



**2024 FIRST STATE STAMPEDE**

# **SPONSORSHIP OPPORTUNITIES**



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# ABOUT Our Rodeo

Step right up, folks, and prepare to be swept away by the heart-pounding excitement of the First State Stampede Rodeo at the Delaware State Fair! The Quillen Arena will come alive with the thunderous hoofbeats and raw energy of the Wild West.

Enjoy delicious beverages and local cuisine while you get ready to witness the fearless cowboys and cowgirls showcase their bravery and skill in the ultimate test of grit and determination.

With thrilling rodeo events, heart-stopping action, and an electric atmosphere, the First State Stampede promises a night of entertainment that will leave you on the edge of your seat. So mark your calendars, gather your friends and family, and join us for a night of good old-fashioned rodeo action at the Delaware State Fair!



# RODEO TITLE SPONSOR

**COST \$5,000** (1 SPACE AVAILABLE)

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## **Title sponsor as “2024 First State Stampede”**

Name and Logo to appear in conjunction with all promotion of the First State Stampede, including print, digital, traditional forms of advertising and live mentions when Property markets the First State Stampede – “First State Stampede brought to you by .... (sponsor)”

## **ONSITE BENEFITS**

**Gate Announcement** - Each time gate is opened during ; it is referred to by Sponsors name

**Digital Boards** - Sponsor’s name/logo to appear on digital boards prior + during event (hwy rt 13 North and South)

**Event Announcement** - PA Announcements during rodeo

**Promotional Tickets** - Ten (10) General Admission Tickets to the event

- Five (10) Drink vouchers
- Five (10) Food vouchers

First right of refusal for the 2025 Rodeo

## **ADVERTISING BENEFITS**

**Website Placement** - Sponsor’s name/logo displayed on Property’s website and on individual Rodeo Event pages with link to sponsor

**Email Marketing** - Personalized sponsor banner included in all Rodeo Event email marketing

**Facebook and Instagram** - Sponsor’s name/logo included in Rodeo sponsor social marketing posts

**Event Itinerary** - Sponsor name placed as title sponsor on rodeo itinerary

## **SIGNAGE**

**Quillen Arena Banners** - Two 4x8 title sponsor banners placed in the Quillen Arena. Sponsor to produce artwork. Property to print + install.

# BARREL RACING SPONSOR

**COST \$2,500** (3 SPACES AVAILABLE)

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## ONSITE BENEFITS

**Gate Announcement** - Each time gate is opened during; it is referred to by Sponsors name

Digital Boards - Sponsor's name/logo to appear on digital boards prior + during event (hwy rt 13 North and South)

**Event Announcement** - PA Announcements during rodeo

**Promotional Tickets** - Seven (7) General Admission Tickets to the event

- Three (7) Drink vouchers
- Three (7) Food vouchers

First right of refusal for the 2025 Rodeo

## ADVERTISING BENEFITS

**Website Placement** - Sponsor's name/logo displayed on Property's website and on individual Rodeo Event pages with link to sponsor

**Email Marketing** - Personalized sponsor banner included in all Rodeo Event email marketing

**Facebook and Instagram** - Sponsor's name/logo included in Rodeo sponsor social marketing posts

**Event Itinerary** - Sponsor name placed as title sponsor on rodeo itinerary

## SIGNAGE

**Quillen Arena Banner** - One 4X6 Sponsor vinyl banner to be displayed on the perimeter of the arena during the rodeo event. Sponsor to produce artwork. Property to print + install.

# BULL RIDING SPONSOR

**COST \$1,500** (5 SPACES AVAILABLE)

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## ONSITE BENEFITS

**Gate Announcement** - Each time gate is opened during a BULL RIDING event; it is referred to by Sponsors name

**Event Announcement** - PA Announcements during rodeo

**Promotional Tickets** - Five (5) General Admission Tickets to the event

## ADVERTISING BENEFITS

**Website Placement** - Sponsor's name/logo displayed on Property's website and on individual Rodeo Event pages with link to sponsor

**Email Marketing** - Personalized sponsor banner included in all Rodeo Event email marketing

**Facebook and Instagram** - Sponsor's name/logo included in Rodeo sponsor social marketing posts

**Event Itinerary** - Sponsor name placed as title sponsor on rodeo itinerary

- Five (5) Drink vouchers
- Five (5) Food vouchers

## SIGNAGE

**Quillen Arena Banner** - One 3X5 Sponsor vinyl banner to be displayed on the perimeter of the arena during the rodeo event. Sponsor to produce artwork. Property to print + install.

# CHUTE SPONSOR

**COST \$750**

(7 SPACES AVAILABLE)

## ONSITE BENEFITS

**CHUTE Announcement** - Each time specific sponsor chute is opened it is referred to by Sponsors name

**Promotional Tickets** - Three (3) General Admission Tickets to the event

## ADVERTISING BENEFITS

**Website Placement** - Sponsor's name/logo displayed on Property's website and on individual Rodeo Event pages with link to sponsor

**Email Marketing** - Personalized sponsor banner included in all Rodeo Event email marketing

**Facebook and Instagram** - Sponsor's name/logo included in Rodeo sponsor social marketing posts

**Event Itinerary** - Sponsor name placed as title sponsor on rodeo itinerary

- Three (3) Drink vouchers
- Three (3) Food vouchers

## SIGNAGE

**CHUTE BANNER**- One Sponsor vinyl banner to be displayed on their designated chute during the rodeo event. Sponsor to produce artwork. Property to print + install.

