

OKLAHOMA

Sponsorship Opportunities



JOIN THE TRADITION IN THE
COWBOY CAPITAL OF THE WORLD

TRADITION * COMMUNITY * OPPORTUNITY

FOR OVER 60 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

The Covid-19 pandemic really illustrated how strong the importance of community is in Oakdale. We witnessed strangers helping strangers and citizens promoting and supporting local business. It has given many of us an even bigger sense of pride to say that we call 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 or the use of the grounds to the District V High School Rodeo, VFW Chapter 2922 and other non-profits. Monies are also donated to Project Heroes, Family Support Network, 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.

OPPORTUNITY

Each year thousands of people from around the United States and Canada attend and/or participate in the Oakdale Rodeo and its associated events. Rodeo week consists of a Local Team Roping, Queen Coronation, Timed Event Slack, Rodeo Parade and Rodeo Dance all boosting the excitement towards our two days of action packed rodeo performances! Each of these events also add unique advertising opportunities! In 2021, over 12,000 people walked through our gates during two days of rodeo performances. Our attendance has increased steadily over the past several years; this has also been seen as a nationwide trend. Rodeo provides quality entertainment for families and people of all ages! It is the goal of the Oakdale Rodeo to provide a quality experience for both our 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 16000 LIKES ON FACEBOOK)
- *RECOGNITION AS SPONSOR ON OAKDALERODEO.COM
- *RECOGNITION AS SPONSOR IN SOUVENIR PROGRAM
- *ANNOUNCED BY ANNOUNCER DURING EVENT

FRIEND OF OAKDALE RODEO \$250

- *PROGRAM ADVERTISEMENT-
BUSINESS CARD SIZE AD SPACE
- *4 GENERAL ADMISSION PASSES
- *1 PARKING PASS
- *2 FOOD & BEVERAGE PASSES

BRONZE SPONSOR \$500

- *PROGRAM ADVERTISEMENT-
½ PAGE B&W AD SPACE
- *3x8 BANNER SPACE DURING EVENT
- *4 GENERAL ADMISSION PASSES
- *1 PARKING PASS
- *2 FOOD & BEVERAGE PASSES

SILVER SPONSOR \$1000

- *PROGRAM ADVERTISEMENT-
½ PAGE B&W AD SPACE
- *4x8 SIGN POSTED IN ARENA
FOR ONE CALENDAR YEAR
- *6 GENERAL ADMISSION PASSES
- *2 PARKING PASSES
- *2 FOOD & BEVERAGE PASSES

GOLD SPONSOR \$2500

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

PLATINUM SPONSOR \$3500

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

EVENT SPONSOR \$5000

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

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 71st year of 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 one year from the date of signing
Over 10,000 people are exposed to these signs during the
Oakdale Rodeo every April**

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 a plywood type material or corrugated plastic



Photo provided by Kevin Fox



For more information please contact:

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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)