



PONCA CITY RODEO FOUNDATION
PO Box 2827, Ponca City, OK 74602
Cory Goodno, President
Tyler Mayse, Vice President
Kacey Goodno, Secretary
Shawndra Sheik, Treasurer

Dear Sponsor,

The 101 Wild West Rodeo has always cherished the history of The 101 Ranch and its connection to Ponca City and our hometown rodeo! The fabulous 101 Ranch, with a 50-year history, influenced Oklahoma and agriculture like no other ranching operation in the world. The 101 Ranch, established by Col. George W. Miller in 1879 on the banks of the Salt Fork River, southwest of what is now Ponca City, began with thousands of acres of land, which Miller both leased and purchased from his friends - the Ponca, Tonkawa and Osage tribes.

Over the years The 101 Ranch grew into an extreme spectacle known as the 101 Wild West Show where performers showed the crowd the coveted ways of the wild west and cowboys. Some of these performers included Tom Mix, an American film actor and a star of many early westerns, Bee Ho Gray, a professional trick roper, and Bill Pickett, the inventor of steer wrestling as we know today who was inducted into the ProRodeo Hall of Fame in 1989. These performers and more with the 101 Wild West Show broke records everywhere including Madison Square Garden with crowds over 60,000.

Our volunteer rodeo board has made it a priority to bring this same energy as our namesake to the 101 Wild West Rodeo for the last 63 years. The 101 Wild West Rodeo has been named the PRCA Prairie Circuit Rodeo of the Year for 4 years, has stock from some of the rankest stock contactors in the game, and professional cowboys who come from all around the nation to compete. The 101 Wild West Rodeo thrives on keeping a hometown feel with a nationally acclaimed performance and wishes to continue into 2022. We would love for you to be a part of that as a sponsor and help us to continue hosting the best show on dirt! In 2021, we brought you the Bubble Bull Fighting event which has over 40 million views on the popular Tik-Tok social media platform. The #101wildwestrodeo has over 65 million views on all social media platforms since the 2021 rodeo in June. For more information, visit our Facebook page or our website @ 101wildwestrodeo.com. To inquire about a package or if you have a sponsorship idea that we do not offer, please contact **Travis Whitefield @ 405-564-4886**.

Sincerely,

The 101 Wild West Rodeo Committee



2022 Sponsorship Opportunities

Official Sponsor - \$12,000+

- Flag in grand entry & parade
- Business name used in printed rodeo advertisements
- Full page in rodeo program
- Chute heaven (Free food, beer, pop, and water)
- VIP Table (Free food, beer, pop, and water)
- 100 general admission tickets
- Free golf team
- 30 second ad on Jumbotron (Ad provided by sponsor)
- Invitation to kickoff party
- Banners on entrances to rodeo parking
- Sponsor spotlight on social media
- 1-year business name on social media & website

Official Dance Sponsor - \$10,000+

- Flag in the grand entry and parade
- Banner in the arena
- VIP Table (Free food, beer, pop, and water)
- 30 second ad on Jumbotron (Ad provided by sponsor)
- 50 general admission tickets
- Sponsor recognition during rodeo
- Sponsor recognition during dance
- Meet and greet with the band
- Invitation to Kickoff party
- Free golf team
- Full page in rodeo program
- Sponsor spotlight on social media

Event Sponsors - \$3,000

- Choose from the following: Bull riding, Saddle Bronc riding, Bareback riding, Steer wrestling, Tie-down roping, Breakaway roping, Team roping, Barrel racing, Steer roping
- Flag flown after sponsored event. (Flag provided by sponsor)
- Recognition of sponsor during event
- Banner inside of arena/on bucking chute
- 30 general admission tickets
- Invitation to Kickoff party
- Golf Tournament Hole Sponsor
- 1/4-page in rodeo program
- 30 second ad on Jumbotron (Ad provided by sponsor)
- Sponsor spotlight on social media
- 1 Box seat (8 seats per night)

Jumbotron Sponsorship – (\$6,000 or 3 - \$2,000)

- Sponsorship banner in arena
- 30 second ad on Jumbotron (Ad provided by sponsor)
- Sponsor recognition during rodeo
- ½ ad page in rodeo program
- 30 general admission tickets
- Invitation to kickoff party
- Golf Tournament Hole Sponsor
- Sponsor spotlight on social media
- **Or 3 spots @ \$2,000ea**
- Sponsorship banner in arena
- 20 second ad on Jumbotron on your night of sponsoring (Ad provided by sponsor)
- 15 general admission tickets
- Special recognition during rodeo
- 1/4-page in rodeo program
- Sponsor spotlight on social media

Rodeo Clown Sponsor – \$4,500

2022 Rodeo Clown- Justin Rumford 10-time PRCA Clown of the Year. Co-host of the very popular Podcast “RumpChat”

- Signed autograph picture with rodeo clown
- Sponsor recognition when rodeo clown introduced
- Rodeo clown come to sponsor business to sign autographs Within 15 miles of Ponca City, OK
- 20 second ad on Jumbotron (Ad provided by sponsor)
- 30 general admission tickets
- ½ page add in rodeo program
- Sponsor spotlight on social media

Rip Wheeler Sponsorship - \$2,000

- 8 Chute heaven seats each night (Free beer, pop, and water)
- Sponsorship on chute heaven box.
- 15 second ad on Jumbotron (Ad provided by Sponsor)
- 1/4-page ad in rodeo program
- Sponsor spotlight on social media

Bull fighter Sponsorship (only two available) - \$2,000

- Sponsorship banner on banner wall
- Sponsor recognition when bull fighters are introduced
- Signed autograph picture with bull fighters
- Bull fighters come to business to sign autographs. Within 15 miles of Ponca City, OK
- 15 general admission tickets
- 1/4 page in rodeo program
- 15 second ad on Jumbotron (Ad provided by sponsor)
- Sponsor spotlight on social media

Band Stage Sponsorship - \$2,000

- Banner on dance stage
- Sponsor recognition during the rodeo
- Meet and greet with the band
- ¼ page ad on the rodeo program
- 20 general admission tickets
- Sponsor spotlight on social media

Beer Booth Sponsorship (3-beer booths) - \$2,000

- Sponsor recognition during rodeo
- Banner on beer booth
- One Box Seat (8 seats per night)
- ¼ page ad on the rodeo program
- 15 General admission tickets
- Sponsor spotlight on social media

John Dutton Sponsorship - \$1,000

- Banner in the arena. (1-time banner fee or sponsor provides banner)
- 15 second ad on Jumbotron (Ad provided by Sponsor)
- 20 general admission tickets
- Sponsor spotlight on social media

Jimmy Hurdstrom Sponsorship - \$500

- Banner on top of bleachers or fence. (1-time banner fee or sponsor provides banner)
- 12 General admission tickets

Other Opportunities

- Full page rodeo ad \$250
- Half page rodeo ad \$180
- Quarter page rodeo ad \$110
- Business card ad \$80
- Box seat \$500 (8 general admission tickets nightly)
- Golf Tournament Hole Sponsor \$100
- VIP Table \$600/Night (Free food, beer, pop, water)

Rodeo dates for 2022 are June 9th, 10th, & 11th



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I, _____, representative of _____, have reviewed the following sponsorship packages and choose to commit to package _____ at its listed amount. I also agree to provide the 101 Wild West Rodeo Committee with sponsorship funds and any other viable information by **April 1st, 2022.**

Sponsorship shall be received in the form of cash or check unless otherwise agreed upon.

- | | |
|--|----------------------------|
| Official Rodeo Sponsor _____ | Rip Wheeler Package _____ |
| Official Dance Sponsor _____ | Band Stage Sponsor _____ |
| Jumbo-Tron Sponsor _____ Specify Option A or B | Beer Booth Sponsor _____ |
| Rodeo Event Sponsor _____ | John Dutton Package _____ |
| Rodeo Clown Sponsor _____ | Jimmy Hurdstrom Pkg. _____ |
| Bull Fighter Sponsor _____ | |

Additional Opportunities:

- | | | |
|--------------------------|--------------------------|------------------------------------|
| Full page rodeo ad _____ | Half page rodeo ad _____ | Quarter page rodeo ad _____ |
| Business card ad _____ | Box seat _____ | Golf Tournament Hole Sponsor _____ |
| VIP Table _____ | Night _____ | |

Custom Package: _____

Signature: _____

Date: _____

Sold by: _____