

# CROOKED RIVER ROUNDUP

COWBOY  
CAPITAL  
OF \*\*\*  
OREGON



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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. The 2024 Rodeo will be streamed on the Cowboy Channel App - this increases the reach of signage well beyond our arena fences.**

### **PRESENTING SPONSOR:**

**\$10000-** “Own” the Rodeo as the presenting sponsor for the entire event. 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; announcer mentions; logo on video board throughout all nights of racing; race passes/drink tickets; banners at main entrances on rodeo night.

### **BULLFIGHTERS SPONSORSHIP:**

**\$10000-** We all know how hard our bullfighters work each night at the rodeo so let’s support their life saving efforts each night. Sponsorship helps cover the cost of paying these brave souls. Sponsor(s) names will appear on their shirts along with the all three Day Sheet and you will receive VIP Sponsor invitations each night. Also includes arena signage and recognition by the announcer during the event

**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 SPONSOR:**

**\$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: 4 Available**

**\$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: 16 total, 6 available**

**\$3000** – Signage on a rough stock chute. VIP Sponsor invitation. These will mainly be renewals. Limited chutes available. Subject to approval as right of first refusal to renewing sponsors is honored by CRR.

**OUT GATE SPONSORS: 6 available**

**\$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:****\$5000 - HEADLINE SPONSOR:**

Will support the queen at all events including tryouts, the Queen Coronation and the luncheon.

**“Blue Sky donation” - Open** 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.

**OUR 2024 QUEEN, MARY MAKENNA OLNEY**

Mary grew up on the Warm Springs Reservation. This is where she developed a deep love for animals, rodeo, and the western way of life. Growing up, she was very engaged in learning about her rich native culture. Mary graduated from Madras High School in 2019 with Honors. During that time, she participated in Soccer, Cheer, Softball, National Honor Society, and Student Council. She was active in Lyle Gap 4-H Club and President of the Madras FFA Chapter. In the fall of 2019, Mary set off to achieve a professional welding certification at Tulsa Welding School in Oklahoma. She took on a career in fabrication that would provide for her and her horses while she worked toward her long-term career goals. She then, she has graduated from a Certified Nursing Assistant Training and acquired a full-time job as a Certified Nursing Assistant. This new career path will give her direct patient care experience as she pursues a nursing degree at Clackamas Community College. In her spare time, Mary loves helping her community and spending time with her horses. She enjoys going on long trail rides, working on new skills and attending gaming competitions whenever she has the opportunity. Mary grew up attending the Crooked River Roundup and Horse Races and she is so grateful for this opportunity.

**\*NEW FOR 2023 YOUNG GUN SPONSOR:**

**\$5000** - Inspire the next generation of rodeo stars by supporting them each night of the rodeo. There are 2-3 contestants for each event and sponsors will receive recognition throughout this portion of the rodeo as well as an invite to our VIP lounge.




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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.**

### **WINNERS CIRCLE SPONSOR (one available):**

**\$10000** - This is the premier level of sponsorship for the races as you will be represented in the circle with the winners. This is your opportunity to present the awards and halters to the winners each night, for each race. Your logo will be on all print advertising; promotion through social media and our website; an ad in the race program on night of sponsorship; announcer mentions; logo on video board, race passes/drink tickets; banners at main entrances.

### **PRESENTING SPONSOR (one available):**

**\$10000** - “Own” the races as the presenting sponsor for the entire event. Your logo will be on all print advertising; promotion through social media and our website; 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.

### **NIGHT SPONSORS (four available):**

**\$6000** – As a night sponsor your 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 SPONSOR:**

**\$5000** – Signage on the video board displayed throughout all 4 nights of racing. Race passes/drink tickets.

**TOTE BOARD SPONSOR:**

**\$5000** - Signage on the tote board displayed throughout all 4 nights of racing. Race passes/drink tickets.

**INSTANT REPLAY:**

**\$3000** - Your logo will be represented each time we replay a race as well as “instant replay brought to you by...”. Instant replay will be ongoing all 4 nights of racing.

**BEVERAGE AREA SPONSOR OPPORTUNITIES:**

- **\$5000 – 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)

**STARTING GATE SPONSOR:**

**\$5000** – 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 SPONSOR:**

**\$3000** - Show off your vehicles each night in front of the racing crowd and ensure that they will be remembered for years to come.

**\*NEW FOR 2024: HORSE PADDOCK “NAME” SPONSOR:**

**\$5000** – 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 and invite to the VIP area.

**\*\*NEW FOR 2024 MAD HATTERS CONTEST**

**\$2,500 – (can be split by up to 4 sponsors)** This may not be the Kentucky Derby, but it is your opportunity to be part of “classing up” the races by being the go-to sponsor of our hat contest on Wednesday night. You will be part of a group of select businesses who will choose the finalists & winners and provide an award (could include a gift certificate from your business).

**\*\*\*NEW FOR 2024 FAST BET MOBILE: One available**

**\$2,500** - Place your bet using FastBet Mobile and you won't even need to leave your seat to make your wager. Sponsor will receive a “sponsor” logo message on Fast-Bet Mobile & website, “brought to you by”.

**INFIELD SIGN SPONSORS: Unlimited**

**\$300** – A 2' x 6' sign to be hung in the infield.

**PROGRAM RACE SPONSORS:**

**\$400** – Your opportunity to “own” a single race. Your 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 (4 available):**

**\$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 (30 available):**

**\$100** – Signage posted above the betting windows for the duration of the races.



**ARENA SIGN SPONSORS:**

- \$550
- \$700 (rodeo AND races)

**RACES****WINNERS CIRCLE SPONSOR (one available):**

- \$10000

**PRESENTING SPONSOR (one available)**

- \$10000

**NIGHT SPONSORS:**

- \$6000      \_\_\_Wednesday \_\_\_Thursday \_\_\_Friday      \_\_\_Saturday

**VIDEO BOARD SPONSOR:**

- \$5000

**TOTE BOARD SPONSOR:**

- \$5000

**INSTANT REPLAY:**

- \$3000

**BEVERAGE AREA SPONSORS:**

- \$5000      \_\_\_Turf Club  
(south end)
- \$3000      \_\_\_Beer Tent      \_\_\_Whiskey Bar  
(south end)      (north end)

**HORSE PADDOCK SPONSORS:**

- \$5000

**STARTING GATE SPONSOR:**

- \$5000

**INFIELD SPONSOR:**

- \$3000

**\*NEW FOR 2024: HORSE PADDOCK NAME SPONSOR**

- \$5000

**\*\*NEW FOR 2024 HAT CONTEST**

- \$2500

**\*\*\*NEW FOR 2024 FAST BET MOBILE**

- \$2500



**INFIELD SIGN SPONSORS:**

- \$300

**PROGRAM RACE SPONSORS:**

- \$300 Please write down which night you would like to have your race \_\_\_\_\_

**TURF CLUB BETTING WINDOW SPONSORS (4 AVAILABLE):**

- \$400

**PARI-MUTUEL BUILDING BETTING WINDOW SPONSORS (30 AVAILABLE):**

- \$100

**2024 CRR QUEEN MARY MAKENNA OLNEY**

**“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. She also is a prominent figure at the horse races as she is on the track at the beginning of each race and in all the winning photos.

**ASSOCIATION**

**General Sponsorship of the Roundup Association. Recognition will be given at both events on the video board and social media channels.**

- \$250  
 \$500  
 \$750  
 \$1000  
 \$\_\_\_\_\_

**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 Michele O’Hara at 541/678-3706 or simply email **micheleohara.crr@gmail.com**. THANK YOU!