



IMPORTANT ADVERTISEMENT DEADLINE DATES

Digital Program Ads

Payment & Art must be submitted by/postmarked by

April 20, 2023

NO EXCEPTIONS

EMAIL ART TO: 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, 2023

Videos must be submitted by:

June 6, 2023

NOTE: First Come, First Serve

VIDEO LINKS CAN BE DELIVERED TO: ads@livermorerodeo.com

VIP Arena Fence Sign & Arena Frontage Sign

Payment / Orders must be submitted by: April 20, 2023

See www.livermorerodeo.com/vipsponsorship

Sign must be delivered to Livermore Valley Stadium by:

June 6, 2023

NOTE: First Come, First Serve

Event Sponsor/Event Buckle

Payment / Orders must be submitted by:

April 20, 2023

NOTE: First Come, First Serve

PLEASE SEE NEXT PAGE FOR ADVERTISING OPTIONS



2023 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
Social Media Blast	\$ 150	Available year-round for sponsors & advertisers. Contact: ads@livermorerodeo.com

PLEASE NOTE! Sponsor to provide vinyl banner or sign. Signs must be delivered to Livermore Valley Stadium by June 6, 2023.

ELECTRONIC RODEO PROGRAM ADVERTISING (Submission period closes April 20, 2023)

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, 2023 NO EXCEPTIONS! See cover page for further information.

VIDEO JUMBOTRON ADVERTISING (Submission period closes June 1, 2023)

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 6, 2023. Please find further instructions on cover page.

DAY SHEET SPONSOR (Submission period closes June 1, 2023)

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 _____