

**Celebrating our 19th**  
**VALLEY CENTER**  
**STAMPEDE RODEO**  
**& Memorial Festival**

The Valley Center Stampede Rodeo & Memorial Festival is a historic and premiere annual event celebrating Valley Center's western heritage each Memorial Day weekend. What began as a small town rodeo in 2002, evolved into a full line-up professional rodeo when we were sanctioned by the Professional Rodeo Cowboys Association (PRCA) in 2017.

Valley Center Stampede Rodeo, Inc. is a 501(c)(3) non-profit organization. The Board of Directors is comprised of local residents with diverse backgrounds in business, government, security, construction, finance, fundraising, volunteerism, and the sport of rodeo.

The Valley Center Stampede Rodeo is one of only a few remaining non-profit rodeos nationwide due to the high operational costs and numerous volunteer hours required to put on a successful rodeo. Without the financial support of our sponsors, the Valley Center Stampede Rodeo & Memorial Festival would not be possible. As a sponsor, you will be demonstrating your commitment to preserving this annual historic tradition, while also promoting your business to thousands of spectators from Valley Center and the surrounding communities.

Your sponsorship will allow us to showcase professional rodeo talent, keep our western heritage alive, and connect all generations to the rich western history of this area.

We have outlined the sponsorship categories and benefits inside this brochure. Sponsors will have the first right to continue their event sponsorship the following year.

*Happy Trails!*

*The Valley Center Stampede Rodeo Committee*



**CONTACT INFORMATION**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

P.O. Box 432, Valley Center, CA 92082

**[www.VCStampede.com](http://www.VCStampede.com)**



**& Memorial Festival**

**May 24-25, 2024**

**Memorial Day Weekend**

**SPONSORSHIP  
OPPORTUNITIES**

**A Professional Rodeo Sanctioned By:**



## CORPORATE SPONSOR

**\$10,000**

- (1) Bucking Chute Banner (see terms below)
- Your company banner displayed on bleachers facing Valley Center Road
- Your company banners displayed in the arena & on the bleachers
- Flag with company logo carried on horseback during each rodeo performance.
- Company name announced throughout performances & on a continuous audio loop one hour before the rodeo
- Company logo on t-shirts, tickets, posters & other publicity pieces (you provide print ready artwork)
- Company logo with weblink on our website
- (1) Logo ad in the *Stampede Rodeo Pocket Guide*
- (12) VIP rodeo tickets to each rodeo with food, drink, & special seating
- (1) 12'x12' Event Booth Space to promote your business
- (3) Parking passes for each night
- Commemorative Plaque
- (4) Complementary T-Shirts

## PLATINUM SPONSOR

**\$5,000**

- Your company banner displayed on bleachers facing Valley Center Road
- *If space permits\** (1) Bucking Chute Banner (see terms below)
- Your company banners displayed in the arena & on the bleachers
- Flag with company logo carried on horseback during each rodeo performance.
- Company name announced throughout performances & on a continuous audio loop one hour before the rodeo
- Company logo on t-shirts, tickets, posters & other publicity pieces (you provide print ready artwork)
- Company logo with weblink on our website
- Acknowledgement in the *Stampede Rodeo Pocket Guide*
- (8) VIP rodeo tickets to each rodeo with food, drink, & special seating
- (1) 12'x12' Event Booth Space to promote your business
- (2) Parking passes for each night
- Commemorative Plaque



## GOLD SPONSOR

**\$3,500**

- *If space permits\** (1) Bucking Chute Banner (see terms below)
- Your company banners displayed in the arena & on the bleachers
- Flag with company logo carried on horseback during each rodeo performance.
- Company name announced throughout performances & on a continuous audio loop one hour before the rodeo
- Company logo on t-shirts, tickets, posters & other publicity pieces (you provide print ready artwork)
- Company logo with weblink on our website
- Acknowledgement in the *Stampede Rodeo Pocket Guide*
- (6) VIP rodeo tickets to each rodeo with food, drink, & special seating
- (1) 12'x12' Event Booth Space to promote your business
- (2) Parking passes for each night
- Commemorative Plaque

## SILVER SPONSOR

**\$2,000**

- Your company banner displayed in the arena
- Company logo with weblink on our website
- Acknowledgement in the *Stampede Rodeo Pocket Guide*
- (4) VIP Tickets with food, drink, & special seating for each night
- Flag with company logo carried on horseback during each performance
- (2) Parking passes for each night

## ANNOUNCER - VIP HOSPITALITY - DANCE SPONSORS

**\$1,500**

- Your company banner displayed in area of sponsorship
- Company logo with weblink on our website
- Acknowledgement in the *Stampede Rodeo Pocket Guide*
- (4) VIP tickets to each rodeo with food, drink, & special seating
- (1) Parking pass for each night

**\* Bucking Chute Banner spaces are limited and will be prioritized to the (6) highest sponsors, based on the date that FULL payment received.**

**\*\* We provide the banners & you provide the artwork**

## RODEO EVENT SPONSOR

**\$1,000**

- Flag with company logo carried on horseback during each rodeo performance. Company bio will be read by the Rodeo Announcer during the flag run.
- Acknowledgement in the *Stampede Rodeo Pocket Guide*
- (8) General Admission Tickets (good for either night)
- (1) Parking pass for each night

## FRIENDS OF THE RODEO SPONSOR

**\$800**

- (2) VIP tickets to each rodeo with food, drink, & special seating
- Your company banner displayed in the arena
- (1) Parking pass for each night

## RODEO ARENA BANNER SPONSOR

**\$400**

- Your company banner displayed in the arena
- (4) General Admission Tickets (good for either night)
- (1) Parking pass for each night

## POCKET GUIDE AD

**\$300**

- (1) Logo Ad on trifold mailed to Valley Center residents and disbursed through local businesses

### IMPORTANT INFORMATION & DATES:

1. *Sponsorship applications due ASAP. Full payment must be received before sponsor benefits awarded. Some benefits will be forfeited if payment is received after the print deadline. Sponsorship Application can be downloaded at: <https://vcstampede.com/sponsors.shtml>*
2. *T-shirt logos needed no later than April 1, 2024*
3. *Banner & Flag artwork needed no later than May 1, 2024*
4. *Company bios needed no later than May 1, 2024*

Valley Center Stampede Rodeo, Inc. is a 501(c)(3) organization. For more information, please visit



[www.VCStampede.com](http://www.VCStampede.com)



# VALLEY CENTER STAMPEDE RODEO, INC.

PO Box 432, Valley Center, CA 92082 | TIN #83-1000038



## 2024 SPONSOR AGREEMENT

Sponsorship levels are subject to availability and will be awarded based on the date full payment is received. Some benefits may be forfeited if payment is received after the print deadline (see the Sponsorship Brochure for specific deadlines). Bucking Chute banners are limited to (6) spaces. These banner spaces will be awarded based on level of sponsorship, followed by date of full payment received. No trades for bundled sponsorships.

Please check the Sponsorship(s) you are committing to for the **2024 VALLEY CENTER STAMPEDE RODEO**:

- Corporate Sponsor ..... \$10,000
- Platinum Sponsor ..... \$ 5,000
- Gold Sponsor ..... \$ 3,500
- Silver Sponsor ..... \$ 2,000
- Announcer Sponsor ..... \$ 1,500
- VIP Hospitality Area Sponsor ..... \$ 1,500
- Dance Sponsor ..... \$ 1,500
- Rodeo Event Sponsor ..... \$ 1,000
- Friends of the Rodeo ..... \$ 800
- Rodeo Arena Sponsor ..... \$ 400
- Pocket Guide Ad (included with Corporate Sponsorship) ..... \$ 300

Please provide your company bio in 50 words or less to be read during the rodeo performance: \_\_\_\_\_

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Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone #: \_\_\_\_\_

Email Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### MAIL APPLICATION & PAYMENT TO:

Valley Center Stampede Rodeo, Attn: Sponsorships, PO Box 432, Valley Center, CA 92082

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For more information, visit [www.VCStampede.com](http://www.VCStampede.com)