

# WORLD FAMOUS

## Sponsorship Opportunities



JOIN THE TRADITION IN THE  
COWBOY CAPITAL OF THE WORLD

# TRADITION \* COMMUNITY \* OPPORTUNITY

FOR OVER 70 YEARS THE OAKDALE SADDLE CLUB HAS PRODUCED A PROFESSIONAL RODEO THAT HAS BEEN AN EVENT TO LOOK FORWARD TO FOR THE ENTIRE CENTRAL VALLEY!

## TRADITION



Photo by: Top Tier Images



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Tradition is a word the Oakdale community embodies and embraces. There are countless Oakdale families that have been here for more than several generations. The citizens of Oakdale are proud to call their home the "Cowboy Capital of the World." Oakdale earned that title by boasting some of the best cowboys in the business, bringing home over 10 World Championship Titles from 1936-1983. It is our mission to promote our western heritage and keep the cowboy tradition alive and well in Oakdale!

The Oakdale Saddle Club began in 1945, holding a small non-sanctioned rodeo and horse show and by 1951 became a PRCA (Professional Rodeo Cowboys Association) rodeo. The Oakdale Saddle Club Rodeo has since become one of the greatest outdoor rodeos in California and one of the largest community events held annually. Held every "Second Weekend in April", this time honored tradition has grown to almost a week's worth of rodeo related events.

## COMMUNITY

In Oakdale, our tight-knit community is characterized by a profound sense of mutual support, where residents actively look out for each other and wholeheartedly champion local businesses. This collective spirit not only strengthens our hometown bonds but also fuels our pride in calling Oakdale home. By advertising with the Oakdale Saddle Club Rodeo you will help us promote our western heritage and give back to our community. Each year the rodeo allows our club to donate money back to charitable organizations as well as the youth in our community. Annually, the Oakdale Saddle Club hosts a ranch rodeo in honor of the National Day of the Cowboy and sponsors a junior rodeo. The club also donates monies and/or the use of the grounds to the Nor Cal Junior Rodeo Association, District V High School Rodeo, VFW Chapter 2922 and other non-profits. Monies are also donated to Project Heroes, Children's Guardian House, Oakdale High School Sober Grad, Local 4H Clubs, Oakdale High School FFA, Boy Scouts, and many others. The club is also proud to participate and sponsor each of the four Oakdale Elementary School "Ag Day's" and also a Western Heritage Day during rodeo week. The Oakdale Saddle Club is also proud to host the Annual California Team Roping Association 10 Steer Roping Event.

## OPPORTUNITY

Each year, the Oakdale Rodeo draws thousands from the United States and Canada to engage in its thrilling events. In recent years, our gates have welcomed over 14,000 attendees during the two days of rodeo performances, showcasing the extraordinary nationwide growth of rodeo as one of the fastest-growing spectator sports. Rodeo week, featuring Local Team Roping, Queen Coronation, Timed Event Slack, Rodeo Parade, and Rodeo Dance, not only amplifies the excitement but also provides exclusive advertising opportunities. Moreover, all sponsorship opportunities offer tax incentives, as the Oakdale Saddle Club operates as a non-profit 501(c)(3) corporation. With an unwavering commitment to delivering quality entertainment for families and individuals of all ages, the Oakdale Rodeo is dedicated to providing a premium experience for both attendees and sponsors.



Photos by: Phil Doyle Photography



Photos by: Top Tier Images



# SPONSORSHIP PACKAGES

## ALL SPONSORSHIPS INCLUDE

- \*RECOGNITION AS SPONSOR ON OAKDALE RODEO SOCIAL MEDIA (OVER 19000 Followers ON FACEBOOK)
- \*RECOGNITION AS SPONSOR ON OAKDALERODEO.COM
- \*RECOGNITION AS SPONSOR IN SOUVENIR PROGRAM
- \*ANNOUNCED BY ANNOUNCER DURING EVENT

## FRIEND OF OAKDALE RODEO \$500

- \*PROGRAM ADVERTISEMENT—¼ PAGE B&W AD SPACE
- \*6 GENERAL ADMISSION PASSES
- \*2 FOOD & BEVERAGE PASSES

## SILVER SPONSOR \$1500

- \*PROGRAM ADVERTISEMENT—½ COLOR AD SPACE
- \*6 GENERAL ADMISSION PASSES
- \*2 FOOD & BEVERAGE PASSES
- \*4x8 SIGN POSTED IN ARENA FOR ONE CALENDAR YEAR

## GOLD SPONSOR \$2500

- \*PROGRAM ADVERTISEMENT—FULL PAGE COLOR AD SPACE
- \*12 GENERAL ADMISSION PASSES
- \*6 FOOD & BEVERAGE PASSES
- \*4x8 SIGN POSTED IN ARENA FOR ONE CALENDAR YEAR
- \*1 :30 SECOND COMMERCIAL SPOT ON SCOREBOARD

## PLATINUM SPONSOR \$3500

- \*PROGRAM ADVERTISEMENT—FULL PAGE COLOR AD SPACE
- \*20 GENERAL ADMISSION PASSES
- \*8 FOOD & BEVERAGE PASSES
- \*4x8 SIGN POSTED IN ARENA FOR ONE CALENDAR YEAR
- \*1 :30 SECOND COMMERCIAL SPOT ON SCOREBOARD
- \*3x8 BANNER SPACE DURING EVENT
- \*SPONSOR FLAG CARRIED IN PARADE AND/OR PERFORMANCE
- \*PLATINUM SPONSOR PLAQUE OF APPRECIATION PRESENTED TO SPONSOR DURING EACH RODEO

## EVENT SPONSOR \$5000

- \*PROGRAM ADVERTISEMENT—FULL PAGE COLOR AD SPACE
- \*25 GENERAL ADMISSION PASSES
- \*10 FOOD & BEVERAGE PASSES
- \*6 PARKING PASSES
- \*4x8 SIGN POSTED IN ARENA FOR ONE CALENDAR YEAR
- \*1 :30 SECOND COMMERCIAL SPOT
- \*3x8 BANNER SPACE DURING EVENT
- \*SPONSOR FLAG CARRIED IN PARADE AND/OR PERFORMANCE
- \*SPONSOR PLAQUE OF APPRECIATION PRESENTED TO SPONSOR DURING EACH RODEO
- \*SPONSOR GIFT
- \*PHOTO OPPORTUNITY WITH EVENT WINNER

## OTHER SPONSORSHIP OPPORTUNITIES

- \*MISS RODEO OAKDALE TRAVEL SPONSOR
- \*PARADE SPONSOR
- \*RODEO DANCE SPONSOR
- \*LOCAL TEAM ROPING SPONSOR
- \*BUCKLE SPONSORS
- \*SCOREBOARD SPONSOR

# OAKDALE RODEO ARENA SIGNS

**The Oakdale Saddle Club's annual rodeo action is upon us and we are looking for the support of our community to make this year one to remember! If your company is looking for a way to get involved, our arena signage is a great marketing opportunity!**

**Value: Arena sign contracts are for one calendar year. Over 14,000 people are exposed to these signs during the Oakdale Rodeo every April. Additionally, many of these signs are captured in photos by professional photographers and are in print media.**

**Many other events are held in the Oakdale Saddle Club arena each year Including but not limited to; Junior and High School Rodeos, CTRA 10-Steer Roping, National Day of the American Cowboy Ranch Rodeo.**

**Cost: \$500/year (base line signs only available at this time)**

**The advertiser will also have the initial expense of providing the sign. We ask that the signs be 4'x8' made in plywood type material or corrugated plastic.**

## HWY 120 DIGITAL SIGN

**Oakdale Saddle Club is offering digital sign space advertising. The sign runs 24 hours a day, 7 days a week. Ads run on an average of 4 times a minute. Ad cost is \$115.00 a week or \$460.00 a month. Times may vary during rodeo week.**





## SOUVENIR PROGRAM PRICING

1/8 PAGE B&W (\$50)

1/4 PAGE B&W (\$100)

1/2 PAGE B&W (\$150)

1/2 PAGE COLOR (\$200)

FULL PAGE B&W (\$300)

FULL PAGE COLOR (\$400)

**FOR MORE INFORMATION PLEASE CONTACT:**

**SPONSORSHIP PACKAGES:**

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**RODEO ARENA SIGNS & ELECTRONIC SIGN:**

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