



The Custer County Ag Society is proud to host the 2017 Mid-States Rodeo Finals!

SEPT. 15-17

NO GUTS, NO STORY.

3 ACTION-PACKED RODEO PERFORMANCES

Entertainment for all ages!

TOP 12 COWBOYS & COWGIRLS IN EACH EVENT

Cowboy Bar & After Party!

Established in 1974, the Mid-States Rodeo Association boasts a membership of nearly 500 cowboys and cowgirls from five states. Members compete in over 50 rodeos throughout the summer to qualify for MFR!

MINNESOTA • SOUTH DAKOTA • NEBRASKA • IOWA • KANSAS



PARTNERSHIP PACKET

- Many packages include your business being highlighted in the center of the action on our 9'x16' BIG SCREEN VIDEO BOARD that displays live-action, replays, leader board, and MORE!
 - Ask about a custom advertising package suitable for your business marketing needs.
 - All sponsors are proudly listed in MFR program.
 - Proceeds benefit the Custer County Ag Society for improvements, maintenance, and future events.
- Thank you in advance for your support!**



MAJOR TITLE SPONSOR

This MFR partnership package features the greatest amount of exposure with the most opportunity to show support!

- **Big Screen Name & MORE!**
 - Referenced as SPONSOR NAME -vision or -tron or -screen
 - Example: VitaLix®-Tron*
 - Logo featured on screen during all MFR performances (3).
 - Big screen video commercial (60 sec)
 - Included in big screen pre-show video loop
- **Sponsor Flag** flown during open ceremonies
- **Arena Signage** - (1) 4'x8' sponsor-supplied banner with grommets displayed during the rodeo.
- **Other Perks:**
 - Pre-event advertising recognition (posters, print ads, radio, social media, etc.)
 - Major sponsor mentions at all (3) performances
 - Outdoor or indoor booth space
- **FREE Passes!** Custom ticket block + 4 reserved parking passes



PERFORMANCE SPONSORS

Make it a special day for your business or group at the rodeo. Recognition example:
"It's _____ day at the rodeo tonight!"

- **One sponsor per performance day is featured.**
- **Big Screen Exposure:**
 - Big screen video commercial (30 sec)
 - Included in big screen pre-show video loop
- **Sponsor Flag** flown during open ceremonies
- **Arena Signage** - (1) 4'x8' sponsor-supplied banner with grommets displayed during the rodeo.
- **Other Perks:**
 - Pre-event advertising recognition (posters, print ads, radio, social media, etc.)
 - Announcer mention(s) at all (3) performances
 - Outdoor or indoor booth space
- **FREE Passes!** 40 tickets or 12 VIP all-weekend passes
- 2 reserved parking passes for all (3) performances



TIMED-EVENT CHUTE SPONSOR (1)

Steer Wrestling • Roping • Barrel Racing

Fans direct their attention to the timed event boxes as contestants and stock speed into the arena.

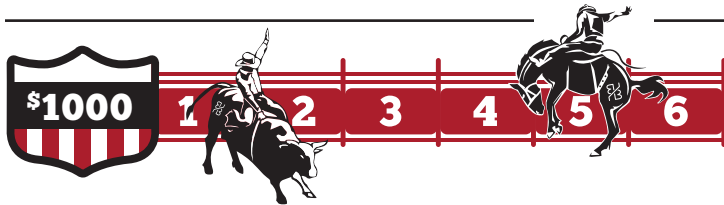
- ♦ **Big Screen Exposure**
 - Digital Signage – text or logo on the big screen
 - Included in big screen pre-show video loop
- ♦ **Arena Signage** - (2) 4'x8' sponsor-supplied banner with grommets displayed on each side of roping box during all timed events.
- ♦ **FREE Passes!** 30 tickets or 10 VIP all-weekend passes



EVENT SPONSORS (7)

Recognized as event sponsor during each event (Match up events per availability.)

- ♦ **Big Screen Exposure**
 - Digital Signage – text or logo on the big screen
 - Included in big screen pre-show video loop
- ♦ **Sponsor Flag** flown during open ceremonies
- ♦ **Arena Signage** - (1) 3'x5' sponsor-supplied banner with grommets displayed during the rodeo.
- ♦ **FREE Passes!** 24 tickets or 8 VIP all-weekend passes



BUCKING CHUTE SPONSORS (6)

Spectators watch bulls or broncs explode into the arena from your "branded" chute-gate, a prime location for advertising.

- ♦ **Chute is customized with your signage** (approx. 2'x 7')
- ♦ **Announcer mention(s)** at all (3) performances as stock is bucked out of chute.
- ♦ **Big Screen:** Included in big screen pre-show video loop
- ♦ **FREE Passes!** 18 tickets or 6 VIP all-weekend passes



CLOWN BARREL SPONSOR (1)

The barrel is customized with your logo or graphics and displayed in the arena during the bull riding competition.

- ♦ **Photos opps** with barrel & meet 'n greet with rodeo clown
- ♦ **Announcer mention(s)** at all (3) performances
- ♦ **Big Screen:** Included in big screen pre-show video loop
- ♦ **FREE Passes!** 18 tickets or 6 VIP all-weekend passes



SELECT ONE TO SPONSOR:

- 1 CONTESTANT SCREEN (1)**
 - **On the Big Screen:** Sponsor logo or text displayed with contestant name, number, hometown – all (3) performances
 - **Approximately 288 impressions!**

OR

- 2 LEADER BOARD SCREEN (1)**
 - **On the Big Screen:** Sponsor mentioned & shown as "_____ Leader Board"
 - **8 impressions during each of the 3 performances!**

OR

- 3 REPLAY SCREEN (1)**
 - **On the Big Screen:** Sponsor logo or text displayed during the replay of every ride or run – all (3) performances
 - **Approximately 288 impressions!**

Each of these 3 sponsor categories also include:

- ♦ **Announcer mention(s)** at all (3) performances
- ♦ **Arena Signage** - (1) 3'x5' sponsor-supplied banner with grommets displayed during the rodeo.
- ♦ **FREE Passes!** 15 tickets or 5 VIP all-weekend passes



HOST SPONSORS UNLIMITED

- ♦ **Big Screen:** Name/logo listed during host recognition
- ♦ **Arena Signage** - (1) 3'x5' (or smaller) sponsor-supplied banner with grommets displayed during the rodeo.
- ♦ **Announcer mention(s)** at all (3) performances
- ♦ **FREE Passes!** 12 tickets or 4 VIP all-weekend passes



FRIENDS OF RODEO SPONSORS UNLIMITED

- ♦ **Big Screen:** Name/logo listed during friends of rodeo sponsor recognition
- ♦ **2 FREE VIP All-Weekend Passes!**

Thank You!

Travis Schauda, Rodeo Coordinator
308-870-3170

2017
MFR

Custer County Ag Society
Custer County Fairgrounds





PARTNERSHIP CONTRACT

TROTTER ARENA • CUSTER COUNTY FAIRGROUNDS

All proceeds benefit the Custer County Ag Society for improvements, maintenance, and future events.
Thank you in advance for your support!

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✓	SPONSORSHIP LEVEL	PRICE
	MAJOR TITLE SPONSOR (1)	\$5000
	PERFORMANCE SPONSOR (3)	\$2500
	TIMED-EVENT CHUTE SPONSOR (1)	\$1500
	EVENT SPONSOR (7)	\$1250
	<input type="checkbox"/> Bareback <input type="checkbox"/> Barrel Racing <input type="checkbox"/> Breakaway Roping <input type="checkbox"/> Bull Riding <input type="checkbox"/> Calf Roping <input type="checkbox"/> Saddle Bronc <input type="checkbox"/> Team Roping	
	BUCKING CHUTE SPONSOR (6)	\$1000
	CLOWN BARREL SPONSOR (1)	\$1000
	CONTESTANT SCREEN (1)	\$750
	LEADER BOARD SCREEN (1)	\$750
	REPLAY SCREEN (1)	\$750
	HOST SPONSOR (UNLIMITED)	\$500
	FRIENDS OF RODEO (UNLIMITED)	\$500

BUSINESS NAME:

CONTACT:

Address:

City: _____ State: _____ Zip: _____

Phone: () _____

Website: _____

Facebook: _____

Other info: _____

X

SIGNATURE _____ DATE _____

Invoice: Yes PAID - Check # _____

RECEIPT

	\$		/ /2017
SPONSOR LEVEL	AMOUNT	SALES CONTACT	DATE

Travis Schauda, Rodeo Coordinator
 308-870-3170



Custer County Ag Society
 Custer County Fairgrounds



Thank You!