



2024 Livermore Rodeo Sponsorship Application

SPECIAL SPONSORSHIPS

| | |
|---------------|---|
| VIP Sponsor | For information, visit www.livermorerodeo.com/vipsponsorship |
| Arena Sponsor | For information, visit www.livermorerodeo.com/vipsponsorship |
| 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. See www.livermorerodeo.com/vipsponsorship *** | |
| Arena Frontage Sign | \$ 500 | 3' x 6' vinyl banner (sponsor to provide banner) Limited Space available |
| Front Gate Entrance Sign | ***For VIP Sponsorship Only. See www.livermorerodeo.com/vipsponsorship *** | |
| Front Entrance Fence Sign | \$ 300 | 2' x 7' vinyl banner (sponsor to provide banner) Limited Space available |

PLEASE NOTE! Sponsor to provide vinyl banner or sign. Signs must be delivered to Livermore Valley Stadium by June 4, 2024.

ELECTRONIC RODEO PROGRAM ADVERTISING (Submission period closes April 20, 2024)

| | | |
|---------------------|--------|---|
| 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, 2024 NO EXCEPTIONS! See cover page for further information.

VIDEO JUMBOTRON ADVERTISING (Submission period closes June 1, 2024)

| | | |
|-----------------------|---------|---|
| 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 4, 2024. Please find further instructions on cover page.

DAY SHEET SPONSOR (Submission period closes June 1, 2024)

| | | |
|-----------------|--------|---|
| 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, or see www.livermorerodeo.com/advertise

COMPANY _____ CONTACT NAME _____

ADDRESS _____ EMAIL _____

CITY/STATE/ZIP _____ PHONE _____