THE LIVERMORE STOCKMEN'S RODEO ASSOCIATION PRESENTS

THE 105TH ANNUAL

Phil Doyle Photo

WORLD'S FASTEST

LIVERMORE RODEO

JUNE 10 & 11, 2023

VIP SPONSOR PACKET

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OUR HERITAGE

The first Livermore Rodeo was held in 1918 in an effort to raise money for the Red Cross during World War I as mandated by the federal government. The town of Livermore was assessed to provide support in the amount of $1200. To help raise money for the cause, the Livermore Stockmen's Protective Association decided to put on a local rodeo. The event was so successful, the Protective Association decided to establish the Livermore Stockmen's Rodeo Association in 1919 to continue efforts in raising money to help other worthwhile community causes.

Our rodeo is sanctioned by the Professional Rodeo Cowboys Association (PRCA) and is one of the oldest rodeos in California with one of the largest purses for each event attracting well known professional talent in the Rodeo circuit. The Livermore Rodeo is an organization completely operated by volunteers, this event is a self supporting rodeo thanks to the donations of sponsors and the community. The annual Livermore Rodeo is one of the largest community events held in the Tri-Valley area attracting over 30,000 spectators and fans from all over the region each year.

The Livermore Stockmen's Rodeo Association is proud to present the Annual Livermore Rodeo ~ the World's Fastest Rodeo. So dust off your cowboy boots and hats!! The festivities for this exciting event begin Wednesday, through Sunday.

TEAM BRANDING & MIXER

Team Branding MIXER

LIVERMORE VALLEY STADIUM

WEDENSDAY NIGHT OF RODEO WEEK

Wednesday starts off the celebration with boot stompin' and BBQing! The Mixer is a family event that offers a generous dinner complete with barbequed Tri-Tip, salad and other side fixin's. Over 1,200 people attend and enjoy two-stepping or line dancing into the night with their favorite cowgirl or cowboy to toe tapping live country music!! The whole family will enjoy this evening out. The bars will be serving up beer, wine and cocktails but remember to please drink responsibly.

WORLD'S FASTEST RODEO

The Main Event! Fast PRCA Action - Saturday & Sunday

Famously known as the "World's Fastest Rodeo, Saturday starts off the show! The gates open at 11 am to the general public to come down and patronize the vendors as local merchants and sponsors set up in the shopping corridor behind the main stadium. Our beautiful reigning Livermore Rodeo Queen will be available for autographs and photos too!

The Grand Entry begins at 3 pm with the opening ceremonies and then quickly launches into the main Rodeo events that include Saddle Bronc Riding, Bareback Riding, Team Roping, Calf Roping, Barrel Racing, Break Away Roping and closes the evening with the wildly popular main event, Bull Riding.

On Sunday, our special Lil' Pardners Rodeo begins at 12:30 where local children that are less fortunate have their own rodeo, courtesy of some of the Professional Cowboys and our volunteers.

Food and Beverage booths as well as concession stands are setup for your convenience throughout the rodeo grounds.

All Rodeo proceeds including beverage sales benefit the many programs that the LSRA support throughout the year!

SPONSORSHIP PACKAGES

BRONZE LEVEL

- Display Sponsor's banner (2' X7' in size) in VIP seating area (not arena).
- Public address recognition as a Bronze Sponsor of the Livermore Rodeo.
- One-half page color ad in the Livermore Rodeo Digital Program.
- Four Tickets to the Annual Mixer/ Cattle penning event on Wednesday prior to the rodeo.
- Six passes to the VIP hospitality area for lunch, beverages and box seating on Saturday and Sunday, includes parking.
- Eight General Admision tickets in the main grandstand for each day of the rodeo.
- Special mention in program as a Bronze Sponsor.
- Logo placement on Livermore Rodeo website and social media.

INVESTMENT: $4,000

SILVER LEVEL

- Display Sponsor's banner (2' X7' in size) in VIP seating area (not arena).
- Public address recognition as a Silver Sponsor of the Livermore Rodeo.
- One full page color ad in the Livermore Rodeo Digital Program.
- Six Tickets to the Annual Mixer/ Cattle penning event on Wednesday prior to the rodeo.
- Ten passes to the VIP hospitality area for lunch, beverages and box seating on Saturday and Sunday, includes parking.
- Ten General Admision tickets in the main grandstand for each day of the rodeo.
- Special mention in program as a Silver Sponsor.
- Logo placement on Livermore Rodeo website and social media.

INVESTMENT: $6,000

SPONSORSHIP PACKAGES

GOLD LEVEL

- Public address recognition as a Gold Sponsor of the Livermore Rodeo.
- Display Sponsor's banner in a prominent area of the arena.
- One- full page color ad in the Livermore Rodeo Digital Program.
- Sponsor's name mentioned on printed ads.
- Sponsor's flag will be carried during the Grand Entry each day of the rodeo.
- Sixteen Tickets to the Annual Mixer/ Cattle penning event on Wednesday prior to the rodeo.
- Fourteen passes to the VIP hospitality area for lunch, beverages and box seating on Saturday and Sunday, includes parking.
- Sixteen General Admision tickets in the main grandstand for each day of the rodeo.
- Logo placement on Livermore Rodeo website.
- Special mention in program as a Gold Sponsor.
- Additional VIP tickets (4 max) can be purchased.
- Still advertisement on stadium jumbotron.

INVESTMENT: $8,500

EMERALD LEVEL

- Public address recognition as an Emerald Sponsor of the Livermore Rodeo.
- Display Sponsor's banner in a prominent area of the arena.
- One- full page color ad in the Livermore Rodeo Digital Program.
- Sponsor's name mentioned on printed ads.
- Sponsor's flag will be carried during the Grand Entry each day of the rodeo.
- Twelve Tickets to the Annual Mixer/ Cattle penning event on Wednesday prior to the rodeo.
- Eighteen passes to the VIP hospitality area for lunch, beverages and box seating on Saturday and Sunday, including parking.
- Twenty General Admision tickets in the main grandstand for each day of the rodeo.
- Logo placement on Livermore Rodeo website.
- Special mention in souvenir program as an Emerald Sponsor.
- Additional VIP tickets (8 max) can be purchased.
- 30 second video advertisement on stadium jumbotron.

INVESTMENT: $12,000

SPONSORSHIP PACKAGES

DIAMOND LEVEL

.• Public address recognition as a Diamond Sponsor of the Livermore Rodeo.
- Display Sponsor's banner in a prominent area of the arena.
- One- full page color ad in the Livermore Rodeo Digital Program.
- Sponsor's name mentioned on printed ads.
- Sponsor's flag will be carried during the Grand Entry each day of the rodeo.
- Sixteen Tickets to the Annual Mixer/ Cattle penning event on Wednesday prior to the rodeo.
- Twenty four passes to the VIP hospitality area for lunch, beverages and box seating on Saturday and Sunday, includes parking.
- Thirty General Admision tickets in the main grandstand for each day of the rodeo.
- Logo placement on Livermore Rodeo website.
- Special mention in program as a Diamond Sponsor.
- Unlimted ability to purchase VIP tickets.
- Logo placement on Livermore Rodeo website and social media.
- 30 second video advertisment on stadium jumbotron.

INVESTMENT: $17,000

livermorerodeo.com/vipsponsorship

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