

# CROOKED RIVER ROUNDUP



*Spirit of '76*

## 2022

CROOKED RIVER ROUNDUP  
SPONSORSHIP OPPORTUNITIES

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RODEO June 23-25, 2022  
RACES July 13-16, 2022

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*(updated 5/12/22)*




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## RODEO

**ALL SPONSORS WILL RECEIVE ACKNOWLEDGEMENT OF THEIR CONTRIBUTION ON SOCIAL MEDIA CHANNELS. WHERE STATED, CERTAIN SPONSORS WILL RECEIVE RECOGNITION BY THE ANNOUNCER DURING THE RODEO AND BE LISTED ON THE DAY SHEETS GIVEN TO ALL SPECTATORS. ALL SPONSORS WILL RECEIVE RECOGNITION ON THE VIDEO BOARD.**

### SECTION SPONSORS:

**\$5000** – There are FOUR *sections* available for sponsorships. Sponsors of these sections will be invited to help decorate and create an exciting environment for the attendees. Sponsors of a section will receive 10 tickets or passes to the section they sponsor + 20 drink tickets. The four sections include:

- **LIVE ZONE (1 left)** (Located under the big tent – live streaming of the rodeo on a 12'x7' video wall and big screen TVs, designated bar)
- **INFIELD SECTION** (This is the area where most of the contestants will be gathering; there are bleachers and a very relaxed atmosphere on this side, will also have a bar and food vendor)
- ~~**VIP SPONSOR SECTION** (The VIP Sponsor Section will be where all sponsors can attend the event and have catered food and receive drink tickets. There will be a designated bar serving this area only.)~~

### HOSPITALITY TENT SPONSOR (1):

**\$5000** – The Hospitality Tent is for the contestants and their families located on the east side of the arena by the park area. Complimentary food items and beverages are available for contestants. Signage on the video board displayed throughout all 3 night performances and each day of slack. 10 passes + 16 drink tickets to the VIP Sponsor Section. Recognition from the announcer.

### VIDEO BOARD SPONSORS (1 left):

**\$4000** – Signage on the video board displayed throughout all 3 night performances and each day of slack. 8 passes + 16 drink tickets to the VIP Sponsor Section. Recognition made throughout all perfs to the sponsors of the video board.

### EVENT SPONSORS (33):

**\$3000** – **LIMITED TO THREE PER EVENT.** Sponsorship helps cover the cost of the event specified. This includes purse money and awards. Sponsor name will appear on the Day Sheet and will receive 6 passes + 12 drink tickets to the VIP Sponsor Section. Also includes arena signage and recognition by the announcer during the event. Flag provided by sponsor to be run before/after event (flag dimensions specified by CRR). Sponsorship is for all three days of the rodeo.

**BEVERAGE AREA SPONSOR OPPORTUNITIES (3):**

- **\$3000 - DALLY DOWN SALOON** (Whiskey bar on south end of grandstands - signage on bar provided by CRR; signage hanging in bar provided by sponsor plus sponsor swag in the bar. 6 passes + 12 drink tickets to the VIP Sponsor Section.)
- **\$3000 - BEER TENT** (Southwest corner of grandstands. Signage provided by sponsor. 6 passes + 12 drink tickets to the VIP Sponsor Section.)
- **\$3000 - WHISKEY BAR** (North end of betting window by main entrance. Signage provided by CRR; bar swag can be provided by sponsor such as coasters, napkins, etc. 6 passes + 12 drink tickets to the VIP Sponsor Section.)

**CHUTE GATE SPONSOR (potentially all sold):**

**\$2000** – Signage on a rough stock chute. 4 passes + 8 drink tickets to the VIP Sponsor Section. These will mainly be renewals from 2021. Limited chutes available. Subject to approval as right of first refusal to renewing sponsors is honored by CRR.

**OUT GATE SPONSOR (potentially all sold):**

**\$1500** - Signage on out gates (made to fit specific gate). 4 passes + 8 drink tickets to the VIP Sponsor Section. These will primarily be renewals from 2021. Limited gates available. Subject to approval as right of first refusal to renewing sponsors is honored by CRR.

**ALL-AROUND AWARD SPONSORS: 1 man/1 woman**

**\$1500** – The All-Around winners receive a specially ordered firearm with the logo of the sponsor on one side of the stock and the logo of the Roundup on the other. Very sought-after and unique award for contestants to win. 4 passes + 8 drink tickets to the VIP Sponsor Section.

**SLACK SPONSOR (2 left):**

**\$1000** – Sponsorship level will receive arena signage and recognition by the announcer, along with video board announcements. 4 passes + 8 drink tickets to the VIP Sponsor Section open during the regular performances.

**ARENA SIGN SPONSORS:**

**\$550** – A 2’x6’ sign to be hung in the arena. 2 passes + 4 drink tickets to the VIP Sponsor Section. For an additional \$100 sign will remain for the 4 nights of horse racing in July!

**QUEEN SPONSOR:**

**“Blue Sky donation”** Any amount you choose to contribute to our queen would be amazing! The queen is our face at other rodeos and people of all ages enjoy watching the queens run into the arena before the event starts. The Crooked River Roundup 2022 Queen is Olivia Kerr.




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## RACES

**ALL SPONSORS WILL RECEIVE ACKNOWLEDGEMENT OF THEIR CONTRIBUTION ON SOCIAL MEDIA CHANNELS. WHERE STATED, CERTAIN SPONSORS WILL RECEIVE RECOGNITION BY THE ANNOUNCER DURING THE RACES AND BE LISTED IN THE PROGRAMS GIVEN TO ALL SPECTATORS. ALL SPONSORS WILL RECEIVE RECOGNITION ON THE VIDEO BOARD.**

### **LIVE ZONE SPONSOR (this opportunity is pending):**

**\$5000** – Decorate the LIVE section with company name and swag. There will be live streaming of the races on big screens and a dedicated bar in this Zone. This is where the “party” is at! 10 race passes + 20 drink tickets.

### **VIDEO BOARD SPONSORS (1 left):**

**\$4000** – Signage on the video board displayed throughout all 4 nights of racing. 8 race passes +16 drink tickets.

### **BEVERAGE AREA SPONSOR OPPORTUNITIES:**

- ~~**\$3000 - TURF CLUB** (Whiskey bar on south end of grandstands. Signage on bar provided by CRR; signage hanging in bar provided by sponsor plus sponsor swag in the bar. 6 race passes + 12 drink tickets).~~
- **\$3000 - BEER TENT** (Southwest corner of grandstands. Signage provided by sponsor. 6 race passes + 12 drink tickets).

### **Paddock Sponsor:**

**\$3000** – Signage can be hung in specified areas of the paddock. All race horses are shown in the paddock prior to each race. Recognition on social media and announced throughout the races each night. 6 race passes + 12 drink tickets.

### **RACE SPONSOR:**

**\$400** – Your opportunity to “own” a race. Name will appear in the program given to all spectators each night and an opportunity for a photo with the winning horse (must be at the track gate to be granted access for this photo op...).

### **TURF CLUB BETTING WINDOW SPONSOR (4):**

**\$400** – Signage posted above the betting windows for the duration of the races.

### **PARI-MUTUEL BUILDING BETTING WINDOW SPONSOR:**

**\$300** – Signage posted above the betting windows for the duration of the races.

## ***SIGN ME UP FOR ROUNDUP 2022***

**Company/Contact Name:**

**Billing/Mailing address:**

**Email:**

**Phone:**

### **RODEO**

**SECTION SPONSOR:**

\$5000                      Live Zone      Infield      ~~VIP Sponsor~~      (circle one)

**VIDEO BOARD SPONSOR (only 1 left):**

\$4000

**EVENT SPONSOR: (limit to 3 per event)**

\$3000                      Bareback                      Saddle Bronc                      ~~Bull Riding~~  
    Breakaway                      Team Roping                      Tie Down                      (circle one)  
    Barrel Racing                      Steer Wrestling                      Ranch Bronc  
    Calf Scramble (kids event - only 1 sponsor)

**BEVERAGE AREA SPONSORS:**

\$3000                      Dally Down Saloon                      Beer Tent                      Whiskey Bar      (circle one)  
    (south end)                      (south end)                      (north end)

**CHUTE SPONSOR (2 left):**

\$2000

**OUT GATE SPONSOR (1 left):**

\$1500

**SLACK SPONSOR (2 left):**

\$1000

**ARENA SIGN SPONSOR:**

\$550 (rodeo only)  
 \$650 (rodeo AND races)

**QUEEN SPONSOR: Specify your contribution \$ \_\_\_\_\_**

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## RACES

### SECTION SPONSOR:

- \$5000 Live Zone (pending)  
 \$3000 Paddock

### VIDEO BOARD SPONSOR (only 1 left):

- \$4000

### BEVERAGE AREA SPONSORS:

- \$3000 ~~Turf Club~~ Beer Tent (circle one)  
(south end) (south end)

### RACE SPONSOR:

- \$400 (We will be in touch to determine which race you want)

### TURF CLUB BETTING WINDOW SPONSOR (only 4 available):

- \$400

### PARI-MUTUEL BUILDING BETTING WINDOW SPONSOR:

- \$300

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## ASSOCIATION

Association Sponsorships can be used wherever the need is - this helps support the organization for both the rodeo and races. Recognition will be given at both events on the video board and social media channels.

- \$250  
 \$500  
 \$750  
 \$1000  
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## TOTAL SPONSORSHIP \$\_\_\_\_\_

- Send an invoice to the address above  
 Email invoice  
 Check enclosed (Payable to CRR, PO Box 536, Prineville OR 97754)

*Rodeo VIP Pass info: The VIP Sponsor section is a catered area at the North end of the arena on the racetrack during the rodeo.*

Questions can be directed to Kara Snider at 541/280-4097 or simply email [karasnider.crr@gmail.com](mailto:karasnider.crr@gmail.com). THANK YOU!