

ALLTECH ARENA

at the Kentucky Horse Park

**Father's Day Weekend
June 16 & 17, 2017**

Get your business back in the saddle by being part of the newest family event in Central Kentucky and one of the largest rodeos East of the Mississippi!

If your business can sponsor only one event this year, make it the Lexington Rodeo! Why? Because cowboys and cowgirls from across the country and over 10,000 screaming fans (your potential customers) will be there hanging on every exciting move! It's just smart business to be a part of the Lexington Rodeo. Mount up now before all the good stuff is gone!



Thanks to your sponsorship, the Rotary Club of Lexington has invested millions of dollars back into Fayette and the surrounding counties over ten decades. The Rotary Club of Lexington is dedicated to making our world a better place to live.

While the major part of our efforts are right here in Central Kentucky we are also involved in several projects around the world.

The Rotary motto of "Service above Self" is what the Rotary Club of Lexington Endowment Fund, the Rotary Club of Lexington, and the Lexington Rodeo principles are built on. As partners we continue our tradition of "Doing Good in the World".



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SPONSORSHIP OPPORTUNITIES

Presented by the
Rotary Club of Lexington

www.LexingtonRodeo.org
info@LexingtonRodeo.org // 859-577-2575



JOIN THE STAMPEDE

and get your business front and center at the only Professional Rodeo Cowboy Association rodeo in Kentucky!

Lasso the perfect size package for your business!

LEXINGTON RODEO

LEXINGTON, KY

Father's Day Weekend
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PREMIERE PACKAGE
\$25,000
Your Company is the Sweetheart of the Rodeo!
Top Billing All Materials

COWBOY HOSPITALITY PACKAGE
\$6,000
Your company name on signage welcoming and directing cowboys in the Horse Park and in the arena. Recognition through out the event for your hospitality including lodging for their horses and passes each night to the cowboy after party in barn outback. You will be the Cowboy Host!

SCOREBOARD PACKAGE
\$8,000
Be the Focal Point of the Arena
All Eyes Will Be On YOUR BUSINESS!

ADVERTISING PACKAGES

Here's your chance to find the perfect marketing package for your business and be part of Kentucky's newest family tradition. You'll get advertising with impact—check out the packages below. If you don't see what you want, tell us and we'll make something work just for you!

VIP SUITE PACKAGE
Private Suite for 2 Nights,
35 Passes Per Night,
Arena Banner,
1/2 Page Ad
\$3,500

PROGRAM ADVERTISEMENT
Full **\$750**
1/2 **\$500**
1/4 **\$225**
1/8 **\$150**

RODEO SIGNAGE
Arena Banner
(10' wide x 5' tall)
\$550

VENDOR SPACES
10' x 10' **\$350**
10' x 20' **\$650**
10' x 30' **\$850**

Call 859-577-2575 to lock in your package today!
For more details go to www.LexingtonRodeo.org or email info@LexingtonRodeo.org

EVENT	COST	BANNER	RODEO TICKETS	FLAG	PROGRAM AD	WEBSITE w/ LINK
RODEO EVENTS						
Bull Riding (Rough Stock Event)	\$2500	10' x 5'	12/6 per night	★	1/2	★
Barrel Racing (Timed Event)	\$2500	10' x 5'	12/6 per night	★	1/2	★
Steer Wrestling (Timed Event)	\$2500	10' x 5'	12/6 per night	★	1/2	★
Team Roping (Timed Event)	\$2500	10' x 5'	12/6 per night	★	1/2	★
Saddle Bronc (Rough Stock Event)	\$2500	10' x 5'	12/6 per night	★	1/2	★
Bareback Bronc (Rough Stock Event)	\$2500	10' x 5'	12/6 per night	★	1/2	★
Tie Down Roping (Timed Event)	\$2500	10' x 5'	12/6 per night	★	1/2	★
Mutton Bustin'	\$2500	10' x 5'	12/6 per night	★	1/2	★
Calf Scramble	\$2500	10' x 5'	12/6 per night	★	1/2	★
RODEO ARENA						
Chute Gates (6 Available)	\$2500	Signs on Chutes	12/6 per night		1/2	★
Rodeo Announce (Recognition during event and appearances)	\$2000	10' x 5'	12/6 per night		1/2	★
Bull Fighter (Fighter Shirts Recognition with Your Name)	\$2000	10' x 5'	12/6 per night		1/2	★
Barrel Man (Logo on Arena Barrels, "Comedy Provided by...")	\$2500	10' x 5'	12/6 per night		1/2	★
Specialty Act (Logo on Specialty Act Props & Potential Media/PR Exposure)	\$5000	10' x 5'	16/8 per night		1/2	★
Rough N' Rowdy (Rough Stock Event)	\$4000	Center Gate Boxes	16/8 per night	3	Full Page Color	★
Rope N' Wrestle (Timed Event)	\$4000	Fence Wrap Around & Time Event Boxes	16/8 per night	4	Full Page Color	★
PERFORMANCE ARENA						
Nightly Rodeo Sponsor	\$3500	<i>Customized Package to Fit Your Business!</i>				
Rodeo Program	\$2500	10' x 5'	12/6 per night		Full Back Page	★
Day Sheets in Program (Top or Bottom - First Come, First Choice)	\$1250	<i>Your Logo is on the Day Sheet Inserted Into Rodeo Program with Contestants!</i>				
Main Gate (All Eyes Are On You!)	\$4500	10' x 5'	20/10 per night		1/2	★
Wreck of the Night (Replay of Spills/Wrecks)	\$2500	10' x 5'	12/6 per night		1/2	★
Reusable Grocery Bag/Tote (1500 Bags with Your Name, 500 for Your Customers & Employees, 1000 Given Out to 1st 500 Ticket Holders Each Night)	\$2500		12/6 per night			★
Decal Deal (1000 Bumper/Window Decals with Your Company Logo)	\$1500		12/6 per night			★
Restroom & Stalls	\$2500	Arena Banner & Signs in Stalls	12/6 per night		1/2	★
Air Conditioning (Recognition During Performances)	\$2500	10' x 5'	12/6 per night		1/2	★
PARTNERS						
Buckle Level Sponsor	\$1000	10' x 5'	12/6 per night		1/8	★
Spurs Level Sponsor	\$1750	10' x 5'	32/16 per night		1/4	★
Boots Level Sponsor	\$2250	10' x 5'	40/20 per night		1/2	★
Hat Level Sponsor	\$3000	10' x 5'	60/30 per night		FULL	★
ARENA						
Arena 4-Corners (4 Banners - 1 on Each Corner Balcony)	\$3500	Arena Signage	20/10 per night		FULL	★
Pedestrian Gates (4) (Each Corner of Arena)	\$2000	Your Logo on Gates	20/10 per night		1/2	★