

A cowboy in a blue jacket and a light-colored cowboy hat is riding a dark horse that is bucking. The cowboy is leaning back, holding a lasso. The background is a mix of dark brown and red. The text "CROOKED RIVER ROUNDUP" is in large white letters, with "COWBOY CAPITAL OF OREGON" below it. At the bottom, it says "RODEO JUNE 22-24, 2023".

Photo by Ashley Kendall

CROOKED RIVER ROUNDUP

COWBOY CAPITAL OF OREGON

RODEO JUNE 22-24, 2023

SPONSORSHIP OPPORTUNITIES

A group of jockeys on horses are racing on a dirt track. The jockeys are wearing colorful silks. The background is a mix of dark brown and red. The text "CROOKED RIVER ROUNDUP" is in large white letters, with "PARIMUTUEL HORSE RACING" below it. At the bottom, it says "RACES JULY 12-15, 2023".

Photo by Randy McClellan

CROOKED RIVER ROUNDUP

PARIMUTUEL HORSE RACING

RACES JULY 12-15, 2023



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. The 2023 Rodeo will be streamed on the Cowboy Channel App - this increases the reach of signage well beyond our arena fences.

SECTION SPONSORS:

\$5000 – There are **THREE 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 passes to the section they sponsor. The three sections include:

- **INFIELD** (On the contestant-side of the arena. There is an uncovered bleacher section, a covered area with large screen TVs and a designated bar along with a food kitchen.)
- **VIP SPONSOR TENT** (The VIP Sponsor Tent is an invitation-only viewing area for sponsors to attend the event and be treated to a catered dinner. There is a designated bar serving this area only.)

- **LONGSHOT LOUNGE** (The Longshot Lounge is located on the south end of the arena and is an elevated, covered area where people pay a premium to sit, have a catered meal and be served from a dedicated bar.)

CONTESTANT HOSPITALITY TENT SPONSORS:

\$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. Signage in the tent provided by sponsors. VIP Sponsor invitation. Recognition from the announcer.

VIDEO BOARD SPONSORS:

\$5000 – Signage on the video board displayed throughout all 3 night performances and each day of slack. VIP Sponsor invitation. Recognition made throughout all perfs to the sponsors of the video board. This is one of the MOST prominent signage opportunities for a sponsor. VIP Sponsor invitation.

EVENT SPONSORS:

\$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 VIP Sponsor invitation. Also includes arena signage and recognition by the announcer during the event. Flag (provided by sponsor) to be run after the event (flag dimensions specified by CRR). Sponsorship is for all three days of the rodeo.

BEVERAGE AREA SPONSOR OPPORTUNITIES:

- **\$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. VIP Sponsor invitation.)
- **\$3000 – BUCKAROO BEER BAR** (Southwest corner of the Midway behind grandstands. Signage provided by sponsor. VIP Sponsor invitation.)
- **\$3000 – COWBOY CANTINA** (Contestant side of the arena; visible from the grandstands; signage on bar provided by CRR; signage hanging in bar provided by sponsor plus sponsor swag in the bar. VIP Sponsor invitation.)

CHUTE GATE SPONSORS:

\$2000 – Signage on a rough stock chute. VIP Sponsor invitation. These will mainly be renewals from 2022. Limited chutes available. Subject to approval as right of first refusal to renewing sponsors is honored by CRR.

OUT GATE SPONSORS:

\$1500 – Signage on out gates. VIP Sponsor Section. These will primarily be renewals from 2022. 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 an award with the logo of the sponsor engraved/lasered onto the award. Very sought-after and unique award for contestants to win. VIP Sponsor invitation.

SLACK SPONSORS:

\$1000 – Sponsorship level will receive arena signage and recognition by the announcer, along with video board announcements. VIP Sponsor invitation during the regular performances.

ARENA SIGN SPONSORS:

\$550 – A 2' x 6' sign to be hung in the arena. For an additional \$150 sign will remain for the 4 nights of horse racing in July.

QUEEN SPONSORS:

“Blue Sky donation” Any amount you choose to contribute to our queen would be welcomed. The queen is our ambassador at other rodeos and people of all ages enjoy watching the queens run into the arena representing their home rodeos before the event starts. The Crooked River Roundup 2023 Queen is Mayzee Dalton.



CROOKED RIVER | PARIMUTUEL ROUNDUP | HORSE RACING

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.

NIGHT SPONSORS:

\$6000 – As a night sponsor you “own” the night. Your logo will be on all print advertising; promotion through social media and our website; identified in radio commercials; full-page ad in the race program on night of sponsorship; announcer mentions; logo on video board throughout all nights of racing; race passes/drink tickets; banners at main entrances on race night.

VIDEO BOARD SPONSORS:

\$4000 – Signage on the video board displayed throughout all 4 nights of racing. Race passes/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. Race passes/drink tickets)
- **\$3000 – BEER TENT** (Southwest corner of Midway. Signage provided by sponsor. Race passes/drink tickets)
- **\$3000 – WHISKEY BAR** (Located at the north end of the Pari-mutuel Building by the main entrance. Banners provided by sponsor plus sponsor swag in the bar area. Race passes/drink tickets)

HORSE Paddock SPONSORS:

\$3000 – Signage to 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. Race passes/drink tickets.

****NEW FOR 2023** STARTING GATE:**

\$3000 – One of the most visible and highly viewed areas of the races, the starting gate is the perfect place for name recognition if that is your goal. With the announcer saying your name over 36 times during the course of four days, you will be remembered. Signage on the gate. Recognition on social media and announced throughout the races each night. Race passes/drink tickets.

INFIELD SIGN SPONSORS:

\$550 – A 2' x 6' sign to be hung in the infield.

RACE SPONSORS:

\$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; must be arranged prior to the night of the race.)

TURF CLUB BETTING WINDOW SPONSORS:

\$400 – Signage posted above the betting windows in the Turf Club for the duration of the races. Limited number available.

PARI-MUTUEL BUILDING BETTING WINDOW SPONSORS:

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

TOTAL SPONSORSHIP \$ _____

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

Questions can be directed to Kara Snider at 541/280-4097 or simply email **karasnider.crr@gmail.com**. THANK YOU!