



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 a 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, a 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 62 years. The 101 Wild West Rodeo has been named the 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 2021. 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!

Sincerely,

The 101 Wild West Rodeo Committee



2021 Sponsorship Opportunities

Official Sponsor - \$12,000+

- Flag in grand entry and parade
- Three banners (East & West Bleachers, arena fence)
- Business name used in printed rodeo advertisements
- Full page in rodeo program
- 16 Chute heaven passes (Free 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 and website

Official Dance Sponsor - \$10,000

- Flag in the grand entry and parade
- Banner in the arena
- 8 chute heaven seats. (Free 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

Single Rodeo Performance Sponsor - \$5,000

- Sponsorship flag during grand entry
- Banner inside of arena
- Recognition during rodeo as nightly sponsor
- 30 general admission tickets
- 30 second ad on Jumbotron (Ad provided by sponsor)
- ½ page in program
- 8 Chute heaven passes on night sponsoring. (Free beer, pop, and water)
- Invitation to kickoff party
- 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 (Header), Team roping (Heeler), Barrel racing, Steer roping
- Sponsorship of designated event, flag flown before event starts (One time) Flag provided by sponsor
- Recognition of sponsor before event starts
- Recognition during performance
- Banner inside of arena
- 30 general admission tickets
- Invitation to Kickoff party
- ½-page in rodeo program
- 30 second ad on Jumbotron (Ad provided by sponsor)
- Sponsor spotlight on social media

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

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

Rodeo Clown Sponsor – (\$4,500 or 3 - \$1,500)

- 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
Or 3- spots @ \$1,500ea
- Banner on sponsorship wall in arena
- One-night sponsor recognition when rodeo clown introduced
- ¼ page in rodeo program
- 15 general admission tickets
- Signed autograph with rodeo clown
- 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)
- ½ 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
- ½ page in rodeo program
- 15 second ad on Jumbotron (Ad provided by sponsor)
- Sponsor spotlight on social media

Nightly Band Sponsor -\$2,000(3 Available)

- Banner in the arena
- Sponsor recognition during the rodeo
- Sponsor recognition during the dance
- Meet and greet with the band
- 20 second ad on Jumbotron (Ad provided by Sponsor)
- ½ page ad in rodeo program
- 20 general admission tickets

Dance Stage Sponsorship - \$1,500

- 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 (2-beer booths) - \$1,500

- Sponsor recognition during rodeo
- Banner on beer booth
- Complimentary box seats
- ¼ page ad on the rodeo program
- 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)
- 4 general admission tickets each night

Other Opportunities

- Full page rodeo ad \$225
- Half page rodeo ad \$170
- Quarter page rodeo ad \$110
- Business card ad \$75
- Box seat \$500 (8 general admission tickets nightly)

Rodeo dates for 2021 are June 10th, 11th, & 12th



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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: _____ date.

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

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

Additional Opportunities:

- | | | |
|--------------------------|--------------------------|-----------------------------|
| Full page rodeo ad _____ | Half page rodeo ad _____ | Quarter page rodeo ad _____ |
| Business card ad _____ | Box seat _____ | |

Custom Package: _____

Signature: _____

Date: _____

Received by: _____