



February 5, 2022

Greetings!

The 2022/104th Annual "World's Fastest" Livermore Rodeo rides into Livermore Valley Stadium on Friday – Sunday June 11 & 12! 15,000-20,000 spectators crowd into the stadium on the second weekend in June to witness this historic event!

Budget-Friendly and effective advertising options await you! Again, this year, we will be offering video advertising options, along with a new addition of advertising spaces on fences in front of the arena!

There are many other options during the event to advertise your event or business and we welcome you to take a peak at the enclosed options for this year. Please note that there are strict deadlines to make, you can find those deadline dates on the next enclosed page, or at [www.livermorerodeo.com/advertisingform](http://www.livermorerodeo.com/advertisingform). There, you may also select your advertising options, and upload your advertising art. Please contact our advertising department at [ads@livermorerodeo.com](mailto:ads@livermorerodeo.com) to set up credit card payment arrangements, or with any questions you may have.

We look forward to working with you as we welcome the 104th year of the World's Fastest Rodeo to Livermore Valley Stadium!

Warm regards,

A handwritten signature in black ink, appearing to read 'Bryan Fagundes'.

Bryan Fagundes  
Member, Board of Directors  
Livermore Stockmen's Rodeo Association

Enclosure



## IMPORTANT ADVERTISEMENT DEADLINE DATES

### Souvenir Program Ads

Payment & Art must be submitted by/postmarked by

**April 20, 2022**

**NO EXCEPTIONS**

EMAIL ART TO: [program@livermorerodeo.com](mailto:program@livermorerodeo.com) OR BY MAIL.

ART SPECS CAN BE FOUND ON NEXT PAGE

### Video Advertising (Limited Space)

Payment / Orders must be submitted by:

**June 1, 2022**

Videos must be submitted by:

**June 8, 2022**

**NOTE: First Come, First Serve**

VIDEO LINKS CAN BE DELIVERED TO: [ads@livermorerodeo.com](mailto:ads@livermorerodeo.com)

### VIP Arena Fence Sign & Arena Frontage Sign

Payment / Orders must be submitted by: April 20, 2022

**VIPs Contact Colby Staysa: [CStaysa@acgov.org](mailto:CStaysa@acgov.org)**

Sign must be delivered to Livermore Valley Stadium by:

**June 8, 2022**

**NOTE: First Come, First Serve**

### Event Sponsor/Event Buckle

Payment / Orders must be submitted by:

**April 20, 2022**

**NOTE: First Come, First Serve**

PLEASE SEE NEXT PAGE FOR ADVERTISING OPTIONS



# 2022 Livermore Rodeo Sponsorship Application

## SPECIAL SPONSORSHIPS

VIP Sponsor	For information, visit <a href="http://www.livermorerodeo.com/vipsponsorship">www.livermorerodeo.com/vipsponsorship</a>
Arena Sponsor	For information, visit <a href="http://www.livermorerodeo.com/vipsponsorship">www.livermorerodeo.com/vipsponsorship</a>
Event Sponsor	\$1,200 Arena Flag (Sponsor provides 3' x 5' flag) plus company announcement & program listing
Event Buckle	\$ 600 Company name in program (First come, first serve. Only 7 Buckles available)
Queen Sponsor	\$ _____ Or item _____ . Name included in program

## SPECIAL ADVERTISING (Please see "Important Deadline Dates" page attached for submission period)

Chute Sign	\$1,200	Renewal list is first served. Wait list from fence signs. 2' x 7' wood sign (15 available)
In Arena Fence Sign	***For VIP Sponsorship Only. Contact Colby Staysa at <a href="mailto:CStaysa@acgov.org">CStaysa@acgov.org</a> ***	
Arena Frontage Sign	\$ 500	3' x 6' vinyl banner (sponsor to provide banner) Limited Space available
Front Gate Entrance Sign	***For VIP Emerald & Diamond VIP Sponsors Only. Contact Colby Staysa at <a href="mailto:CStaysa@acgov.org">CStaysa@acgov.org</a> ***	
Front Entrance Fence Sign	\$ 300	2' x 7' vinyl banner (sponsor to provide banner) Limited Space available
Social Media Blast	\$ 150	Available year-round for sponsors & advertisers. Contact: <a href="mailto:ads@livermorerodeo.com">ads@livermorerodeo.com</a>

**PLEASE NOTE! Sponsor to provide vinyl banner or sign. Signs must be delivered to Livermore Valley Stadium by June 8, 2022.**

## ELECTRONIC RODEO PROGRAM ADVERTISING (Submission period closes April 20, 2022)

Full Page & Video	\$ 450	Artwork within 7-3/8" W x 9-7/8" H
1/2 Page & Video	\$ 275	Artwork within 7-3/8" W x 4-7/8" H
1/4 Page & URL Link	\$ 125	Artwork within 3-1/2" W x 4-7/8" H
1/8 Page & URL Link	\$ 85	Artwork within 2-1/2" W x 2-3/8" H (Business Card size)

Use same ad/artwork as 2019 or previous program (indicate size above)

**PLEASE NOTE! Artwork/Design is NOT included in price. Additional fees apply for resizing and design work. All program artwork & payment due no later than April 20, 2022 NO EXCEPTIONS! See cover page for further information.**

## VIDEO JUMBOTRON ADVERTISING (Submission period closes June 1, 2022)

30 Second Video	\$1,500	Rotations start: June 11 & 12 @ 11am prior to rodeo
15 Second Video	\$ 850	Rotations start: June 11 & 12 @ 11am prior to rodeo
15 Second Still Image	\$ 500	Rotations start: June 11 & 12 @ 11am prior to rodeo

**PLEASE NOTE! Video Production NOT included in price. Video Production is available, additional fees apply. All video jumbotron ads must be received no later than June 8, 2022. Please find further instructions on cover page.**

## DAY SHEET SPONSOR (Submission period closes June 1, 2022)

Saturday ONLY	\$ 500	2"W x 2"H Logo and/or printed name on front
Sunday ONLY	\$ 500	2"W x 2"H Logo and/or printed name on front
Both Rodeo Days	\$ 950	2"W x 2"H Logo and/or printed name on front

**Please mail completed form and check to:**

LSRA Advertising Committee - PO Box 180 - Livermore, CA 94551  
Or contact [ads@livermorerodeo.com](mailto:ads@livermorerodeo.com), or see [www.livermorerodeo.com/advertise](http://www.livermorerodeo.com/advertise)

COMPANY \_\_\_\_\_ CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ EMAIL \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_ PHONE \_\_\_\_\_