



2019 SPONSORSHIP AGREEMENT

Thank you for your interest in sponsoring the 2019 Philomath Frolic & Rodeo. As a sponsor, you not only provide funding and/or materials needed to put on the rodeo and other frolic events, you place your business in the spotlight of the biggest, most anticipated event in Philomath and all of western Benton County! Sponsorship tiers allow businesses of every size an opportunity to show their support for the community, thank their long-time patrons and attract new customers.

Each year the Frolic & Rodeo sells roughly 5000 tickets between the Thursday, Friday and Saturday night rodeo performances. We advertised on eight radio stations with over 300 commercials or ticket giveaways, reaching tens of thousands of listeners. We also produce 100 posters that get displayed in area businesses and a multi-page program that is inserted into the Gazette Times and Philomath Express newspapers.

Sponsorship Tiers. The chart below shows the sponsorship tiers available and the benefits and promotion provided at each tier. The Frolic & Rodeo may adjust or substitute benefits with notification of the Sponsor. A detailed explanation of benefits and event sponsorships is provided on the following pages.

Sponsorship Packages				
	Platinum Buckle	Gold Buckle	Silver Buckle	Bronze Buckle
Benefits	\$5,000	\$2,000	\$1,500	\$400
Rodeo Tickets	20	12	8	2
Meal Tickets	20	12	8	2
Arena Sign	Premium	Preferred	Arena	Arena
Program Ad	Full Page	½ Page	¼ Page	⅛ Page
PF&R Website	Logo	Logo	Logo	Name/Link
Day/Event Sponsor	Day Sponsor	Rodeo Event	Frolic Event	
Logo on Big Screen	✓	✓	✓	
Parade Entry	✓	✓	✓	
Donkey Race Team	✓	✓		
Brochure	✓	✓		
Rodeo Announcer	✓	✓		
Logo on Poster	✓			
Radio Advertising	✓			

Payment. Payment is due on or before June 1st. We will email you a separate invoice. In kind or trade payments will either be utilized by PF&R by the first week of July or converted to a gift certificate of equal or lesser value and raffled off during the rodeo. Such certificates will have an expiration date of December 31 of the same year. Failure to pay or redeem a gift certificate as agreed may result in termination of this agreement and loss of future sponsorship opportunities with PF&R.

Sponsor Name: _____ Contact: _____ Phone: _____

Address: _____ Email: _____

Sponsorship Package: Platinum Gold Silver Bronze Trade: _____

Signed: _____ Date: _____



Platinum Buckle

\$5,000 sponsorship

This is the highest sponsorship tier. Sponsorship may be cash or trade value.

The following benefits will be provided:

20 Rodeo Tickets. Adult or youth entry to one rodeo performance and the beer garden. Receive tickets according to the sponsorship tier plus one (1) ticket for every additional \$150 in sponsorship.

20 Meal Tickets. Use at any participating vendor to purchase a full meal on Friday; \$10 value. Receive tickets according to the sponsorship tier plus one (1) ticket for every additional \$150 in sponsorship.

Day Sponsorship. Recognized publically as a day sponsor for either Thursday, Friday or Saturday. Assigned by PF&R based on the total value of the sponsorship.

Poster. Platinum Buckle sponsors' logos are placed on the official poster and distributed to area businesses leading up to the event weekend.

Radio. Platinum Buckle sponsors are named in all radio advertising which includes over 600 radio spots over a two week period of time.

Program Ad –full page. A Full-color ad will be included in the official PF&R program which is delivered to over 9000 Gazette Times & Philomath Express subscribers and rodeo attendees.

Arena Sign –premium location. A 4'x8' full-color banner will be placed in premium location. A \$125 fee may be charged for the first year, new or replacement banners.

Website. Sponsor's name and logo will be featured on the PF&R website along with an active link to the sponsor's website.

Brochure. Identified in the brochure which is distributed to businesses, chamber of commerce offices and visitor's centers throughout Philomath, Corvallis and the surrounding area.

Rodeo Announcer. Announcer will recognize the sponsor by name during the rodeo, generally at the beginning and then throughout the rodeo performance.

Big Screen. Sponsor's logo will be placed on the big screen TV prior to the start of the rodeo and rotated through with other sponsors' logos.

Grand Parade Entry. Good for one entry in the Grand Parade held Saturday morning. Each entry covers two vehicles; additional vehicles are subject to additional fees.

Donkey Race Team. Sponsor may provide a team of two to compete or simply provide two T-shirts to be worn by a team needing a sponsor. Each team will be scheduled for one rodeo performance.



Gold Buckle

\$2,000 sponsorship

This is the second highest sponsorship tier. Sponsorship may be cash or trade value. Gold Buckle Sponsors are prominently showcased during the rodeo performance. The following benefits will be provided:

12 Rodeo Tickets. Adult or youth entry to one rodeo performance and the beer garden. Receive tickets according to the sponsorship tier plus one (1) ticket for every additional \$150 in sponsorship.

12 Meal Tickets. Use at any participating vendor to purchase a full meal on Friday; \$10 value. Receive tickets according to the sponsorship tier plus one (1) ticket for every additional \$150 in sponsorship.

Event Sponsorship. Recognized as sponsoring one of the following events:

Bareback Riding	Breakaway Roping	Gold Chutes
Tie Down Roping	Barrel Racing	Roping Chutes
Team Roping	Bull Riding	Logging Show
Saddle Bronc	Mutton Bustin'	Specialty Act
Steer Wrestling	Donkey Race	Community Dance

Program Ad –1/2 page. A Full-color ad will be included in the official PF&R program which is delivered to over 9000 Gazette Times & Philomath Express subscribers and rodeo attendees.

Arena Sign –preferred location. A 4'x8' full-color banner will be placed in preferred location. A \$125 fee may be charged for the first year, new or replacement banners.

Website. Sponsor's name and logo will be featured on the PF&R website along with an active link to the sponsor's website.

Brochure. Identified in the brochure which is distributed to businesses, chamber of commerce offices and visitor's centers throughout Philomath, Corvallis and the surrounding area.

Rodeo Announcer. Announcer will recognize the sponsor by name during the rodeo, generally at the beginning and then throughout the rodeo performance.

Big Screen. Sponsor's logo will be placed on the big screen TV prior to the start of the rodeo and rotated through with other sponsors' logos.

Grand Parade Entry. Good for one entry in the Grand Parade held Saturday morning. Each entry covers two vehicles; additional vehicles are subject to additional fees.

Donkey Race Team. Sponsor may provide a team of two to compete or simply provide two T-shirts to be worn by a team needing a sponsor. Each team will be scheduled for one rodeo performance.



Silver Buckle

\$1,500 sponsorship

Sponsorship may be cash or trade value. Silver Buckle Sponsors are prominently showcased during weekend either at the rodeo or other Frolic events taking place Frolic weekend. The following benefits will be provided:

8 Rodeo Tickets. Adult or youth entry to one rodeo performance and the beer garden. Receive tickets according to the sponsorship tier plus one (1) ticket for every additional \$150 in sponsorship.

8 Meal Tickets. Use at any participating vendor to purchase a full meal on Friday; \$10 value. Receive tickets according to the sponsorship tier plus one (1) ticket for every additional \$150 in sponsorship.

Event Sponsorship. Recognized as sponsoring one of the following events:

Freestyle Bullfighter	Arena Truck	Food Court
Rodeo Announcer	Timer Board	Kid's Corner
Rodeo Clown	Reader Board	Live Band
Bull Fighters	Ticket Backside	Fish Rodeo
Rodeo Queen	Cowboy Breakfast	Holiday Craft Fair

Program Ad –1/4 page. A Full-color ad will be included in the official PF&R program which is delivered to over 9000 Gazette Times & Philomath Express subscribers and rodeo attendees.

Arena Sign. A 4'x8' full-color banner will be placed in the arena for all performances. A \$125 fee may be charged for the first year, new or replacement banners.

Website. Sponsor's name and logo will be featured on the PF&R website along with an active link to the sponsor's website.

Big Screen. Sponsor's logo will be placed on the big screen TV prior to the start of the rodeo and rotated through with other sponsors' logos.

Grand Parade Entry. Good for one entry in the Grand Parade held Saturday morning. Each entry covers two vehicles; additional vehicles are subject to additional fees.



Bronze Buckle

\$400 sponsorship

Sponsorship may be cash or trade value. Bronze Buckle Sponsors are promoted before and during Frolic & Rodeo weekend. The following benefits will be provided:

2 Rodeo Tickets. Adult or youth entry to one rodeo performance and the beer garden. Receive tickets according to the sponsorship tier plus one (1) ticket for every additional \$150 in sponsorship.

2 Meal Tickets. Use at any participating vendor to purchase a full meal on Friday; \$10 value. Receive tickets according to the sponsorship tier plus one (1) ticket for every additional \$150 in sponsorship.

Program Ad –1/8 page. A Full-color, ad will be included in the official PF&R program which is delivered to over 9000 Gazette Times & Philomath Express subscribers and rodeo attendees.

Arena Sign. A 4'x8' full-color banner will be placed in the arena for all performances. A \$125 fee may be charged for the first year, new or replacement banners.

Website. Sponsor's name will be featured on the PF&R website along with an active link to the sponsor's website.