



Lewiston Roundup 2023 Sponsor Information Packet



Horseman's Ball March 18th

Challenge of Champions Bull Riding June 17th

Lewiston Roundup September 6th - 9th

2023 Opportunities

On behalf of the directors of the Lewiston Roundup, we look forward to partnering with you in 2023!

We are excited to bring another year of quality PRCA rodeo to Lewiston & the LC Valley in 2023!

As local business owners and community members, we understand how valuable your advertising dollars are. We've established ourselves as a well-known rodeo that draws cowboys and fans to Idaho in a big way and we continue to do so with your support.

The Lewiston Roundup offers a premier rodeo production that showcases the elite athletes and animal athletes of the rodeo world. Your partnership supports the long-standing tradition of professional rodeo and the agricultural way of life in the Lewis-Clark Valley.

The Lewiston Roundup Association thanks you for your support!

Unique Advertising

PRORODEO FANS

ARE ATTRACTIVE CUSTOMERS!

- **Age:** 24% 18 – 24 / 44% 25 – 54 / 32% 50+
- **Gender:** 49% of fans are Men, 51% are Women
- **Income:** 42% earn \$50,000+ / 33% earn &75,000+ / 25% earn \$100,000+
- **ProRodeo fans, compared to the national average are:**
 - 241% more likely to hunt / 155% more likely to own an ATV / 98% more likely to go camping / 961% more likely to go horseback riding
 - 410% more likely to go downhill skiing

As ProRodeo Fans:

- 53% are married / 47% have children / 65% own their home
- 59% have attended some college / 24% have graduated from college

*Source: 2016 Scarborough Research via ProRodeo.com

Outdoor Arena Naming Sponsorship

- Private Agreement

Sold: IDAHO CENTRAL CREDIT UNION - ICCU - **Until – July 31, 2024**

Indoor Arena Naming Sponsorship

- Private Agreement

Sold: Lucky Acres Fencing - **Until May 31, 2026**

Ketchpen Naming Sponsorship

- Private Agreement

*******Available as of June 21, 2023*******

Major Sponsors

- Private Agreements

Clearwater River Casino – CRC

CCI – Speers – Vista Outdoors

Admiral Beverages – Pepsi

Lewis Clark Credit Union - LCCU

Night Sponsors

(4) Total: XTREME Bulls, Family Night, TETWP, She's Wild Saturday

2023: \$9,330 | 2024: \$10,076 | 2025: \$10,822 | 3-Year agreement: \$9,572/year (5% off)

4 of 4 Sold for 2023

- o Full page in the LRA Program.
- o provided 75 tickets to the Night Performance that you sponsor.
- o Parking for eight (8) vehicles on the Night that you sponsor.
- o Ten (10) Ketch Pen passes on the Night that you sponsor.
- o Unlimited wristbands to the Corporate Tent at no cost for the Night that you sponsor.
- o Sponsor flag presented on horseback during the Grand Entry, Lewiston Parade, and as part of each Event on the Night that you sponsor.
- o Four (4) reserved seats, Four (4) Ketch Pen passes, and two (2) parking passes for each rodeo performance; Wednesday, Thursday, Friday & Saturday.
- o Business name in all rodeo newspaper advertising and press releases. Business to provide a 30-second commercial for the Big Screen advertising information about your business.
- o (50) GA tickets to the Thursday rodeo performance to be used for business promotions.

Royalty Trailer Side Sponsor

1 of 2 Available for 2023

(2) Total 2023: \$2,000 / 2024: \$2,250 / 2025: \$2,500, or Three (3)-Year agreement: \$2,137.50 (5% off)

- o Your Company Logo and Name on Both Sides of the Royalty Trailer - 67" Wide x 20" Tall Each Side.
- o Royalty trailer to make a minimum of (6) appearance in parades or rodeos see agreement, annually.
- o 1 Year-round 2x8 Arena Sign for Each of our 2 Side Sponsors.
- o 1/4 page color ad in the LRA Program for Each of our 2 Side Sponsors
- o Sponsor flag presented on horseback during the Grand Entry and Lewiston Rodeo Parade for max of 2.
- o Rodeo Announcer will recognize your business for your sponsored Royalty Trailer at each performance of our rodeo.
- o Business name in all rodeo newspaper advertising and press releases.

Royalty Trailer End Gate Sponsors

7 of 8 Available for 2023

(8) Total 2023: \$500 / 2024: \$562.50 / 2025: \$625, or Three (3)-Year agreement: \$535 (5% off)

- o Your Company Logo and Name on Tail Gate of the Royalty Trailer.
- o Purchase a Trailer Sponsorship and receive a \$250 Discount towards a Sec "D" sign when both are purchased on a 3 year agreement * This offer ends 9/30/2023 or when Sec "D" is full, whichever is first.

Stage Coach Trailer Sponsor **2 Available for 2023**

(2) Total 2022: \$2,000 / 2023: \$2,2500 / 2024: \$2,500, or Three (3)-Year agreement: \$2,137.50 (5% off)

- o Your Company Logo and Name on Both Sides of the Stage Coach Trailer - 67” Wide x 20” Tall Each Side.
- o Stage Coach Trailer to make a minimum of (4) appearance in parades or rodeos see agreement.
- o 1 Year-round 2x8 Arena Sign for Each of our 2 Side Sponsors.
- o 1/4 page color ad in the LRA Program.
- o Sponsor flag presented on horseback during the Grand Entry and Lewiston Rodeo Parade for max of 2.
- o Rodeo Announcer will recognize your business for your sponsored Stage Coach Trailer at each performance of our rodeo.
- o Business name in all rodeo newspaper advertising and press releases.

Stage Coach Trailer End Gate Sponsors **8 of 8 Available for 2023**

(8) Total 2023: \$500 / 2024: \$562.50 / 2025: \$625, or Three (3)-Year agreement: \$535 (5% off)

- o Your Company Logo and Name on Tail Gate of the Royalty Trailer.
- o Purchase a Trailer Sponsorship and receive a \$250 Discount towards a Sec “D” sign when both are purchased on a 3 year agreement * This offer ends 9/30/2023 or when Sec “D” is full, whichever is first.

Antique Stage Coach Sponsor **SOLD**

(1) Total 2022: \$5,395 / 2023: \$5,830 / 2024: \$6,295, or Three (3)-Year agreement: \$5,550 (5% off)

- o Your Company Logo and Name on Both Sides of the Coach.
- o Antique Coach to make a minimum of (4) appearance in parades or rodeos see agreement.
- o Year-round 2x8 Arena Sign.
- o Full page color ad in the LRA Program.
- o Sponsor flag presented on horseback during the Grand Entry and Lewiston Rodeo Parade.
- o Rodeo Announcer will recognize your business for your sponsored Antique Coach Trailer at each performance of our rodeo.

Event Sponsors

(30) Total: 3 each for SW, TR, SR, TD, BB, SB, BR, WBR, WBKR, LBR

2023: \$3,500 | 2024: \$3,800 | 2025: \$4,100

3-Year agreement: \$3,610/year (5% off) 6 Available for 2023

- o Year-round 2x8 Arena Wall sign.
- o Full page color ad in the LRA Program.
- o Four (4) reserved seats, Four (4) Ketch Pen passes, and two (2) parking passes for each rodeo performance; Wednesday, Thursday, Friday & Saturday.
- o Sponsor flag presented on horseback during the Grand Entry, Lewiston Parade, as well as after your sponsored event at each rodeo performance. Steer Roping Sponsor Flag run with Tie Down during 3 days of Rodeo.
- o Rodeo Announcer will recognize your business for your sponsored event at each performance.
- o Business name in all rodeo newspaper advertising, LRA website and press releases.

Parade Sponsors **SOLD**

(2) Total 2023: \$3,510 | 2024: \$3,790 | 2025: \$4,070 | 3-Year agreement: \$3,600/year (5% off)

- o Year-round 2x8 Arena Wall sign (business to pay for replacements)
- o Full page color ad in the LRA Program.
- o Four (4) reserved seats for each rodeo performance; Wednesday, Thursday, Friday & Saturday.
- o Two (2) parking passes for each rodeo performance.
- o Four (4) Ketch Pen passes for each rodeo performance.
- o Sponsor flag presented on horseback during the Grand Entry, Lewiston Parade, as well as after your sponsored event at each rodeo performance (business to pay for replacement cost).
- o Rodeo Announcer will recognize your business for your sponsored event at each performance.
- o Business name in all rodeo newspaper advertising and press releases.

Contract Acts & Specialty Act Sponsors **2 available**

2023: \$2,500 | 2024: \$3,000 | 2025: \$3,500 | 3-Year agreement: \$2,850/year (5% off)

- o Signage will be a 2' x 8' sign that will be located on the inside of the arena wall and will be in place for all events that occur throughout the calendar year.
- o Full page color ad in the LRA Program

Bucking Chute Crash Pad Sponsor – **New 2023**

One (1) Sponsorship available 2023: \$6,500; 2024: \$7,000; 2025: \$7,500

**** Sole - 3-Year agreement: \$6,650 /year (5% off)***

- o Your Company Logo or Artwork will be on Top of Each Cut Gate Between Bucking Chutes and visible throughout our Lewiston Roundup Rodeo Arena both sides, facing East and West.
- o Year round 2x8 Arena Wall sign
- o Full page color ad in the LRA Program
- o Four (4) reserved seats for each rodeo performance; Wednesday, Thursday, Friday & Saturday.
- o Two (2) parking passes for each rodeo performance.
- o Four (4) passes to the Ketch Pen during to each rodeo performance including complimentary hors d'oeuvres and cocktails.
- o Sponsor flag presented on horseback during the **Grand Entry** and **Lewiston Parade**
- o Rodeo Announcer will recognize your business for your sponsorship at each performance
- o Business name in all rodeo newspaper advertising and press releases

Grand Entry Sponsor

(2) Total 2023: \$3,580 | 2024: \$3,860 | 2025: \$4,170 | 3-Year agreement: \$3,675 /year (5% off)

**** Sole Sponsorships available 2023: \$6,500; 2024: \$7,000; 2025: \$7,500***

**** Sole - 3-Year agreement: \$6,650 /year (5% off)***

- o Year round 2x8 Arena Wall sign
- o Full page color ad in the LRA Program
- o Sponsor flag presented on horseback during the **Grand Entry** and **Lewiston Parade**
- o Rodeo Announcer will recognize your business for your sponsorship at each performance
- o Business name in all rodeo newspaper advertising and press releases

Big Screen Scoreboard Sponsor

(1) Total 2023: \$10,500 | 2024: \$12,000 | 2025: \$13,500- (3) Year Agreement: \$11,400/Year (5% off)

- o Year-round 2' x 8' Arena Wall sign on base of Big Screen. **SOLD Until 2024**
- o Full page color ad in the LRA Program
- o Four (4) reserved seats for each rodeo performance; Wednesday, Thursday, Friday & Saturday.
- o Two (2) parking passes for each rodeo performance.
- o Four (4) passes to the Ketch Pen during to each rodeo performance including complimentary hors d'oeuvres and cocktails.
- o Sponsor flag presented on horseback during the Grand Entry, Lewiston Roundup Parade, as well as after your sponsored event at each rodeo performance.
- o Rodeo Announcer will use business name when referring to scoreboard at all rodeo performance's
- o Business name in all rodeo newspaper advertising and press releases
- o Business will have right of first refusal for sponsorship of this event at future Lewiston Roundup Rodeos.

Center of Arena Sound System Sponsorship **Sold until 2024**

One (1) Total 2022: \$3,900 | 2023: \$4,400 | 2024: \$4,900 | 3-Year agreement: \$4,180/year (5% off)

- o One (1) 22" x 24' circular sign above the sound system in the center of the arena, with a 360-degree view by people in all sections of the Outdoor Arena.
- o A full-page color ad in the Official Lewiston Roundup Program.
- o Four (4) reserved seats for each rodeo performance; Wednesday, Thursday, Friday & Saturday
- o Two (2) parking passes for each rodeo performance.
- o Four (4) passes to the Ketch Pen during to each rodeo performance including complimentary hors d'oeuvres and cocktails.
- o Your business name will be included in all rodeo newspaper advertising.
- o Your Sponsor Flag will be presented on horseback during the Grand Entry, Lewiston Roundup Parade as well as after your sponsored event at each performance.
- o The LRA will pay for your sign and flag the first year. Business to pay for replacement as needed.
- o The Rodeo Announcer will recognize your business for your sponsored event at each performance.
- o 30 second business promotional video about business, played all 4 nights
- o Business will have the right of first refusal for sponsorship of this event at future Lewiston Roundup Association Rodeo.

Instant Replay on Screen Sponsor – New 2023

One (1) Total 2023: \$12,500 | 2024: \$14,500 | 2025: \$16,500

3 Year Agreement: \$13,630/Year (5% off)

- Your Company Logo to be on Big Screen prior to **each replay** presented at each rodeo event, four nights.
- Lewiston Roundup is expecting to provide a “Dirty Feed” to the Cowboy Channel to be Nationally Broadcasted and remaining on the Cowboy Channel archives for viewing access throughout the year.
- Year round 2x8 Arena Wall sign
- A full-page color ad in the Official Lewiston Roundup Program.
- Four (4) reserved seats for each rodeo performance; Wednesday, Thursday, Friday & Saturday.
- Two (2) parking passes for each rodeo performance.
- Four (4) passes to the Ketch Pen during to each rodeo performance including complimentary hors d’oeuvres and cocktails.
- Your business name will be included in all rodeo newspaper advertising.
- Your Sponsor Flag will be presented on horseback during the Grand Entry, Lewiston Roundup Parade as well as after your sponsored event at each performance.
- The LRA will pay for your flag the first year. Business to pay for replacement as needed.
- The Rodeo Announcer will recognize your business as the instant replay sponsor at each event during each Roundup Rodeo Performance.
- Business will have the right of first refusal for sponsorship of this event at future Lewiston Roundup Association Rodeos.

Inside Bucking Chutes Sponsor

SOLD Until 2024

One (1) Total 2023: \$4,100 | 2024: \$4,400 | 2025: \$4,700 | 3-Year agreement: \$3,895/year (5% off)

- Sole Sponsorship for Ten (10) year-round 151/2” X 76” signs on the inside gates of Bucking Chutes.
- Lewiston Roundup will pay for your first-year signs and flag. Sponsor will be responsible for the cost of any upgrades or changes to their signs or flag thereafter.
- Full-page color ad in the LRA Rodeo program.
- Four (4) reserved seats for each rodeo performance; Wednesday, Thursday, Friday & Saturday.
- Four (4) Ketch Pen passes
- Two (2) parking passes for each PRCA rodeo.
- Sponsor flag presented on horseback during the Grand Entry, the Lewiston Roundup Parade, and at the start of each Rough Stock event. The Bareback/Saddle Bronc’s/ Bull Riding, the Event Sponsors will be presented at the same time.
- Rodeo Announcer will recognize your business as the inside Bucking Chute Sponsor.
- Business will have right of first refusal for Sponsorship of this event at future Lewiston Roundup Rodeos.

Bucking Chute, Out Gate - Sign Sponsor **SOLD Until 2024**

(10) Total 2023: \$1,800 | 2024: \$1,950 | 2025: \$2,100 | 3-Year agreement: \$1,855/year (5% off)

- o Signage will be a 3' x 4' sign that will be located on the Rough-stock Chute and will be in place for all events that occur throughout the calendar year.
- o During each rodeo performance the Announcer from the Crow's Nest or the Arena will announce the name of the Chute Sponsor as the action takes place.

Roping Chute Sponsor **SOLD Until 2024**

(1) Total 2023: \$1,800 | 2024: \$1,950 | 2025: \$2,100 | 3-Year agreement: \$1,855/year (5% off)

- o Signage will be a 5"x14" Decal that will be located on the front of the Roping Chute and will be in place for all events that occur throughout the calendar year.
- o During each rodeo performance the Announcer from the Crow's Nest or the Arena will announce the name of the Roping Chute Sponsor as the action takes place.

Grand Entry Mesh Banner Gate Sponsor

2023: \$1,945 | 2024: \$2,100 | 2025: \$2,263- (3) Year Agreement: \$1,999/year (5%) discount

1 Total Available

- o Mesh Banner size 5' x 20' will be placed on the Inside of our Grand Entry chain link fence gate.

Fence and Gate Banner Sponsors

2023: \$1,850 | 2024: \$2,000 | 2025: \$2,150 - (3) Year Agreement: \$1,900/year (5%) discount

7 Total Available

- o Mesh Banner up to 5' x 12' will be placed on the Inside of our Outdoor Arena chain link fence.

Arena Wall Sign Sponsor

(25) Total 2023: \$1,200 | 2024: \$1,400 | 2025: \$1,600 | 3-Year agreement: \$1,330/year (5% off)

- o Signage will be a 2' x 8' sign that will be located on the inside of the arena wall and will be in place for all events that occur throughout the calendar year.

Section D Sign

2023: \$650 | 2024: \$700 | 2025: \$755 | 3-Year agreement: \$665/year (5%) discount

- o Signage will be a 2' x 8' sign that will be located on the backside of Section **LIMITED SPACE!**

Day Sheet Ad Sponsors

\$125/Advertisement Annually

- o Advertisement in Day Sheets at all performances of PRCA Rodeo and Extreme Bulls 2023
- o Customer provides artwork for ad copy

Grandstand Aisle Sponsors

1 -3 Available North Main Grandstands & 1 -4 on South Arena Grandstand

Total 2023: \$1,200 | 2024: \$1,400 | 2025: \$1,600 | 3-Year agreement: \$1,330/year (5% off)

Each Aisle will have a 4"x14" (approx.) plaque on every other step on aisle with a larger 24" x 24" plaque with sponsor logo etc. at top of aisle.

3 - year agreements only, amounts \$ Listed per Aisle - Each of 7

Barrel Wrap Sponsor Outdoor Arena

One (1) Total 2023: \$900 | 2024: \$950 | 2025: \$1,000 | 3-Year agreement: \$905/year (5% off)

- o Signage will be a Custom Barrel Wraps for all Roundup Barrel Racing Events
- o Lewiston Roundup **pays for the 1st build of the wraps on a 3 - year agreement**

Friends of the Roundup Sponsorship

100 Total

First Year \$150 / Each Year Thereafter \$100

- Your name on a plaque designating your business as a friend and supporter of the Lewiston Roundup. Plaque will be placed on the wall in the She's Wild Saloon.
- Your name will be listed in the Lewiston Roundup Rodeo program.

Indoor Arena Wall Sponsors

South Wall – 16 available of 18 - New 2023

2023: \$800 | 2024: \$825 | 2025: \$850 | 3-Year agreement: \$785/year (5%) discount

4' X 8' Signs - \$785/3yr on a 3/yr Agreement

3 - year Agreements only

East Wall – All Sold 2023

2023: \$400 | 2024: \$415 | 2025: \$430 | 3-Year agreement: \$395/year (5%) discount

2' X 8' Signs - \$395 / year on a 3 yr Agreement

3 - year Agreements only

Horseman's Ball Sponsor

March 18th, 2023



Gold Sponsor

\$2,000

- o Business Name in all Social Media Advertisements
 - o Reserved Table for Eight (8)
 - o Banner Displayed at Event

Silver Sponsor

\$1,400

- o Business Name in all Social Media advertisements
 - o Reserved Seats for Four (4)
 - o Banner Displayed at Event

Bronze Sponsor

\$900

- o Banner Displayed at Event

Challenge of Champions Tour

June 17th 2023



Event Title Sponsor \$5,000

- o Up to two (3) banners placed in the outdoor arena, (*artwork submission deadline 04/18/2023*)
- o PA announcements throughout the event and your business logo in print and advertising as the Named Title Sponsor
- o Twenty (20) tickets for event
- o Ten (10) parking passes
- o Forty (40) drink tickets

Platinum Spur Sponsors

\$2500

- o Up to two (2) banners placed in the outdoor arena, (*artwork submission deadline 04/18/2023*)
- o PA announcements throughout the event and your business logo in print and advertising
- o Ten (10) tickets for event
- o Five (5) parking passes
- o Twenty (20) drink tickets

Gold Spur Sponsors

\$1,250

- o 1 banner placed in the outdoor arena, (*print submission deadline 04/18/2023*)
- o PA announcement during the event and your business listed in print and advertising
- o Eight (8) tickets
- o Four (4) parking passes
- o Sixteen (16) drink tickets

Silver Spur Sponsors

\$950

- o Your banner* placed in the outdoor arena. **Business supplies their banner*
- o Six (6) tickets
- o Three (3) parking passes
- o Ten (10) drink tickets

Bronze Spur Sponsors

\$750

- o Your banner* placed in the outdoor arena. **Business supplies their banner*
- o Two (2) tickets
- o One (1) parking pass
- o Six (6) drink tickets

Arena Banner Sponsors

\$500

- o Your banner* placed in the outdoor arena.

Supporting Sponsors

\$250

**Business supplies their banner*