



EXETER RAM RODEO

AUGUST 11, 12 & 13, 2017

www.exeterrodeo.ca

LOCAL SPONSORSHIP PACKAGE



CELEBRATING
21 YEARS
IN 2017!

JOIN US!

Saturday, August 12
from 4-6pm

+

Sunday, August 13
from 2-4pm
at the
South Huron Rec Centre

FEATURING

LIVE MUSIC

FROM CHELSEA CRITES, JASON MAXWELL + REBEKAH STEVENS

CONTACT US!

Jo-Anne Fields

519-235-2833

jfields@southhuron.ca



SAVE THE DATE
21st annual
EXETER RAM
RODEO
AUGUST
11-13, 2017



Dear Local Owner | Manager,

This Sponsorship Package was prepared to remind you that the "RAM Rodeo Tour Series" is rolling back into Exeter again this summer. Follow the road to South Huron for a weekend of adventure that you won't want to miss! The Ram Rodeo thunders back into Exeter August 11, 12 and 13, 2017 in celebration of the 21st annual Exeter Rodeo.

Watch the South Huron Recreation Centre grounds transform into a unique western playground as the Exeter Rodeo Committee prepares to host this community event held annually the weekend directly following the civic holiday.

All proceeds from this event are earmarked to go directly back into recreation projects and leisure pursuits in the community. By joining hands and working together, we become a richer and more vibrant community to live, work and play.

The Rodeo Committee is excited to launch our sponsorship campaign and hope that you will be involved and support this local initiative. Thank you for considering this proposal.

- The 2017 Exeter RAM Rodeo Committee

THANK YOU
to all past & future
sponsors of the
Exeter RAM
Rodeo Tour!
Your support helps
make this weekend
a huge success!



SPONSORSHIP LEVEL DETAILS

NOTE: Previous sponsors will be given first right of refusal.

LARAMIE – \$1,000 (limited to 11 spots) *(previously Platinum)*

As a Laramie Sponsor of the Exeter RAM Rodeo, your business will be:

- Featured on 72" x 18" signage - roping| bucking chute or sound trailer;
- Verbal mention during the RAM Rodeo, paired with personalized messages;
- A 10' x 10' area to set up a sales display or product presentation (space is limited, so let us know ASAP if interested);
- Large logo recognition with link on exeterrodeo.ca (over 200,000 visits per year);
- Social media recognition on the Exeter RAM Rodeo Facebook page;
- 8 complimentary tickets to the Exeter RAM Rodeo performance.

Laramie Beer Garden Sponsor *(exclusive opportunity - 1 spot only)*

- No additional expense to the Laramie Sponsorship, but gives you exclusive rights to the Beer Garden as a sponsor.
- *Please Note: We are open to any creative marketing ideas your business would like to do with this sponsorship. Please let the Exeter Rodeo committee know of your ideas and we will work with you to make it a success.*

Laramie Limited Sponsor - additional \$200 *(exclusive opportunity - 2 spots only)* **BONUS OPPORTUNITY!**

- Additional sign above the Main Chute on the Rodeo grounds;
- Even more mentions during the RAM Rodeo!

BIG HORN – \$550 *(previously Gold)*

As a Big Horn Sponsor of the Exeter RAM Rodeo, your business will be:

- Featured on an 16" x 48" sign hung above the bleachers;
- Verbal mention during the RAM Rodeo, paired with personalized messages;
- Medium logo recognition with link on exeterrodeo.ca (over 200,000 visits per year);
- Social media recognition on the Exeter RAM Rodeo Facebook page;
- 6 complimentary tickets to the Exeter RAM Rodeo performance.

OUTDOORSMAN – \$350 *(previously Silver)*

As the Outdoorsman Sponsor of the Exeter RAM Rodeo, you will be:

- Sponsoring 1 of the 7 cowboys|cowgirls during 1 of the 7 events for BOTH days of the competition;
- Verbal mention during the individual cowboy|cowgirl performance;
- Small logo recognition with link on exeterrodeo.ca (over 200,000 visits per year);
- 4 complimentary tickets to the Exeter RAM Rodeo performance.

SLT – \$250 *(previously Bronze)*

As an SLT Sponsor of the Exeter RAM Rodeo, your business will be:

- Featured on an 16" x 48" sign hung above the bleachers for all attendees to see;
- 4 complimentary tickets to the Exeter RAM Rodeo performance.

TRADESMAN – Vendor Space – \$200 *(vendor space is limited, so let us know ASAP if interested)*

- A 15' x 15' area to set up a sales display or product presentation. Electricity is not available.



SPONSORSHIP OPPORTUNITIES					
SPONSORSHIP BENEFITS	LARAMIE \$1000 <i>(previously Platinum)</i>	BIG HORN \$550 <i>(previously Gold)</i>	OUTDOORSMAN \$350 <i>(previously Silver)</i>	SLT \$250 <i>(previously Bronze)</i>	TRADESMAN \$200 <i>(vendor space)</i>
Signage	72" x 18" Chute Trailer Beer Garden	18" x 48" Bleachers		18" x 48" Bleachers	At display
Verbal Recognition by Announcer	Mention throughout the Rodeo + personalized messages <i>*Laramie Limited Sponsor = even more times!</i>	Mention throughout the Rodeo	Mentioned during an individual cowboy cowgirl performance on BOTH days		
Vendor Space On-Site	15' x 15' vendor space				15' x 15' vendor space
Logo Recognition with link on exeterrodeo.ca (over 20,000 visits per year)	LARGE Logo Recognition	MEDIUM Logo Recognition	SMALL Logo Recognition		
Recognition on Social Media	Individual x 2	Individual x 1			
Complimentary Tickets	8 Complimentary Tickets	6 Complimentary Tickets	4 Complimentary Tickets	4 Complimentary Tickets	



SPONSOR - BUSINESS DETAILS

Please fill out the following information, which will help us when developing personalized message & social media posts about your business as a supporter of the Exeter Rodeo!

NAME OF BUSINESS: _____

CONTACT NAME: _____

ADDRESS: _____

PHONE NUMBER: _____

EMAIL ADDRESS: _____

WEBSITE: _____

FACEBOOK: _____

YEARS IN BUSINESS: _____ YEARS SUPPORTING THE EXETER RODEO: _____

WHY BUY STATEMENTS: _____

RODEO WEEKEND SPECIAL (optional): _____

Please submit this form + a high-res version of your LOGO:

Email to: jfields@southhuron.ca

Deliver to: South Huron Recreation Centre (94 Victoria St. E., Exeter, ON N0M 1S1)

