

NORCO MOUNTED POSSE PRCA RODEO

SPONSORSHIP PACKAGE

August 25, 26, 27, 2023

See inside for: Sponsorship Levels • Marketing Program • Rodeo Information



Photo courtesy of Andrea Kraus

Norco Mounted Posse

PO Box 241, Norco, Ca 92860

Tel: (951) 371-1204 • www.norcomountedposseprcarodeo.com

NORCO MOUNTED POSSE

PRCA RODEO SPONSORSHIPS



We've built a great marketing plan to help you reach your market while you're having a great time at the RODEO. Our sponsorship program will help you reach over one million homes. Your logo will appear in the Rodeo Program, websites, Facebook, flyer's, tickets, signage and more. Our marketing plan will place your logo in Riverside, San Bernardino, Orange, Los Angeles, and San Diego Counties. We invite folks from across the nation and across the world. Our guests hail from Australia, Japan, China, Europe, Germany and more.

Celebrating our 37th year, the Norco Mounted Posse invites you to join the celebration as a V.I.P. sponsor. Associate your business with one of the biggest community events in Norco and one of the most attended Rodeos in California. These coveted V.I.P. sponsorships are a great opportunity to participate in the great marketing plan we have built, help maintain our western heritage and have a great time at the RODEO!

Participating as a Rodeo sponsor is not only an opportunity to market your business and have fun; it is about giving back to the community and creating opportunities for our youth. When you join as a sponsor of the Norco Mounted Posse Rodeo your dollars are donated back to the community and National Charities. By joining, here are some of the beneficiaries of your funds:

- Norco FFA and Ag program
- St. Judes Children's Hospital
- Norco High School Cheerleaders
- Lake Norconian Foundation
- Veterans Benefit Team Roping
- Rose Eldridge Senior Citizen
- Support Sisterz
- Norco Citizens Patrol
- Norco High FFA Alumni
- Norco High Football Boosters
- Norco High Band & Choir
- Norco High ROTC
- Police Unity Tour
- Riverview Elementary School Science Camp
- Justin Cowboy Crisis Fund
- California Junior Rodeo Association
- Challenged Children's Program
- Hidden Valley Wildlife Preserve
- Support Our Troops
- Veterans Honoring Veterans
- Adopt 5 families each Christmas
- College Rodeo Programs
- Children's Rodeo Programs - developing cowboys and cowgirls of the future



Our Rodeo is attended by over 15,000 rodeo fans! We feel your business will benefit from the community goodwill generated by your sponsorship. Best of all, your sponsorship is tax deductible!



The Norco Mounted Posse can work with each sponsor individually and can customize a package to meet your needs. Sponsor packages start at \$2800.00:

Rodeo Buckle Sponsor

\$2800

1. Four (4) tickets to the VIP area for dinner and beverages each day of the Rodeo
2. VIP parking pass for each day of the Rodeo
3. Four general admission tickets for each day of the Rodeo
4. One arena banner will be displayed during the Rodeo
5. Your 3'X5' flag flown on horseback in the grand entry
6. Your Sponsor name will be listed on the Norco Mounted Posse PRCA Rodeo Website
7. A 1/2 page ad in the official rodeo program



Want to Sponsor?
Have a question? Call us:
(951) 371-1204

GOLD BUCKLE SPONSOR**\$4,500.00**

1. Eight (8) tickets to the VIP area for dinner and beverages each day of the Rodeo
2. VIP parking pass for each day of the Rodeo
3. Eight general admission tickets for each day of the Rodeo
4. Your banner in the arena, in the vendor area and bleachers
5. Your 3'X5' flag flown on horseback in the grand entry
6. A 1/2 page ad in the official Rodeo program
7. Announcements made for your sponsorship during the Rodeo
8. Your sponsor logo and link to your website on the Rodeo's website
9. Your sponsor logo on all e-Rodeo tickets
10. Your sponsor logo on the Norco Mounted Posse PRCA Rodeo commemorative T-shirt
11. Commemorative Rodeo Plaque
12. Event booth space

VIP RODEO SPONSOR**\$6,000.00**

1. Ten (10) tickets to the VIP area for dinner, beverages and preferred seating each day of the Rodeo
2. VIP parking pass for each day of the Rodeo
3. Ten general admission tickets for each day of the Rodeo
4. Your banner on a Chute Gate, arena and recognition in the VIP area and in a prime location of the Rodeo
5. Your Sponsor flag presented during each performance
6. A full page ad in the official Rodeo program
7. Announcements made for your sponsorship during the Rodeo
8. Your sponsor logo and link to your website on the Rodeo's website
9. Your sponsor logo on all e-Rodeo and VIP tickets
10. Your sponsor logo on the Norco Mounted Posse PRCA Rodeo commemorative T-shirt
11. Commemorative Rodeo Plaque
12. Event booth space
13. Guided tour behind the scenes at the Rodeo

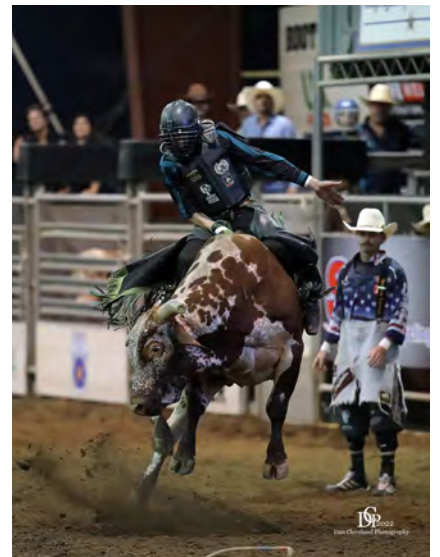
PLATINUM BUCKLE SPONSOR \$10,000.00

1. Fourteen (14) tickets to the VIP area for dinner, beverages and preferred seating each day of the Rodeo
2. VIP parking pass for each day of the Rodeo
3. Fourteen general admission tickets for each day of the Rodeo
4. Your banner on a Chute Gate, recognition in the VIP area and in a prime location of the Rodeo
5. Your Sponsor flag presented during each performance
6. A double page ad in the official Rodeo program
7. Thirty second commercial on big screen
8. Announcements made for your sponsorship during the Rodeo
9. Your sponsor logo and link to your website on the Rodeo's website
10. Your sponsor logo on all e Rodeo and VIP tickets
11. Your sponsor logo on the Norco Mounted Posse PRCA Rodeo commemorative T-shirt
12. Commemorative Rodeo Plaque
13. Event booth space
14. Pre-Rodeo autograph session with Rodeo Queens
15. Guided tour behind the scenes at the Rodeo



PATRIOT RODEO SPONSORSHIP \$15,000.00

1. Eighteen (18) tickets to the VIP area for dinner, beverages and preferred seating each day of the Rodeo
2. VIP parking pass for each day of the Rodeo
3. Eighteen (18) general admission tickets for each day of the Rodeo
4. Eighteen (18) promotional general admission tickets for Sunday only
5. Your banner on a Chute Gate, in the arena and recognition in the VIP area and in a prime location of the Rodeo
6. Your Sponsor flag presented during each performance
7. A double page ad in the official Rodeo program
8. Thirty second commercial on big screen
9. Announcements made for your sponsorship during the Rodeo
10. Your sponsor logo and link to your website on the Rodeo's website
11. Clown act will include your logo on their Jersey and make prom announcements during the rodeo
12. Your sponsor logo on all e Rodeo and VIP tickets
13. Your sponsor logo on the Norco Mounted Posse PRCA Rodeo commemorative T-shirt
14. Commemorative Rodeo Plaque
15. Event booth space
16. Pre-Rodeo autograph session with Rodeo Queens
17. Guided tour behind the scenes at the Ro



PRESENTING SPONSOR \$20,000.00

1. Twenty two (22) tickets to the VIP area for dinner, beverages and preferred seating each day of the Rodeo
2. VIP parking pass for each day of the Rodeo
3. Twenty two (22) general admission tickets for each day of the Rodeo
4. Twenty two (22) promotional general admission tickets for Sunday only
5. Your banner on a Chute Gate, in the arena and recognition in the VIP area and in a prime location of the Rodeo
6. Your Sponsor flag presented during each performance
7. A double page ad in the official Rodeo program
8. Thirty second commercial on big screen
9. Announcements made for your sponsorship during the Rodeo
10. Your sponsor logo and link to your website on the Rodeo's website
11. Announced as Presenting Sponsor in radio news release
12. Your sponsor logo on all e Rodeo and VIP tickets
13. Your sponsor logo on the Norco Mounted Posse PRCA Rodeo commemorative T-shirt
14. Commemorative Rodeo Plaque
15. Event booth space
16. Pre-Rodeo autograph session with Rodeo Queens
17. Guided tour behind the scenes at the Rodeo



Photos courtesy of Andrea Kraus

ADDITIONAL ADVERTISING AND PARTICIPATION OPPORTUNITIES

FRIEND OF THE RODEO SPONSOR

2 VIP tickets, seating in special VIP Hospitality area, dinner and beverages all three nights, your 2'X7" business sign placed on a section of bleachers facing patrons

..... \$1000.00

ARENA SIGN

Your 2' X 7' business sign placed in the arena, announcement made for your business during the rodeo. Two adult general admission tickets for each rodeo performance.

..... \$400.00 per sign

BLEACHER SIGN

Your 2' X 7' business sign placed on a section of bleachers. Announcement made of your business during the rodeo. Two adult general admission tickets for each rodeo performance.

..... \$250.00 per sign

PROGRAM ADVERTISING

Full page 8.5" X 11".....\$600.00

Half page 7.5" X 4.88".....\$300.00

1/4 page 3.63" X 4.88".....\$150.00

1/8 page 3.63" X 2.43".....\$100.00

NEW 30 Second Commercial on Big Screen\$500.00 per night
Commercial will run before and during Rodeo

All sponsorships and advertisement payments are due by June 15, 2023

Make checks payable to: Norco Mounted Posse

Send payments and ad materials to: Norco Mounted Posse PO Box 241, Norco, CA 92860

For Rodeo information, call Posse headquarters at (951) 371-1204

SPONSORSHIP AGREEMENT

I am proud to sponsor the 37th Anniversary of the Norco Mounted Posse PRCA sanctioned Rodeo by signing up as a sponsor for the 2023 Rodeo to be held on August 25, 26, 27, 2023.

Sponsorship levels are subject to availability.

- Rodeo Buckle Sponsor.....\$2,500.00
- Gold Buckle Sponsor.....\$4,500.00
- VIP Buckle Sponsor..... \$6,000.00
- Platinum Buckle Sponsor..... \$10,000.00
- Patriotic Rodeo Sponsor..... \$15,000.00
- Presenting Sponsor.....\$20,000.00
- Friend of the Rodeo Sponsor..... \$1000.00
- Arena sign (1).....\$400.00
- Bleacher sign (1).....\$250.00
- Advertise in the program, indicate size of ad: _____
- Commercial advertisement on big screen, indicate number of nights _____

Indicated above is our commitment to join the Norco Mounted Posse PRCA 37th Anniversary Rodeo.

Norco Mounted Posse, PO Box 241, Norco, Ca 92860 (951) 371-1204

Company Name: _____

Contact Name: _____ Contact Phone Number: _____

Address: _____

Email: _____ Fax Number: _____

Signature: _____ Date: _____

Describe your company in 50 words or less below for the PRCA Rodeo announcement.

Norco Mounted Posse Rodeo is a 501C (3) not for profit organization (Tax ID#95-3621924)

Sanctioned by the Professional Rodeo cowboys Association and produced by a top rodeo stock contractor.

All sponsors will receive recognition on the sponsor page of the rodeo’s website at www.norcomountedposseprcarodeo.com

ABOUT THE POSSE

The organization was originally formed in 1964 as the "Norco Mounted Police". The group provided law enforcement services to the community until 1979 when the city incorporated and contracted full time deputies from the Riverside County Sheriff's Department. Since then, the Mounted Posse continues to work closely with the Norco Sheriff's Department, providing services within the city and surrounding communities.

As the Mounted Posse evolved, it has become an all-volunteer organization taking direction from the City of Norco, Norco Sheriff, Norco Fire Department, and the Norco Animal Control Department. It has expanded its scope to promote charitable and public services, and promote education and safety among equine enthusiasts as well as non-riding citizens of the community. The Posse organizes, sponsors, hosts and participates in many activities throughout each year including the Norco Mounted Posse Professional Rodeo Cowboys Association (PRCA) Rodeo.

SANCTIONED BY



AND PRODUCED BY



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Find Us on  [norcoposse.prcarodeo](https://www.facebook.com/norcoposse.prcarodeo)