

# **15<sup>th</sup> Annual Gold Dust Rodeo**

## **Advertisement & Sponsorship**

### **Packet**

**June 28 & 29, 2019**

**Preserving Our Western Heritage in  
Idaho City**

**Through the Sport of Rodeo**

**Visit Us Online at:**

**[www.GoldDustRodeo.com](http://www.GoldDustRodeo.com)**

**or on Facebook**

# About Gold Dust Rodeo Advertisements & Sponsorships

Dear Potential Sponsor & Advertiser:

Our annual rodeo is scheduled for the last Friday and Saturday of June each year. For 2019 it will be June 28 & 29 and this will be our **15<sup>th</sup> year**. The Gold Dust Arena Committee (GDAC) invites you to share in this year's rodeo season by becoming a valued sponsor to his upcoming rodeo.

Each year the number of contestants and the number of spectators continues to grow. The rodeo has become an important local event.

People from all around the area look forward each year to watching a good rodeo and enjoying the mountain air and scenic views of Idaho City. We are hoping to continue this trend and make this year's rodeo better than ever! Your sponsorship can help us obtain this goal.

Highlights of sponsorship include:

- Your business will be showcased on our website;
- Your ad will appear in the Gold Dust Rodeo Official Program;
- Your ad will also be included in all event programs published for every arena event held throughout the year;
- Your company banner will be posted in the arena for every event throughout the year;

Please review the attached packet and select a sponsorship level that you desire. Then complete and return the enclosed commitment sheet to the address listed below.

The members of the GDAC Thank You in advance for your generous support.

|                |                     |              |                          |
|----------------|---------------------|--------------|--------------------------|
| Dan Meyer      | GDAC President      | 605.290.3482 | Dan.Meyer@ss-hoppers.com |
| Rachel Rex     | GDAC Secretary      | 208.345.4496 | Cowgirl-54@hotmail.com   |
| Tonya Leonard  | GDAC Treasurer      | 208.863.4628 | TLeonard0422@gmail.com   |
| Ida Cornell    | Committee Member    |              | ICornell@yahoo.com       |
| Michelle Diehl | Committee Member    | 208.598.6842 | 3jmdiehl@gmail.com       |
| Steve Leonard  | Committee Member    |              |                          |
| Albert Tunilla | Committee Member    |              |                          |
| Sabrina Amidon | Website Contributor |              | Info@golddustrodeo.com   |

**Mailing Address:** P.O. Box 5, Idaho City, Idaho 83631

All funds are used directly to promote events at the Jim Haswell Gold Dust Arena. No commission or any financial compensation is paid to the directors or any volunteers in any committee activity or the management of any event.

# ADVERTISEMENT PACKAGES

## **Exclusive \$3,500**

- ✦ Company/Individual will receive an exclusive, sole business type, advertising package for all events sponsored by the Gold Dust Arena Committee (GDAC) held at the Jim Haswell Gold Dust Arena throughout the year;
  - ✦ Company/Individual may provide payment of 50% of package value (\$1750), and pay for event advertising, or
  - ✦ Company/Individual will pay full cash value and the GDAC will pay for the advertising to include name & logo.

### **Both Options Include:**

- ✦ Full page ad in program(s);
- ✦ Ad will be showcased on our website;
- ✦ Large (2 ½ to 3' by 6') banner on announcer stand;
- ✦ Minimum of 16 ten second announcements during each day's performance;
- ✦ Flag in Grand Entry;
- ✦ Company/Individual logo on promotional flyers and posters (logo must be camera ready);
- ✦ 16 entry tickets good each day of the Rodeo;
- ✦ Reserved area for promotional materials to be viewed or handed out by your employees (limit up to three employees each day);
- ✦ The GDAC must approve all media advertising prior to release to media outlets.

## **Platinum \$2,500**

- ✦ Company/Individual will receive a limited (not to exceed two competing business types,) advertising package for all events sponsored by the Gold Dust Arena Committee (GDAC) held at the Jim Haswell Gold Dust Arena throughout the year;
- ✦ Company/Individual may provide payment of 50% of package value (\$1250), and pay for event advertising, or
- ✦ Company/Individual will pay full cash value and the GDAC will pay for the advertising to include name & logo.

### **Both Options Include:**

- ✦ Three quarter page ad in program(s);

- ✦ Ad will be showcased on our website;
- ✦ Large (2 ½ to 3' by 6') banner on announcer stand;
- ✦ Minimum of 8 ten second announcements during each day's performance;
- ✦ Flag in Grand Entry;
- ✦ Company/Individual logo on promotional flyers and posters (logo must be camera ready);
- ✦ 10 entry tickets good each day of the Rodeo;
- ✦ The GDAC must approve all media advertising prior to release to media outlets.

## **Gold \$1,000**

- ✦ Half page ad in program;
- ✦ Ad will be on our website;
- ✦ Large (2 ½ to 3' by 6') banner in arena if supplied by advertiser;
- ✦ Minimum of 4 ten second announcements during each day's performance;
- ✦ Flag in Grand Entry, if supplied by sponsor/advertiser;
- ✦ Company/Individual logo on promotional flyers and posters (logo must be camera ready);
- ✦ 4 entry tickets good each day of the Rodeo;
- ✦ The GDAC must approve all media advertising prior to release to media outlets.

## **Silver \$500**

- ✦ Quarter page ad in program;
- ✦ Ad will be on our website;
- ✦ Large (2 ½ to 3' by 6') banner in arena, if supplied by advertiser;
- ✦ Minimum of 2 ten second announcements during each day's performance;
- ✦ Flag in Grand Entry, if supplied by sponsor/advertiser;
- ✦ 2 entry tickets good each day of the Rodeo.

## **Copper \$350**

- ✦ Business card size ad in program;
- ✦ Large (2 ½ to 3' by 6') banner in arena, if supplied by advertiser;
- ✦ Flag in Grand Entry, if supplied by sponsor/advertiser;
- ✦ 2 entry tickets good each day of the Rodeo.

## **Event \$500**

(Events include: Saddle Bronc Riding, Calf Roping, Steer Wrestling, Barrel Racing, Bareback Riding, Ranch Saddle Bronc Riding, Breakaway Roping, Team Roping (Healer and/or header), and Bull Riding)

- ✦ Quarter page ad in program;
- ✦ Ad will be on our website;
- ✦ Large (2 ½ to 3' by 6') banner in arena, if supplied by advertiser;
- ✦ Added Event Money (\$200);
- ✦ Flag in Grand Entry, if supplied by sponsor/advertiser;
- ✦ Company's logo on promotional flyers and posters (logo must be camera ready)
- ✦ 2 entry tickets good each day of the Rodeo.

## **Youth Events \$400**

(Events include: Kids Steer Riding or Kids Mutton Bustin')

- ✦ Business card size ad in program;
- ✦ Buckle for winner (deadline for buckle order is May 1);
- ✦ Banner in arena, if supplied by advertiser
- ✦ Flag in Grand Entry, if supplied by sponsor/advertiser;
- ✦ 2 entry tickets good each day of the Rodeo.

## **Special \$200**

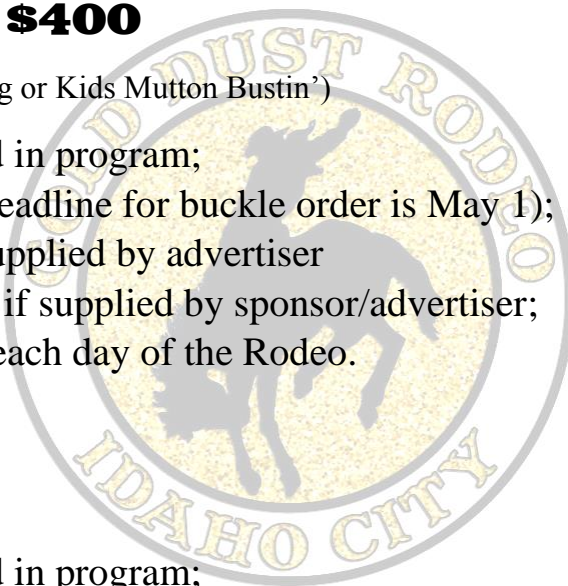
- ✦ Business card size ad in program;
- ✦ Large (2 ½ to 3' by 6') banner in arena, if supplied by advertiser.

## **Business \$100**

- ✦ Business card size ad in program.

## **Copper \$350**

- ✦ Business card size ad in program;
- ✦ Large (2 ½ to 3' by 6') banner in arena, if supplied by advertiser;



## **The Jim Haswell Gold Dust Arena**

When first conceived, a small group of hard working individuals formed what is now called the Gold Dust Arena Committee. The Arena was built in 2004 by rodeo enthusiasts on a piece of land leased from the Bureau of Land Management. The original facility was hand built from materials donated to, or bought by the original committee members. In 2010 the Arena was renamed in memory of a founding member, Jim Haswell. Today all members are volunteers who spend countless hours building, maintaining, organizing and coordinating all of the numerous aspects necessary to host large-scale events. Since its inception, the rodeo facility has undergone many changes to reflect growth of this very popular sporting facility. Recently city water was added with bathroom facilities along with an amphitheater with stage. Future improvements planned include additional parking, lighting and seating. The Rodeo itself is sanctioned by the Idaho Cowboy Association (ICA) and is very popular with its members, competitors and spectators. Many other equine groups also use the facility to host their own particular style and preference in horse sports, such as: barrel racing, gymkhanas, ranch horse events, team roping, drill team competitions, 4-H functions, etc. With today's economic uncertainties, the only way to continue such improvements is through the generosity of companies like yours.

### **About The Idaho Cowboy's Association**

The Idaho Cowboy's Association (ICA) has been in existence since the early 1950s. The objective of the ICA is to promote the sport of rodeo. Through the instrument of this association, rodeos attract bigger crowds, and cowboys compete for larger purses. All ICA approved rodeos meet standards designed to enhance the quality of the rodeo, the talent of all competing cowboys and cowgirls, and the safety of the rodeo stock.

The ICA approves rodeos in Idaho, Oregon, Washington, and Nevada. Most rodeos average three performances with 1500 spectators per performance. Many of the July and August rodeos are held in conjunction with county fairs, therefore attracting many agriculture and livestock related consumers.

The ICA has eight standard events: bareback riding, calf roping, steer wrestling, saddle bronc riding, bull riding, team roping, barrel racing, and breakaway roping. In November of each year the ICA sponsors a year-end awards banquet to honor the year-end Champions, All-Around Champion, rodeo committees and sponsors.

The flavor of an ICA rodeo is a spirit many seek to experience from days gone by. Many rodeos have an annual tradition where generations of cowboys have competed, and many rodeos represent the single, largest and most exciting event that comes to town.

The Idaho Cowboy's Association is dedicated to promoting rodeo; an important link to our Western heritage and some of today's best most action packed entertainment.

# ADVERTISEMENT PACKAGES

Company/Individual Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

## Check all that apply:

- |                                            |                                                              |                                         |
|--------------------------------------------|--------------------------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> Exclusive \$3,500 | <input type="checkbox"/> Event (select event(s) below) \$500 |                                         |
| <input type="checkbox"/> Platinum \$2,500  | <input type="checkbox"/> Youth \$400                         |                                         |
| <input type="checkbox"/> Gold \$1,000      | <input type="checkbox"/> Steer Riding                        | <input type="checkbox"/> Mutton Bustin' |
| <input type="checkbox"/> Silver \$500      | <input type="checkbox"/> Special \$200                       |                                         |
| <input type="checkbox"/> Copper \$350      | <input type="checkbox"/> Business \$100                      |                                         |

## Events: (Please mark appropriate boxes)

- |                                              |                                                    |                                 |
|----------------------------------------------|----------------------------------------------------|---------------------------------|
| <input type="checkbox"/> Saddle Bronc Riding | <input type="checkbox"/> Breakaway Roping          |                                 |
| <input type="checkbox"/> Barrel Racing       | <input type="checkbox"/> Bareback Bronc Riding     |                                 |
| <input type="checkbox"/> Bull Riding         | <input type="checkbox"/> Ranch Saddle Bronc Riding |                                 |
| <input type="checkbox"/> Steer Wrestling     | <input type="checkbox"/> Team Roping               |                                 |
| <input type="checkbox"/> Calf Roping         | <input type="checkbox"/> Header                    | <input type="checkbox"/> Healer |

I/We hereby agree to the advertisement package as described in the provided presentation materials and agree to make a commitment for such as described above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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### To Be Completed by Gold Dust Arena Committee Member

Check Number: \_\_\_\_\_ Check Date: \_\_\_\_\_

Amount Received: \_\_\_\_\_ Balance Due: \_\_\_\_\_

## Art Work Check List (mark appropriate boxes):

- Flag       Banner       Advertisement       Logo

Completed/Received by: \_\_\_\_\_ Date: \_\_\_\_\_ Copy A

# ADVERTISEMENT PACKAGES

Company/Individual Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Check all that apply:

- |                                            |                                                              |                                         |
|--------------------------------------------|--------------------------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> Exclusive \$3,500 | <input type="checkbox"/> Event (select event(s) below) \$500 |                                         |
| <input type="checkbox"/> Platinum \$2,500  | <input type="checkbox"/> Youth \$400                         |                                         |
| <input type="checkbox"/> Gold \$1,000      | <input type="checkbox"/> Steer Riding                        | <input type="checkbox"/> Mutton Bustin' |
| <input type="checkbox"/> Silver \$500      | <input type="checkbox"/> Special \$200                       |                                         |
| <input type="checkbox"/> Copper \$350      | <input type="checkbox"/> Business \$100                      |                                         |

Events: (Please mark appropriate boxes)

- |                                              |                                                    |                                 |
|----------------------------------------------|----------------------------------------------------|---------------------------------|
| <input type="checkbox"/> Saddle Bronc Riding | <input type="checkbox"/> Breakaway Roping          |                                 |
| <input type="checkbox"/> Barrel Racing       | <input type="checkbox"/> Bareback Bronc Riding     |                                 |
| <input type="checkbox"/> Bull Riding         | <input type="checkbox"/> Ranch Saddle Bronc Riding |                                 |
| <input type="checkbox"/> Steer Wrestling     | <input type="checkbox"/> Team Roping               |                                 |
| <input type="checkbox"/> Calf Roping         | <input type="checkbox"/> Header                    | <input type="checkbox"/> Healer |

I/We hereby agree to the advertisement package as described in the provided presentation materials and agree to make a commitment for such as described above.

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Amount Received: \_\_\_\_\_ Balance Due: \_\_\_\_\_

Art Work Check List (mark appropriate boxes):

- Flag       Banner       Advertisement       Logo

Completed/Received by: \_\_\_\_\_ Date: \_\_\_\_\_ Copy B