA 2011 \$300.00
- Miss AGRA 10- year crown (2002) \$300.00
- Mr. AGRA 10-year buckle (2002) \$300.00
- Ms. AGRA 10-year buckle (2002) \$300.00
- Miss AGRA 10-year crown (2002) \$350.00

Rodeo Buckles

***ROUGH STOCK EVENTS:**

- Bull Riding (men and women)
- Jr Bull Riding (men and women)
- Chute Dogging (men and women)

Crystal Sponsor- \$350.00

- *Buckle and Ribbons for one event category (example: men’s or women’s Chute Dogging)
- *Four (4) rodeo admission tickets for each day (Saturday and Sunday) with VIP Seating.
- *Two (2) VIP parking passes
- *Listing in the rodeo program as a Crystal Sponsor and public acknowledgement by the rodeo announcer throughout the rodeo.
- *Public acknowledgement at the rodeo awards ceremony on Sunday night and the opportunity to present the buckles.
- *Special invitation for four (4) people to the Rodeo Volunteers Thank You and Appreciation party.
- *Text listing as the 2012 Crystal Rodeo Sponsor in the monthly AGRA newsletter, “The Branding Iron” (will run from receipt of sponsorship through August 2012)
- *Four (4) official rodeo T-shirts.

***ROPING EVENTS:**

- Calf Roping on Foot (men and women)
- Mounted breakaway Roping (men and women)

***SPEED (HORSE) EVENTS**

- Barrel Racing (men and women)
- Pole Bending (men and women)
- Flag Race (men and women)

***TEAM EVENTS** (not gender specific)

- Team Roping (2 buckles)
- Steer Decorating (2 buckles)
- Wild Drag Race (3 buckles)
- Goat Dressing (2 buckles)

***Miscellaneous Buckles**

- Grand Marshall- \$300.00
- Rodeo Director- \$300.00
- Assistant Rodeo Directors- \$300.00
- Greg Olson Memorial Buckle- \$300.00

Emerald Sponsor- \$150.00

- *Two (2) rodeo admission tickets for each day (Saturday and Sunday) with VIP Seating.
- *Two (1) VIP parking passes
- *Listing in the rodeo program as an Emerald Sponsor.
- *Special invitation for two (2) people to the Rodeo Volunteers Thank You and Appreciation party.
- *Text listing as the 2012 Emerald Rodeo Sponsor in the monthly AGRA newsletter, “The Branding Iron” (will run from receipt of sponsorship through August 2012)
- *Two (2) official rodeo T-shirts.

Additional Sponsor Opportunities

Banners

- *Large banner in arena (not to exceed 4 feet x 6 feet) \$100.00 (banner must be provided by the sponsor)
- *Small banner in arena (not to exceed 3 feet x 6 feet) \$50.00 (banner must be provided by sponsor)

Miscellaneous

- *Rodeo Officials Travel- \$200.00 (10 available)
- *Electric Carts for Staff-\$200.00 (7 available)
- *Portable Toilets- \$100.00 each (8 available)
- *Stock Contractor Sponsor-\$2000.00
- *Horse Stall Sponsor-\$3000.00
- *Individual Stall Sponsor- \$100.00 (per stall)
- *Entertainment stage/set-up \$3000.00
- *Fruit/water for Contestants-\$300.00
- *Rider less Horse Flowers-\$150.00
- *Rodeo Shuttle- \$2000.00
- *Contestant/Staff fruit/Gatorade-\$300.00
- *Tents/Heaters- \$1000.00
- *collateral in contestants bags- \$25.00
- *business center business card \$25.00

PROGRAM ADVERTISEMENT

Rodeo Program Specs

Program Size: 4.25 x 11

Ads: Only full page ads may be color. All others must be black and white.

Available ad sizes:

Ad Prices:

Full Page color	Full page color \$400.00
Full page black and white	Full page black and white \$325.00
½ page black and white (horizontal only)	½ page black and white (horizontal only) \$175.00
¼ page black and white (horizontal only)	¼ page black and white (horizontal only) \$100.00
Business card black and white	Business card black and white \$50.00

FILE REQUIREMENTS

All ads must be submitted as a .PDF file and received no later than January 24, 2012.

Mail ads to: AGRA/RRRR Program
PO Box 40465
Phoenix, AZ 85067

Email ads to:
m.weidmann@hotmail.com

