



Cost Breakout/Benefits of Sponsorship Packages

Gold Spur (Partnership sponsor):

1. Logo ID on all visibility opportunities
2. Link on event web site
3. Logo ID on event program cover
4. Sponsor's banner prominently displayed near event stage (line of sight)
5. Logo ID on "Trail Marker" at event entrance
6. Six complimentary tickets to event - VIP seating
7. Six autographed Don Edwards/Waddie Mitchell CDs

Cost: \$6,500 (\$5000 without the premium branding activity)

Silver Spur (Partner sponsor):

1. Logo ID on all visibility opportunities except on-site signs, posters, ads
2. Link on event web site
3. Inside cover ad in event program
4. Logo ID on "Trail Marker" at event entrance
5. Four complimentary tickets to event - VIP seating
6. Four autographed Don Edwards/Waddie Mitchell CDs

Cost: \$2,500

Cattle Baron (Supporting sponsor):

1. Logo ID on all visibility opportunities except event banner, on-site signs, posters, ads
2. Full-page ad in event program
3. Logo ID on "Trail Marker" at event entrance
4. Two complimentary tickets to event – VIP seating
5. Two autographed Don Edwards/Waddie Mitchell CDs

Cost: \$1,000

Trail Boss:

1. Half page ad in event program

Cost: \$500

Top Hand:

1. Quarter page ad in event program

Cost: \$250

Buckaroo:

1. Business card sized ad in event program

Cost: \$100

Wrangler:

1. Acknowledgment in event program

Cost: Under \$100 or in kind goods/services



Sponsorship-at-a-Glance

Opportunities: Branding, signage, display space, print, electronic media, Internet, mailing lists, promotional giveaways

Estimated Visibility:

Item	Quantity	Days	Audience	Impressions
Event banner	2	90	1,000	180,000
Promotional ads	5	2	100,000	1,000,000
Program booklet	500	1	1	500
Posters 16 X 20	10	60	5,000	300,000
Flyers/post cards	200	60	2	24,000
Branded on-site signs	5	30	300	45,000
Web listing/link	5	240	3,000	3,600,000
Media release/ email blast	3	4	25,000	300,000
Staff t-shirts*	25	30	1,000	750,000
Total Impressions:				6,199,500

Branding Opportunities: Logo on enamelware mugs given to attendees (Premium)
Inclusion of sponsors' literature/promotional items in attendee gift bags

VIP: Complimentary tickets/VIP seating/autographed CDs given to Gold/Silver Spur/Cattle Baron sponsors

Data & Tracking: Mailing list
Event surveys
One-time email blast (consumers)

* T-shirts will also be available for purchase by attendees