



## TOWN OF ELIZABETH

MICHELLE M. OESER TOWN CLERK / ADMINISTRATIVE SERVICES DIRECTOR

**TO:** Honorable Mayor, Mayor Pro Tem, and Board of Trustees  
**FROM:** Michelle Oeser Town Clerk  
**DATE:** March 25, 2025  
**SUBJECT:** Sponsorship requests

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### SUMMARY

Staff received a sponsorship request from the Stampede Rodeo Board of Directors. The last two years, the Board has approved \$600 in sponsorship or donation. A \$600 donation is considered a Wrangler level sponsorship. A sponsorship chart that the Board can review to determine the amount they would like to sponsor if they choose to do so is included. Also included, is a Sponsorship fact sheet and 2025 Vendor list for Ads and Signs information.

### RECOMMENDATION

At the February 25<sup>th</sup> Board meeting a sponsorship of \$600 to the Stampede Rodeo was discussed. There was no formal vote and that is the reason it is currently before the Board. Staff do not have a specific recommendation.

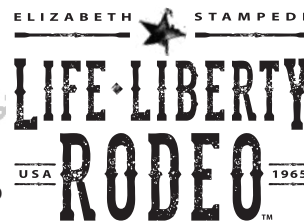
### ATTACHMENTS:

2025 Sponsorship Schedule



# 2025 Packages STAMPEDE SPONSORSHIPS

## Gold Buckle Sponsorships



Additional opportunities for our Rodeo, Concert, Rodeo Booster Club, as well as sponsorship packages for Royalty, Community Rodeo, and Foundation events are also available. Contact [Sponsors@ElizabethStampede.com](mailto:Sponsors@ElizabethStampede.com) for more information. Advertisements and signs/banners have set deadlines. Please review your emails for information.

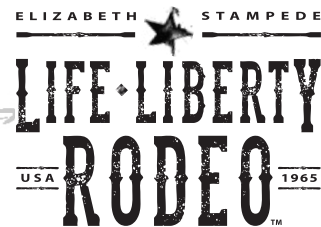
SPONSORSHIP LEVELS	PRESENTING SPONSOR	PREMIER PLUS PARTNER	PREMIER PARTNER	SILVER BUCKLE PARTNER	OUTLAW PARTNER	CHUTE BOSS PARTNER
2025 BENEFITS	1 @ \$30,000	2 @ \$15,000	2 @ \$10,000	2 @ \$7,500	2 @ \$7,000	6 @ \$5,000
ADVERTISING IN MAGAZINE (DEADLINE MARCH 10)	Premier Location, Back cover + 1 internal page OR double spread; cover logo	1 page internal ad; prime location; logo on cover	1 page internal ad	3/4 page ad	1/2 page ad	1/2 page ad
ADVERTISING IN ESR POSTERS/ADS	Presenting Sponsor name/logo Logo on tickets	Sponsor logo on posters/ads; Logo on tickets	Sponsor logo on posters/ads; Logo on tickets	Sponsor logo on posters	Sponsor logo on posters	Sponsor logo on posters
SCOREBOARD VISIBILITY	Video Commercial, logo and signage	Logo displayed during rodeo & video (you provide)	Logo displayed during rodeo & video (you provide)	Logo displayed during rodeo & grand entry	Logo displayed during rodeo & grand entry	Logo displayed during rodeo & grand entry
GOLD BUCKLE TENT ACCESS	10 Crow's Nest* Tickets each perf & VIP Concert tickets	10 Seats in Sponsor Tent for your perf.	10 Seats in Sponsor Tent for your perf.	10 Wristbands to Sponsor Tent (Total)	6 Wristbands to Sponsor Tent (Total)	6 Wristbands to Sponsor Tent (Total)
GRAND ENTRY PARTICIPATION	Lead Flag in each perf & parade, rep invited to join	Flag in each perf & parade	Flag in each perf & parade	Flag in each perf & parade	Flag in each perf & parade	Flag in each perf & parade
SIGNAGE & RECOGNITION DURING RODEO	Up to 6 banners/signs in high visibility areas	Up to 4 banners/signs in high visibility areas	Up to 4 banners/signs in high visibility areas	Up to 2 banners/signs posted	1 banner on gate, 1 banner in arena; signs posted	2 banners in area/stands; signs posted
INSIDE BUCKING CHUTES	Logo x2 to be prominently displayed	Logo to be prominently displayed	Logo to be displayed	Logo to be displayed	Logo to be displayed	Logo to be displayed
ANNOUNCEMENT DURING RODEO	Commercial play during rodeo	Announcements during rodeo perf	Announcements during rodeo perf	Announcements during rodeo perf	Announcements during rodeo perf	Announcements during rodeo perf
SOCIAL MEDIA	Share & Advertise	Share & Announcement	Share & Announcement	Share & Announcement	Share & Announcement	Share & Announcement
PROMOTIONAL ITEMS (SHIRTS, COZIES...FOR CROWD)	You can provide promo items for crowd during breaks; Selfie Wall for photos	Can provide promo items for crowd	Can provide promo items for crowd	Can provide promo items for crowd	Can provide promo items for crowd	Can provide promo items for crowd
PARKING	5 VIP parking passes	3 spaces, spectator lot	3 spaces, spectator lot	2 spaces, spectator lot	1 space, spectator lot	1 space, spectator lot
VENDOR SPACE	Inside gate prime 20x10 space	20x10 space	20x10 space	10x10 space	10x10 space	10x10 space
BEHIND THE CHUTES TOUR	Personal chute tour w/Royalty	Personalized chute tour	Personalized chute tour	Tour with group	Tour with group	Tour with group
WEBSITE	Logo display year-round; link to web	Logo display year-round	Logo display year-round	Logo display year-round	Logo display year-round	Logo display year-round
STAMPEDE HOLIDAY & KICKOFF PARTIES	Invites for 10 reserved table: sponsor buckle	Invites for 8 people; sponsor buckle	Invites for 8 people; sponsor buckle	Invites for 6 people; sponsor buckle	Invites for 6 people	Invites for 6 people

Pricing will increase on Dec 15, 2025 for the 2026 year. Current sponsors may commit with posted pricing prior to that time.



# STAMPEDE SPONSORSHIPS

## YEAR-ROUND PARTNERSHIPS



SPONSORSHIP LEVELS	COMMUNITY SUSTAINING PARTNER	CROSSFIRE PARTNER	WILD & WOOLY (MUTTON BUSTIN')
<b>BENEFITS</b>	1 @ \$10,000 \$5,000 to Rodeo, \$3,000 to Concert, and \$1,000 each to Community Rodeo and Royalty	5 @ \$5,000 \$3,000 to Rodeo, \$1,000 to Concert, and \$500 each to Community Rodeo and Royalty	1 @ \$5,000
<b>ADVERTISING IN MAGAZINE</b>	1 page Internal page ad	1/2 page ad	1/2 page ad
<b>SCOREBOARD VISIBILITY</b>	Sponsor logo on posters/ads for Rodeo, Concert, Community Rodeo	Logo displayed during rodeo	Logo shown during intros/event
<b>GOLD BUCKLE TENT</b>	10 seats in Sponsor Tent	6 wristbands to Sponsor Tent	6 Wristbands to Sponsor Tent or General Admission Tickets
<b>GRAND ENTRY PARTICIPATION</b>	Flag in each perf & parade	No	Flag during event & parade
<b>SIGNAGE &amp; RECOGNITION DURING RODEO</b>	2 banners/signs posted for PRCA and Community rodeos	2 banners/signs posted for PRCA and Community rodeos	1 Banner located where the sheep break free!
<b>ANNOUNCEMENT DURING RODEO</b>	Announcements during rodeo perf	Announcements during rodeo perf	Yes
<b>SOCIAL MEDIA LISTING OF NAME</b>	Yes	Yes	Yes
<b>PROMOTIONAL ITEMS FOR CROWD (OPT)</b>	Yes	Yes	Yes
<b>PARKING</b>	2 spaces spectator lot passes, total	1 space spectator lot passes, total	1 space spectator lot passes, total
<b>BEHIND THE CHUTES TOUR</b>	Tour with group	Tour with group	Included
<b>WEBSITE LISTS LOGO/NAME</b>	Logo display year-round	Logo display year-round	Yes
<b>STAMPEDE HOLIDAY &amp; KICKOFF PARTIES</b>	Invites for 10 people & reserved table	Invites for 6 people	Invites for 4 people

Advertisements and signs/banners have set deadlines. Please review your emails for information or confirm with your representative.

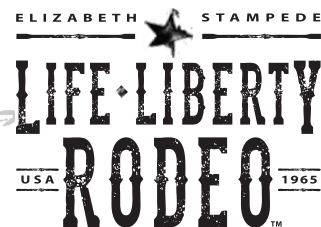
Additional opportunities for our Rodeo, Concert, as well as sponsorship packages for Royalty, Community Rodeo, and Foundation events are also available. Contact [Sponsors@ElizabethStampede.com](mailto:Sponsors@ElizabethStampede.com) for more information.

Passes to tent or tickets are for a single performance. If you have 4 seats/passes/tickets they can be allocated all four together for a single performance or you could use one ticket per each of the four performances, for a total of four tickets.



# STAMPEDE SPONSORSHIPS

## LOCAL RODEO PARTNERSHIPS



SPONSORSHIP LEVELS	BEER GARDEN	RIMFIRE PARTNER	TRAIL BOSS (EVENT SPONSOR)	TOP SCOUT (INSIDE BUCKING CHUTES)	TOP HAND	WRANGLER
BENEFITS	1 @ \$5,000	5 @ \$3,000 \$1,500 to Rodeo, \$500 to each Concert, Community Rodeo and Royalty	8 @ \$2,750	6 @ \$2,000	20 @ \$875	20 @ \$600
ADVERTISING IN MAGAZINE	1/2 page ad	1/4 page ad	1/4 page ad	1/4 page ad	1/8 page ad	1/8 page ad
SCOREBOARD VISIBILITY	Logo displayed during rodeo & grand entry	Logo displayed during rodeo	Logo shown during intros	Logo shown during intros	Name shown during intros	Name shown during intros
SEATING #	6 Wristbands to Sponsor Tent or General Admission Tickets	4 General Admission Tickets	4 Wristbands to Sponsor Tent or General Admission Tickets	4 General Admission Tickets (must be ordered during pre-sale)	2 General Admission Tickets (must be ordered during pre-sale)	2 General Admission Tickets (must be ordered during pre-sale)
GRAND ENTRY PARTICIPATION	Flag in each perf & parade	—	Flag during event & parade	—	—	—
SIGNAGE & RECOGNITION DURING RODEO	1 Banner at Beer Garden & Announcements during rodeo	2 Banners in arena/stands; for PRCA and Community	2 Banners on Rodeo fences or Grandstands	2 Banners on Grandstands; logo on backside of Chutes (you provide)	2 Banners on Grandstands	1 Banner on Grandstands
ANNOUNCEMENT DURING RODEO	Yes	—	Yes	Yes	Scoreboard	Scoreboard
SOCIAL MEDIA LISTING OF NAME (SHARED POST)	Yes	Yes	Yes	Yes	Yes	Yes
PROMOTIONAL ITEMS FOR CROWD (OPT)	Can provide promo items for crowd	Yes	Yes	Yes	Yes	Yes
PARKING	3 spaces spectator lot passes, total	2 spaces spectator lot passes, total	2 spaces spectator lot passes, total	1 space spectator lot pass, total	—	—
BEHIND THE CHUTES TOUR (90 MINUTES PRIOR TO PERF)	Included	Tour with group	Included	Included	Included	Included
WEBSITE LISTS LOGO/NAME	Yes	Logo display year-round	Yes	Yes	Yes	Yes

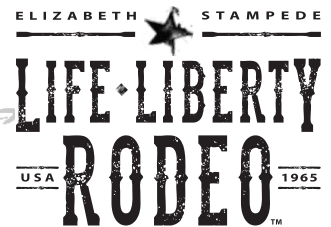
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Passes to tent or tickets are for a single performance. If you have 4 seats/passes/tickets they can be allocated all four together for a single performance or you could use one ticket per each of the four performances, for a total of four tickets.



# STAMPEDE SPONSORSHIPS

## CONCERT SPONSORS



Additional opportunities for our Rodeo, Concert, Rodeo Booster Club, as well as sponsorship packages for Royalty, Community Rodeo, and Foundation events are also available. Contact [Sponsors@ElizabethStampede.com](mailto:Sponsors@ElizabethStampede.com) for more information.

PRESENTING SPONSOR	CONCERT STAGE PARTNER	GOLD RECORD PARTNER	TWO STEP PARTNER	SOUND CHECK PARTNER
1 @ \$15,000	4 @ \$5,000	6 @ \$2,500	10 @ \$1,000	10 @ \$500
<b>BENEFITS</b> <ul style="list-style-type: none"> <li>- 10 VIP hospitality tickets with meet and greet tickets</li> <li>- 1 large banner across top of the stage, two inside of arena, two on the grandstands during concert (you provide)</li> <li>- 5 VIP parking passes</li> <li>- Logo and name displayed on digital scoreboard</li> <li>- Website exposure year-round and top billing on all concert promotions as title sponsor</li> <li>- 4 sponsor tent passes to the PRCA rodeo performance of your choice</li> </ul>	<b>BENEFITS</b> <ul style="list-style-type: none"> <li>- 6 VIP hospitality tickets</li> <li>- 2 banners near the stage, and two inside of arena during concert</li> <li>- 3 VIP parking passes</li> <li>- Logo and name displayed on digital scoreboard</li> <li>- Website exposure year-round and top billing on all concert promotions as title sponsor</li> </ul>	<b>BENEFITS</b> <ul style="list-style-type: none"> <li>- 4 reserved tickets</li> <li>- 2 banners in the arena and during concert</li> <li>- 2 VIP parking passes</li> <li>- Logo and name displayed on digital scoreboard</li> <li>- Website exposure year-round</li> </ul>	<b>BENEFITS</b> <ul style="list-style-type: none"> <li>- 4 reserved tickets</li> <li>- 2 banners in the arena during concert</li> <li>- Logo and name displayed on digital scoreboard</li> <li>- Website exposure year-round</li> </ul>	<b>BENEFITS</b> <ul style="list-style-type: none"> <li>- 2 reserved tickets</li> <li>- 1 banner in the arena during concert</li> <li>- Logo and name displayed on digital scoreboard</li> </ul>

## COMMUNITY RODEO SPONSORS

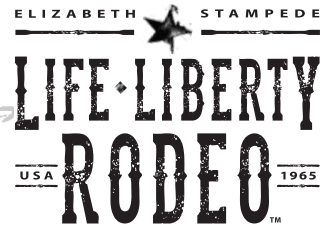
PRESENTING SPONSOR	CHUTE SPONSOR	EVENT SPONSOR	SUPPORTING SPONSOR
1 @ \$3,000	6 @ \$1,000	8 @ \$500	20 @ \$200
<ul style="list-style-type: none"><li>- Three (3) Banners posted at rodeo grounds (two in arena and one on Crow's Nest) during the Community Rodeo.</li><li>- Flag flown during Grand Entry ceremony (You provide).</li><li>- Your business logo prominently placed on all print advertising.</li><li>- VIP seats in Crow's Nest or special section in stands featuring the best view of the action.</li></ul>	<ul style="list-style-type: none"><li>- Two (2) Banners posted at rodeo grounds (in arena) during the Community Rodeo. Banner on Chute.</li><li>- Flag flown during Grand Entry ceremony (You provide).</li><li>- Your business logo prominently placed on all print advertising.</li><li>- VIP seats in Crow's Nest or special section in stands featuring the best view of the action.</li></ul>	<ul style="list-style-type: none"><li>- Pick the event you want to sponsor first come, first served.</li><li>- Two (2) Banners posted in arena.</li><li>- Flag flown during Event (You provide).</li><li>- Your business logo placed on print advertising.</li><li>- Your business name and logo featured on the Community Rodeo page of the website.</li><li>- Your business featured or tagged in select social media promotions.</li></ul>	<ul style="list-style-type: none"><li>- One (1) Banner posted in arena during the Community Rodeo. Banner to be provided by Sponsor.</li><li>- Your business announced during select sponsor appreciation announcements.</li><li>- Your business name listed on the Community Rodeo page of the website.</li><li>- Your business featured or tagged in select social media promotions for the Community Rodeo.</li></ul>

Banners and flags, if not managed by Stampede for the



# STAMPEDE SPONSORSHIPS

## ROYALTY SPONSORS



All packages are flexible and can be tailored. Contact [royalty@elizabethstampede.com](mailto:royalty@elizabethstampede.com)  
Elizabeth Stampede Rodeo Sponsorship Committee | P.O. Box 1062 | Elizabeth, CO 80107

TURQUOISE PARTNER	GOLD PARTNER	SILVER PARTNER	HORSEMANSHIP PARTNER	ROYALTY PARTNER
2 @ \$1,500	4 @ \$800	4 @ \$500	8 @ \$250 or In-Kind Donation	Unlimited @ \$125 or In-Kind Donation
<b>BENEFITS</b> <ul style="list-style-type: none"> <li>- ADVERTISING: One (1) Sign displayed on horse trailer used by Elizabeth Stampede Royalty for the period of one (1) year. Sign to be provided by sponsor, in accordance with specifications.</li> <li>- BANNER: Two (2) Banners posted on rodeo grounds during PRCA rodeo performances.</li> <li>- ROYALTY LUNCHEON: Invitation for two (2) to participate in our royalty luncheon, with Stampede and visiting queens.</li> <li>- MAGAZINE: Your business name printed in Royalty sponsor section of the Elizabeth Stampede Magazine.</li> <li>- TICKETS: Two (2) wristbands to sponsor tent during the PRCA Rodeo performances of your choice (<i>Excludes Friday Saturday night performance</i>).</li> <li>- AUTOGRAPH CARD: Your name on autograph cards that are given out by the queen and attendant year-round.</li> <li>- SOCIAL MEDIA: Sponsorship shoutouts on Royalty Facebook, Instagram, and other social platforms.</li> </ul>	<b>BENEFITS</b> <ul style="list-style-type: none"> <li>- ROYALTY LUNCHEON: Invitation for two (2) to participate in our royalty luncheon, with Stampede and visiting queens.</li> <li>- BANNER: One (1) Banner posted at rodeo hospitality tent during the luncheon.</li> <li>- BANNER: One (1) Banners posted on rodeo grandstands during PRCA rodeo performances.</li> <li>- MAGAZINE: Your business name printed in Royalty sponsor section of the Elizabeth Stampede Magazine.</li> <li>- TICKETS: Two (2) general admission tickets to the afternoon PRCA Rodeo performances of your choice. (<i>Excludes Friday Saturday night performance</i>).</li> <li>- AUTOGRAPH CARD: Your logo on autograph cards.</li> <li>- SOCIAL MEDIA: Sponsorship shoutouts on Royalty Facebook, Instagram, and other social platforms.</li> </ul>	<b>BENEFITS</b> <ul style="list-style-type: none"> <li>- BANNER: One (1) Banner posted on rodeo grounds during the PRCA rodeo performances. (<i>Vinyl banner to be provided by sponsor, size not to exceed 3' x 3' with grommets for hanging</i>).</li> <li>- MAGAZINE: Your business name printed in Royalty sponsor section of the Elizabeth Stampede Magazine.</li> <li>- AUTOGRAPH CARD: Your name on autograph cards that are given out by the queen and attendant year-round.</li> <li>- SOCIAL MEDIA: Sponsorship shoutouts on Royalty Facebook, Instagram, and other social platforms.</li> </ul>	<b>BENEFITS</b> <ul style="list-style-type: none"> <li>- MAGAZINE: Your business name printed in Royalty Sponsor section of the Elizabeth Stampede Magazine.</li> <li>- YEAR-ROUND SUPPORT: Proud Supporter Window Decal.</li> </ul>	<b>BENEFITS</b> <ul style="list-style-type: none"> <li>- YEAR-ROUND SUPPORT: Proud Supporter Window Decal.</li> </ul>

### ROYALTY SPONSORSHIP BENEFITS

- **WEBSITE EXPOSURE:** Your business name featured on Royalty page of [elizabethstampede.com](http://elizabethstampede.com). The web site gives you year-long exposure.
- **MAGAZINE EXPOSURE:** Our rodeo program is delivered to more than 15,000 local residents from Kiowa to Castle Rock.
- **COMMUNITY RODEO:** Added value of exposure at our community rodeo held in September for Silver Partner and above.