



CLARKSON RODEO DAYS

P. O. Box 610
Clarkson NY, 14430
www.clarksonrodeo.com



Dear Rodeo Sponsor

November 10, 2009

We would like to tell you about the Clarkson Rodeo Days, Inc, founded by a group of 10 members in 2004. Our purpose and goal is to return the American Sport of Rodeo to Monroe, Orleans and Genesee counties. Our mission is to bring the show and sport to as many special needs and disadvantaged individuals in these communities as possible. We chose to accomplish this by holding our Special Friends Rodeo. This performance takes place the day prior to the normal three performances. Our invitation list grows each year and in 2009, we hosted 875 special guests. Our guests are the clients of Lifetime Assistance, Al Sigl Center, VA Hospitals in Batavia and Canandaigua, school children from Brockport Central and Kendall Central, clients of the local Autistic Association, MS Association, and Monroe and Orleans Counties ARC. All performers and our stock contractor donate their time and their animals. We treat our special guests to refreshments. Any remaining proceeds after expenses are donated to Lifetime Assistance and several other local charity organizations. Our 2010 Special Friends Rodeo event will be Thursday, June 10 at 12 noon. The regular rodeo performances will be Friday, June 11 at 7pm, Saturday, June 12 at 7pm, and Sunday, June 13 at 2pm. Rodeo Performances are contracted for the same weekend in the years of 2011 and 2012. We also deliver presentations throughout the year at many schools and other organizations about rodeo and the cowboy way of life upon request at no charge. We attend and give rides for visually and other physically challenged campers at SUNY Brockport Camp Abilities and for clients at the Rochester Psychiatric Center annually and requests for other groups continue to arrive.

As these difficult economic times continue, we are reaching out for your support. The rodeo sponsorship packages range from \$50.00 upwards. We have several established levels but are more than willing to discuss other packages that you might have in mind. Several pictures of our 2009 Special Friends Rodeo are included in this package. If you would like to view more pictures, you can access our website at <http://www.clarksonrodeo.com>. A formal presentation can be arranged at your convenience by contacting Pat, Andrea, or Sue.

Signed contracts are due no later than March 31, 2010 with payment due May 1.

Respectfully, Clarkson Rodeo Days, Inc., a not-for-profit organization

Officers: Patrick Tooley, President 585-637-5209, Christine Cane, Vice-President 585-214-9449, Andrea Louis- Secretary 585-682-6010, Susan Wise- Treasurer 585-392-6180



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PATRON OF THE RODEO

- ❖ 1/8 page ad in the Program
- ❖ 2 Complimentary Tickets
- ❖ Prominent Display of signage in the arena (sponsor provided sign).

Package Value—\$250



FRIENDS OF THE RODEO

- ❖ 1/8 page ad in the Program
- ❖ Prominent Display of signage in the arena (sponsor provided sign).

Package Value—\$175

EVENT AWARD SPONSOR

- ❖ Award ad in the Program
- ❖ Prominent Display of signage in the arena (sponsor provided sign).

Package Value—\$100

RODEO SUPPORTER

- ❖ One Line ad in the Program
- ❖ Prominent Display of signage in the arena (sponsor provided sign).

Package Value—\$100

RODEO BACKER

- ❖ One Line Tribute ad in the Program

Package Value—\$50

****All sponsor packages are fully negotiable and can be modified to fit individual business needs. Each Sponsor has the opportunity to purchase group discounted tickets.**

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PERFORMANCE SPONSOR

- ❖ Business name will be in Print Media Ads.
- ❖ Prominent Display of Signage in the arena(sponsor provided sign).
- ❖ Full Page Ad in the Program.
- ❖ Unlimited PA announcements throughout the complete 3 day event. A PERFORMANCE SPONSOR will label your business as a VIP level sponsor and these sponsorships are limited.
- ❖ 15 complimentary tickets
- ❖ Vendor Space

Package Value—\$3,000

CATCH PEN SPONSOR

- ❖ Prominent Display of signage in the arena (sponsor provided sign).
- ❖ PA announcements throughout each performance all three days.
- ❖ ¼ page ad in the Program.
- ❖ 10 complimentary tickets
- ❖ Vendor Space can be purchased separately



Calf Roping

Steer Wrestling

Saddle Bronc Riding

Cowgirls Barrel Racing

Team Roping

Cowgirls Break-Away Roping

Bareback Bronc Riding

Bull & Junior Bull Riding

Package Value - \$1500



CHUTE GATE SPONSOR

- ❖ Prominent Display of signage in the arena (sponsor provided sign).
- ❖ PA announcements throughout each chute gate performance.
- ❖ 1/8 page ad in the Program.
- ❖ Each rodeo team member will be named after your business
- ❖ 6 complimentary tickets
- ❖ Vendor Space can be purchased separately

Bull Riding

Bareback Bronc Riding

Saddle Bronc Riding

Junior Bull Riding

Package Value - \$800

EVENT SPONSOR

- ❖ Prominent Display of signage in the arena (sponsor provided sign).
- ❖ PA announcements throughout three performances
- ❖ 1/8 page ad in the Program.
- ❖ 4 complimentary tickets
- ❖ Vendor Space can be purchased separately

Package Value - \$500

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Please complete the below section with your Sponsorship details:

BUSINESS NAME: _____
CONTACT NAME: _____ TITLE: _____
BILLING ADDRESS: _____
CITY/STATE/ZIP: _____
PHONE: _____ FAX: _____

SPONSOR LEVEL DESIRED: _____

PLEASE PRINT TYPE OR ATTACH AD OR BUSINESS CARD

NOTES/COMMENTS: I agree to the insertion of my advertisement into the 2010 Clarkson Rodeo Days Program Book. I understand all terms, and personally accept responsibility for payment.

SPONSOR'S SIGNATURE DATE

Make Check Payable to and Mail to: Clarkson Rodeo Days, P.O. Box 610, Clarkson, NY14430

DEADLINE: Wednesday, March 31, 2010