



RODEO: June 25-27, 2026

MAJOR 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. The 2025 Rodeo will be live on the Cowboy Channel App - this increases the reach of signage well beyond our arena fences.

OPENING CEREMONY/GRAND ENTRY SPONSOR: 1 Available/Exclusive (cash + in kind) \$30000 - Become the Exclusive Sponsor of the Opening Ceremony and Grand Entry, with a tribute to our God, Country and Flag. Your logo will be on the video board under the streaming content during the singing of the National Anthem, and the Grand Entry, with the rodeo President, Grand Marshals, our Queen, visiting royalty and the flags of the USA and Oregon State. Includes an arena banner, (6) announcements during the rodeo events each night. CRR will also include your logo on the website, 3 social media posts and an email campaign to over 50k ticket holders. 60 VIP Invites are also included, spread equally over the three nights.

PRESENTING SPONSOR: 3 Available

\$10000- "Own" the Rodeo as the presenting sponsor for the entire event. Your logo will be on all day sheets, promotion through social media and our website; identified in television and radio commercials; 5 announcer mentions each night of the rodeo; a flag during the grand entry and between events, logo on video board throughout all nights; an arena banner, 8 VIP rodeo passes/drink tickets each night (24 total); 2 Crooked River Roundup Banners at the main entrances that include your logo.

PRESENTING & EQUIPMENT SPONSOR: 1 Available

\$10000 + Equipment in kind- "Showcase your Equipment" at the Rodeo and Races as the equipment sponsor for the entire event (rodeo and races). Rodeo: your logo will be in all marketing including day sheets; promotion through social media and our website; 4 announcers mentions each night of the rodeo; logo on video board throughout all nights; an arena banner; 8 VIP rodeo invites/drink tickets each night (24 total). Races: 4' x 10" ad in the race program, 6 VIP Sponsor tickets available each night (24 total) along with recognition from the announcer 3x per night.

NIGHT SPONSORS: 3 Available

\$6000 – As a night sponsor on your night, you own the night, with your logo on video board and major entrance signage throughout all nights; promotion through social media and our website; your logo on the day sheet of your chosen night; a flag that runs between each event (with announcement); (1) 4' x 16' banner in the arena and (3) banners at the ticket booth and the opportunity to have a presence in the vendor area. We will include (24) VIP invites/drink tickets for your guests on your night and an option of up to (20) infield wristbands to the infield bleachers for your team to enjoy the rodeo.

SUSTAINABILITY SPONSOR: 1 Available

\$5000 cash + \$25000 in-kind– “Own” the face of sustainability at the Rodeo and Races through a highly visible partnership including: portable restrooms and servicing for both events with drop-off and pick up; provide recycling stations with trash pickups. Includes a flag in the Grand Entry, 1 - 4' x 16' banners and 4 announcer mentions each night along with inclusion in rodeo day sheets and an 4”x 10”ad in the racing program. 20 VIP invites/drink tickets each night (60) total to invite guests to the rodeo and 16 VIP per night (64) total for the races.

SECTION SPONSORS: 3 Available

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. The three sections include:

- **VIP SPONSOR TENT: \$10000 (or 2 x \$5000 sponsors)** 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. One banner at the entrance and one inside of the VIP Tent. Three (3) announcer mentions, 16 VIP invites/drink tickets per night (48 total).
- **LONGSHOT LOUNGE: \$10000 (or 2 x \$5000 sponsors)** The Longshot Lounge is located on the south end of the arena and is an elevated, covered area where visitors pay a premium to sit, have a catered meal and be served from a dedicated bar. Sponsors will receive 1 banner at the entrance and 1 inside of the VIP tent. One (1) announcer mention each night, 8 VIP passes each night (24) passes to invite guests.
- **CONTESTANT HOSPITALITY TENT SPONSOR: 3 Available**
\$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 along with signage in the area, provided by CRR. 10 - VIP Sponsor invitations/drink tickets available along with recognition from the announcer 2x per night. Ability to use the infield bleachers.

VIDEO BOARD SPONSORS: 1 Available

\$5000 – Digital signage on the video board displayed throughout all 3-night performances and each day of slack. 6 VIP Sponsor invitations/drink tickets per night (18 total). Recognition made 3x throughout all performances to the sponsor of the video board. This is one of the MOST prominent signage opportunities.

BULLFIGHTERS' SPONSORSHIP: 3 Available

\$3500 – We all know how hard our bullfighters' work at the rodeo so let's support their life saving efforts. Sponsorship helps cover the cost of paying these brave souls. Sponsor(s) names will appear on bullfighters shirts along with all three Day Sheets and you will receive 4 VIP Sponsor invitations/drink tickets each night (total 12). Also includes arena signage and recognition by the announcer 1x during the event.

EVENTS: Our goal is to attract top qualifiers and ensure memorable performances, which are at the heart of any great rodeo. As the Crooked River is considered a "Large" rodeo, increasing our prize money for top finishers is essential to remain competitive and attract the best talent. We invite you to be a part of this mission to make the Roundup one of the best rodeos in the region.

EVENT SPONSORS

\$3500- Limited to three per event or an “exclusive” for an event is \$7,500. Sponsorship helps cover the cost of the event specified. This includes purse money and awards. Sponsor names will appear on the Day Sheet and will have a flag run for their event (will be provided by CRR). You will receive 8 VIP Sponsor invitations and 1 announcement. Sponsorship is for all three days of the rodeo (except for the calf scramble which is 4k for your specified night and the opportunity to hand out the winners’ award).

Events include: Bulls, Ranch Bronc, Steer Wrestling, Saddle Bronc, Breakaway, Calf Scramble, Bare Back, Tie-Down Roping, Steer Roping, Barrels, and Team Roping.

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. 4 VIP Sponsor invitation/drink tickets per night (12 total).
- **\$3000 – BUCKAROO BEER BAR** Southwest corner of the Midway behind grandstands. Signage provided by sponsor. 4 VIP Sponsor invitations/drink tickets per night (12 total).
- **\$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. 4 VIP Sponsor invitations/drink tickets per night (12 total).

CHUTE GATE SPONSORS: 16 total

\$3000 – Signage on a rough stock chute. 2 VIP Sponsor invitations/drink tickets each night (6 total) and 1 announcement. These will mainly be renewals. Limited chutes available. Subject to approval as right of first refusal to renewing sponsors is honored by CRR.

LEADERBOARD: 1 available

\$2000 - The leaderboard provides quick scores and times on each event and is also shown on The Cowboy Channel. This is a highly visible opportunity for sponsors with regional/national distribution. 2 VIP Sponsor invites/drink tickets each night (6 total).

INSTANT REPLAY: 1 available

\$2000 - The replay provides quick scores and times on each event and is also shown on The Cowboy Channel. This is a highly visible opportunity for sponsors with regional/national distribution. 2 VIP Sponsor invites/drink tickets each night (6 total).

OUT GATE SPONSORS: 6 available

\$2000 – Signage on out gates 4’ x 12’, 2 VIP Sponsor invites/drink tickets each night (6 total). These will primarily be renewals. Limited gates available. Subject to approval as right of first refusal to renewing sponsors is honored by CRR.

ALL-AROUND AWARD SPONSOR: 1 available

\$2000 – 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. 2 VIP Sponsor invitations on each night (6 total) and an announcement of their support 1x each night.

SLACK SPONSORS:

\$1000 – Sponsorship level will receive arena signage and recognition by the announcer, along with video board announcements. 2 VIP Sponsor invitations/drink tickets 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.

ARENA GRANDSTAND SPONSORSHIP: 10 available

\$500 - Own your piece of real estate inside of the arena behind the audience with a 3' x 10' sign or at the entrance to the grandstands. Includes 2 VIP Sponsor invitations/drink tickets during the regular performances.

QUEEN SPONSORSHIPS

HEADLINE SPONSOR: 1 available

\$10000 - Make a difference in the lives of young women who are expert horsewomen and have exemplary talents, skills and the courage to represent the Crooked River Roundup and your organization throughout the entire year at many events. You will receive your logo on the queens' horse trailer, a flag that will run behind the queen at her performances and your logo on the autograph cards (1,000) as well as logo and verbal recognition at all of the queens events. These include the Queen Coronation (along with a table for 8), the Luncheon, and the Foundation event as well as at educational events throughout the year. Includes 20-VIP invites and drink tickets for the rodeo and 20 for the races for (40) total.

EVENT SPONSOR: 3 available

\$5000- Will support the queen at all events including the tryouts, the Queen Coronation (along with a table for 8 guests), and the queen luncheon. Includes a logo of the Queen's horse trailer and on autograph cards (1,000) and 10-VIP sponsor invitations/drink tickets for the rodeo and 10 for the races.

“BLUE SKY DONATION” - Open any amount you choose to contribute to our queen would be welcomed. 2 VIP invites to the sponsor tent for each \$1k donated, your logo will be on the autograph card which goes out all over the state. 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 2026 QUEEN, Aubrey

Aubrey DeRoest, 22, is the daughter of Francis and Julie DeRoest of Powell Butte, Oregon. A proud Central Oregon native, she recently graduated from Oregon State University- Cascades with a Bachelor's degree in Business administration and plans to pursue a career in marketing.

Aubrey's roots in the Crook County community run deep. She has spent countless hours coaching the Crook County High School Equestrian Team (OHSET) and sharing her love for horses with the next generation of riders. Her passion for equestrian sports began when she was five years old when she first started riding, and grew through her years competing with the Ridgeview OHSET team and participating in 4-H - showing horses and swine, as well as taking part in photography, art, and teen leadership projects.

From the 4-H arena to the rodeo grounds, Aubrey's journey has been shaped by her dedication, love for her horses, and pride in representing Central Oregon's western heritage. Aubrey's been lucky to spend

years in and around the rodeo world, and the Crooked River Roundup holds a special place in her heart. It's more than just an event, it is a tradition that celebrates community, heritage, and the western way of life. She is so excited to represent and share her love for the Crooked River Roundup and the people who make it all possible!



YOUNG GUN PRESENTING SPONSOR: 2 Available

\$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 a logo on the Young Guns area sign, a flag before each event, 6 VIP Sponsor invites/drink tickets each night (18 total) along with recognition from the announcer at least 3x per night. Your SWAG can be added to the contestants' bags.

YOUNG GUN SUPPORTING SPONSOR: 1 Available

\$3500 - This is your opportunity to support the future of rodeo stars. There are 2-3 contestants for each event and sponsors will receive 2 VIP Sponsor tickets available each night (6 total) along with recognition from the announcer at least 1x per night. Your SWAG can be added to contestants' bags.

YOUNG GUN EVENT SPONSOR: 7 Available

\$750 - This is your opportunity to support the future of rodeo stars. There are 2-3 contestants for each event and sponsors will receive 2 VIP Sponsor tickets for one night of your choice (2 total) along with recognition from the announcer at least 1x per night and your logo on the presentation check. Your SWAG can be added to contestants' bags.

Events include: Bull Riding, Saddle Bronc, Bareback, Barrel Racing, Breakaway, and Team Roping.



RACES: July 15-18, 2026

MAJOR 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 “NAME” SPONSOR: 1 Available

\$10000 - This is the premier level of sponsorship for the races as you will be represented in the circle with the winner, presenting the awards and halters to the winners each night, and having your photo taken with them. Signage/banners in the winner’s circle; promotion through social media and our website; a 4’ x 10” ad in the race program; 5 announcer mentions; logo on video board; 8 VIP sponsor invites/8 drink tickets each night (32 total); and 90 tickets for employees along with 1 box seating section with sponsor name.

PRESENTING SPONSOR: 1 Available

\$8000 - “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; 4” x 10” ad in the race program reaching 12k visitors; your logo at the Winners Circle; 4 announcer mentions each night; logo on video board throughout all nights of racing; 8 VIP race passes/8 drink tickets each night (32 total) and 90 tickets along with 1 box seating with name on the seating; 2 banners at main entrances.

NIGHT SPONSORS: 4 Available

\$6000 – As a night sponsor your night, you will be included on the main entrance banners, your logo on video board throughout all nights of racing; in promotion through social media and our website; with 4” x 10” ad in the race program (reaching 12k visitors) on night of sponsorship; 2 banners at main entrances on race night. Includes (24) VIP passes to invite guests, 30 tickets with a box seating section your night with your name on it.

VIDEO BOARD “NAME” SPONSOR: 1 Available

\$3000 – Name sponsorship signage on heading of the electronic video board displayed throughout all 4 nights of racing. 6 VIP Sponsor invites/drink tickets available each night (24 total) along with recognition from the announcer 3x per night. Will include 30 tickets for employees.

TOTE BOARD SPONSOR: 1 Available

\$3000 - Signage on the tote board displayed throughout all 4 nights of racing. This is where all stats are announced. 6 VIP Sponsor tickets available each night (24 total) along with recognition from the announcer 3x per night and 30 tickets for employees.

HORSE PADDOCK “NAME” SPONSOR: 1 Available

\$3000 – Signage to be hung in specified areas of the paddock (2 banners) and a 4” x 4” ad in the program. All racehorses are shown in the paddock prior to each race. Recognition on social media and 4 VIP Sponsor invites/drink tickets available each night (24 total) and 30 tickets for employees along with recognition from the announcer each time we go to the “sponsor name Horse Paddock” at least 3x..

INFIELD SPONSOR: 1 Available

\$3000 - Show off your vehicles each night in front of the racing crowd (6 vehicles) on the infield along with signage (2 banners or stand signage near vehicles provided by sponsor) and 4 VIP Sponsor invites each night (16 total) along with recognition from the announcer 2x per night.

STARTING GATE “NAME” SPONSOR: 1 Available

\$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. Signage on the gate, 4 VIP Sponsor tickets available each night (16 total) along with recognition from the announcer each time we go to the “sponsor name starting gate” at least 2x each night.

BEVERAGE AREA SPONSOR OPPORTUNITIES: 1 Each

- **\$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. 6 VIP Sponsor invites/drink tickets each night (24 total) along with recognition from the announcer 3x per night.
- **\$3000 – BEER TENT** (Southwest corner of Midway. Signage provided by sponsor. 4 VIP Sponsor invites/drink tickets each night (16 total) along with recognition from the announcer 1x per night.
- **\$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. 4 VIP Sponsor invites/drink tickets each night (16 total) along with recognition from the announcer 1x per night.

FASTBET MOBILE “BROUGHT TO YOU LOCALLY BY” SPONSORSHIP: 1 Available

\$3000 - Place your bet using FastBet Mobile, brought to you locally by “sponsor name” and you won’t even need to leave your seat to make your wager. Sponsor will receive a “local sponsor” on the print ad “how to” instructions, on the website, along with mentions each time the announcer reminds the audience to try the “FastBet mobile, brought to you locally by “sponsor name” (3x minimum).

INSTANT REPLAY: 1 Available

\$2000 - 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. 4 VIP Sponsor invites/drink tickets available each night (16 total) along with recognition from the announcer 3x per night.

CALL TO POST BUGLER: 1 Available

\$1000 - Your logo will be displayed within the race program each night with “bugler brought to you by...”. 2 VIP Sponsor invites/drink tickets available each night (8 total) along with recognition from the announcer 3x per night.

ARENA GRANDSTAND SPONSORSHIP: 10 available

\$500 - Own your piece of real estate inside of the arena with a 3' x 10' sign at the top of the grandstands behind the audience or at the entrance to the grandstands. Includes 2 VIP sponsor invitations/drink tickets one night at the races.

TOO-HOT-TO-TROT CONTEST: 4 Available

\$350 – 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 represent the finalists & winners and provide an award (could include a gift certificate from your business).

PROGRAM ADS:

Race programs are handed out to over 13k visitors at the races, and they are used to track the horses for each race as well as stats on the jockeys, horses, and how to bet, so these programs are followed. Your ad will be seen and noticed!

Pricing: 8 1/2" x 10" Back Page = **\$1500**

8 1/2 x 10" = **\$1,200**

4" x 10" = **\$900**

4" x 5" = **\$450**

TURF CLUB BETTING WINDOW SPONSORS: 4 Available

\$500 – Signage posted above the betting windows in the Turf Club for the duration of the races. Limited number available.

WINNERS CIRCLE HALTER PRESENTATION: 30 Available

\$200 - Join the team in the Winners Circle to present the halter to the winning jockey/horse and take a photo with your team. Costs cover the halter and photography.

INFIELD SIGN SPONSORS: Unlimited

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

PARI-MUTUEL BUILDING BETTING WINDOW SPONSORS: 30 Available

\$150 – Signage posted above the betting windows for the duration of the races.

For national and regional Rodeo Sponsors please reach out to Michele O'Hara, micheleohara@crookedriverroundup.com

For local sponsors and race sponsors, please contact Laura Davis at lauradavis@crookedriverroundup.com.