

GSGRA-GSDC



2010 Sponsorship Packet



PHOTO BY: JARROD



Golden State Gay Rodeo Association
❖ **Greater San Diego Chapter** ❖



GSGRA-GSDC ❖ 302 Washington Ave, Suite 830 ❖ San Diego CA 92103
Email: info@sandiegorodeo.org ❖ Rodeo Hotline: 619-993-6818 ❖ Web: www.sandiegorodeo.org



Lakeside Rodeo Grounds Sheraton Mission Valley Hotel
September 10 - 12, 2010

Dear Rodeo Partner,

The Greater San Diego Chapter of the Golden State Gay Rodeo Association (GSGRA-GSDC) is a non-profit, all-volunteer organization with a dual mission of promoting amateur Rodeo and the understanding and enjoyment of the country western lifestyle, as well as supporting local community non-profit charitable organizations. We fulfill both missions by producing an annual rodeo from which a majority of the proceeds are donated.

The GSGRA-GSDC is a recognized 501(c)3 non-profit and donations are tax-deductible in accordance with all applicable federal laws. Since its inception in 1986, GSGRA-GSDC has donated over \$210,000 to local charities within San Diego County. Beneficiaries have included Auntie Helen's, The AIDS Food Bank, San Diego LGBT Center, Mama's Kitchen, and Special Delivery.

The San Diego Rodeo offers its sponsors, advertisers, vendors and supporters the opportunity to reach a unique and dynamic consumer base that has a combined profile of significant discretionary spending and proven brand loyalty to the businesses and services which support their interests.

We invite you to be a part of one of the largest GLBT Country Western festivals on the West Coast. Your brand will be exposed to not only thousands of spectators and competitors participating at the rodeo and the evening celebrations during this 3-day event in San Diego, but throughout the IGRA circuit. GSGRA-GSDC is a member of the International Gay Rodeo Association (IGRA), the largest amateur rodeo association in the world.

The 22nd Annual San Diego Gay Rodeo is scheduled for September 10 -12, 2010, at the Lakeside Rodeo Grounds and this year's host hotel, the Sheraton Mission Valley. There are numerous ways to get involved with this yearly tradition ranging from becoming a premiere corporate sponsor to advertising in our festival program; from supporting an evening entertainment event to sponsoring a ribbon, chute or buckle.

Enclosed in this packet you will find more detailed information regarding contribution levels and the incentives associated with each level. Please review the various opportunities in which GSGRA-GSDC and your organization can create a partnership for 2010 and in future years. For additional vendor and program advertising information please contact us.

We look forward to working with you! If you are seeking to customize a sponsorship package that meets your needs and budget or have any questions, please leave a message on our Rodeo Hotline 619- 993-6818 or email us at info@sandiegorodeo.org.

Cowboy Up!

Henry Tietz
Rodeo Director, San Diego Rodeo 2010



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What GSGRA-GSDC and the San Diego Rodeo Offer Sponsors:

Our sponsorship structure is flexible and can be customized to meet a corporate partner's specific needs, depending on the level of sponsorship. Benefits may include:

- ❖ Exclusive use of sponsor's products and/or services at rodeo and/or other events*
- ❖ Posting sponsor's logo and link on the GSGRA-GSDC website
- ❖ VIP presentation during Grand Entry both Saturday and Sunday
- ❖ Introduction of sponsor representatives in attendance at rodeo and hotel events
- ❖ Continuous announcement of sponsor's name and level throughout rodeo weekend
- ❖ Use of sponsor logo and/or advertising in the GSGRA-GSDC newsletter and/or event programs
- ❖ Flyer, coupon, or sample placed in contestant, hospitality staff and officials' gift bags and at Rodeo fundraising events throughout the year.
- ❖ Advertising banner hanging privileges at rodeo and/or events
- ❖ Award ribbons for rodeo contestant winners
- ❖ Award buckles for winners of rodeo and/or other events
- ❖ Rodeo weekend passes and/or tickets to other events

Sponsor's Commitment

- ❖ Monetary donation for chosen level of sponsorship
- ❖ Authorization for use of logo and name for promotion during 2010 rodeo year
- ❖ Provide promotional material for distribution at various events
- ❖ Camera ready art for print materials by advertising deadline
- ❖ Advertising banner (if provided by sponsor) no larger than 3' tall by 8' wide
- ❖ Staffing of vendor/exhibitor space, when applicable

**Exclusivity is by specific type of product. Details subject to signed agreement between the San Diego Rodeo Director, Chapter President and the Corporate Partner.*



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Sponsorship Levels



Title Sponsor - Name listed in the event title (i.e. 2010 "SPONSOR NAME" San Diego Rodeo)

Title sponsorship requires a minimum donation and a signed agreement. Terms and conditions will be negotiated between sponsorship partner, the San Diego Rodeo Director, the Vice President of Rodeo Operations or Chapter President. Please leave a message on our Rodeo Hotline 619-993-6818 or email us at info@sandiegorodeo.org for further information.

Arena Sponsor - Name listed the arena title (i.e. 2010 San Diego Arena "SPONSOR NAME")

Arena sponsorship requires a minimum donation and a signed agreement. Terms and conditions will be negotiated between sponsorship partner, the San Diego Rodeo Director, the Vice President of Rodeo Operation or Chapter President. Please leave a message on our Rodeo Hotline 619-993-6818 or email us at info@sandiegorodeo.org for further information.

Platinum Sponsor - \$5,000

Exclusive benefits

- ❖ VIP presentation during Grand Entry both Saturday and Sunday
- ❖ Six VIP weekend event passes for the rodeo and hotel events
- ❖ Private VIP reception & access to the VIP sky box at rodeo performances
- ❖ Complimentary full-page advertisement in the rodeo program
- ❖ Premium vendor space at the rodeo grounds (if requested)

Additional benefits

- ❖ Continuous announcement of sponsor's name and level throughout rodeo weekend
- ❖ Flyer, coupon, or sample placed in contestant, hospitality staff and officials' gift bags and at Rodeo fundraising events throughout the year.
- ❖ Sponsor name and/or logo on all event print materials and event advertising
- ❖ Posting sponsor's logo and link on the GSGRA-GSDC website and monthly newsletter
- ❖ Advertising banner(s) at the rodeo grounds and host hotel
- ❖ Use of sponsor's products and/or services (within contractual limitations)



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Gold Sponsor - \$3,000

Exclusive benefits

- ❖ Complimentary half-page advertisement in the rodeo program
- ❖ Sponsor name and/or logo on all event print materials and event advertising
- ❖ Four VIP weekend event passes for the rodeo and hotel events
- ❖ Vendor space at the rodeo grounds (if requested)

Additional benefits

- ❖ Private VIP reception & access to the VIP sky box at rodeo performances
- ❖ Continuous announcement of sponsor's name and level throughout rodeo weekend
- ❖ Flyer, coupon, or sample placed in contestant, hospitality staff and officials' gift bags and at Rodeo fundraising events throughout the year.
- ❖ Posting sponsor's logo and link on the GSGRA-GSDC website and monthly newsletter
- ❖ Advertising banner(s) at the rodeo grounds and host hotel
- ❖ Use of sponsor's products and/or services (within contractual limitations)



Silver Sponsor - \$2,500

Exclusive benefits

- ❖ Complimentary quarter-page advertisement in the rodeo program
- ❖ Two VIP weekend event passes for the rodeo and hotel events
- ❖ Vendor space at the rodeo grounds (if requested)

Additional benefits

- ❖ Private VIP reception & access to the VIP sky box at rodeo performances
- ❖ Continuous announcement of sponsor's name and level throughout rodeo weekend
- ❖ Flyer, coupon, or sample placed in contestant, hospitality staff and officials' gift bags and at Rodeo fundraising events throughout the year.
- ❖ Posting sponsor's logo and link on the GSGRA-GSDC website monthly newsletter
- ❖ Advertising banner(s) at the rodeo grounds and host hotel



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Entertainment Event Sponsor – three available levels

Level 1 - \$2,500

- ❖ Saturday night dance party
- ❖ Rodeo entertainment stages

Level 2 - \$2,000

- ❖ Hotel pool party
- ❖ Awards ceremony

Level 3 - \$1,500

- ❖ Volunteer appreciation party

Exclusive benefits

- ❖ Two VIP weekend event passes for the rodeo and hotel events
- ❖ Event sponsor name and/or logo on all event print materials

Additional benefits

- ❖ Private VIP reception & access to the VIP sky box at rodeo performances
- ❖ Continuous announcement of sponsor's name and level throughout rodeo weekend
- ❖ Flyer, coupon, or sample placed in contestant, hospitality staff and officials' gift bags and at Rodeo fundraising events throughout the year.
- ❖ Posting sponsor's logo and link on the GSGRA-GSDC website and monthly newsletter
- ❖ Advertising banner(s) at the rodeo grounds and host hotel
- ❖ Use of sponsor's products and/or services (within contractual limitations)

Bronze Sponsor - \$1,000

Exclusive benefits

- ❖ Four weekend event passes for the rodeo and hotel events

Additional benefits

- ❖ Continuous announcement of sponsor's name and level throughout rodeo weekend
- ❖ Flyer, coupon, or sample placed in contestant, hospitality staff and officials' gift bags
- ❖ Posting sponsor's logo and link on the GSGRA-GSDC website
- ❖ Advertising banner(s) at the rodeo grounds and host hotel



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Friend of the rodeo - \$500

Exclusive benefits

- ❖ Four weekend event passes for the rodeo and hotel events

Additional benefits

- ❖ Continuous announcement of sponsor's name and level throughout rodeo weekend
- ❖ Flyer, coupon, or sample placed in contestant, hospitality staff and officials' gift bags
- ❖ Posting sponsor's logo and link on the GSGRA-GSDC website
- ❖ Advertising banner(s) at the rodeo grounds and host hotel

All Around Buckle Sponsor - \$350.00 / Buckle

- ❖ All-around cowboy awarded to top scoring male contestant
- ❖ All-around cowgirl awarded to top scoring female contestant



Buckle Sponsor - \$250/buckle

Rough Stock Events – Men's and Women's

- ❖ Bull Riding
- ❖ Steer Riding
- ❖ Bareback Bronc Riding
- ❖ Chute Dogging

Speed Events – Men's and Women's

- ❖ Barrel Racing
- ❖ Pole Bending
- ❖ Flag Racing

Roping Events – Men's, Women's and Team

- ❖ Calf Roping
- ❖ Breakaway Roping
- ❖ Team Roping (2 buckles required)

Award Ribbons Sponsor - \$500.00 for 280 Award Ribbons

Award Ribbons are presented for 1st - 5th Place per event, per gender.



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Camp Events – Team

- ❖ Steer Decorating (2 buckles required)
- ❖ Wild Drag Race (3 buckles required)
- ❖ Goat Dressing (2 buckles required)

Hotel Event – Male and Female

- ❖ Boots-n-Briefs
- ❖ Grand Marshal
- ❖ Community Goat Dressing (2 Buckles)

Chute Sponsor - \$300/chute

- ❖ Six available

Exclusive benefits

- ❖ Two weekend event passes for the rodeo and hotel events
- ❖ Opportunity to present sponsored buckle at Sunday Night Awards Ceremony

Additional benefits

- ❖ Continuous announcement of sponsor's name and level throughout rodeo weekend
- ❖ Flyer, coupon, or sample placed in contestant, hospitality staff and officials' gift bags
- ❖ Posting sponsor's logo and link on the GSGRA-GSDC website and monthly newsletter



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Sponsorship Registration Form

Thank you for considering sponsorship of our 2010 Rodeo event. Please mail this form in the provided envelope or contact us by phone or email. Payment is due upon submission of sponsorship form. Individual event sponsorships are available on a first come-first served basis. If a sponsorship that you have requested is no longer available you will be contacted to arrange alternate sponsorship opportunities.

Sponsor/Company Name: _____

Contact Name: _____

Address: _____

City, State and Zip: _____

Phone: _____ Email: _____

Please indicate which sponsorship level you would like:

<input type="checkbox"/>	Platinum Sponsor	\$5,000
<input type="checkbox"/>	Gold Sponsor	\$3,000
<input type="checkbox"/>	Silver Sponsor	\$2,500
<input type="checkbox"/>	Bronze Sponsor	\$1,500
<input type="checkbox"/>	Friend of the Rodeo	\$500
<input type="checkbox"/>	Chute Sponsor	\$300
<input type="checkbox"/>	Supporter	\$_____

<input type="checkbox"/>	Event Sponsor – Level 1	\$2,500
<input type="checkbox"/>	Saturday night dance party	
<input type="checkbox"/>	Rodeo Entertainment Stages	
<input type="checkbox"/>	Event Sponsor – Level 2	\$2,000
<input type="checkbox"/>	Hotel pool party	
<input type="checkbox"/>	Awards ceremony	
<input type="checkbox"/>	Event Sponsor – Level 3	\$1,500
<input type="checkbox"/>	Volunteer appreciation party	

<input type="checkbox"/>	Award Ribbons Sponsor
	\$500 for 280 Ribbons

<input type="checkbox"/>	Buckle Sponsor	\$250 each	
	Event _____		
<input type="checkbox"/>	Female	<input type="checkbox"/> Male	<input type="checkbox"/> Team
	Total # of buckles _____		

Please make all checks payable to GSGRA-GSDC. Thank you for your support!



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