



**JESSE ANDRUS & MIKE HILLMAN
MEMORIAL PRCA RODEO
ENMSF ARENA - ROSWELL, NM
MAY 15TH & 16TH**

2015 SPONSORSHIP OPPORTUNITIES

Hello Friends,

Thank you for taking the time to look over this sponsor package for the 2015 Jesse Andrus & Mike Hillman Memorial Event. This will be our 6th year putting this event on in honor of Jesse and Mike. We appreciate the support that you have given over these years!

As you can see we have made changes to our event and are bringing back professional rodeo to Roswell. I feel like we have maybe missed out on some spectators by not having a full rodeo, being that southeastern New Mexico is roping country. You will also see that our dates have changed and are moving this event up earlier in the year.

We also made some changes to where our proceeds are distributed from this event, and have decided that we will keep most of our money here locally by announcing a local civic or charity organization to be the beneficiary of some of the proceeds. We also give money to the Turquoise Circuit Finals in the PRCA each year as sponsors of the bull riding and saddle bronc riding buckles.

On behalf of the Andrus and Hillman families I want to say thank you for your support and thank you for helping us keep their memories alive.

For information call Marc Andrus @ 575-317-8430 or marc@saddlebarn.com

Checks can be made payable to: Andrus Livestock

PO Box 2465

Roswell, NM 88202



**JESSE & MIKE MEMORIAL
PRCA RODEO
Roswell, NM
MAY 15TH & 16TH, 2015**

Arena Banner Sponsor

- 2 arena banners, supplied by sponsor
- 4 VIP tickets each night
- Announcer mentions during event

Cash Investment: \$500 per banner



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**Event Sponsorships
(7 available)**

**BAREBACK RIDING, SADDLE BRONC RIDING, BULL RIDING, TIEDOWN
ROPING, STEER WRESTLING, TEAM ROPING, BARREL RACING**

- **Logo placement on print advertising (Excluding Billboard)**
- **2 Banners in arena. (Supplied by Sponsor)**
- **6 VIP tickets for each performance**
- **Announcer mentions during event**

Cash Investment: \$1,000 per event



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**Bucking Chute Gate Sponsorship
(6 available)**

- **Bucking Chute Gate sign, supplied by Producer**
- **2 arena banners, supplied by sponsor**
- **Logo placement in all print advertising(Excluding Billboard)**
- **6 VIP tickets each night**
- **Announcer mentions during event**

Cash Investment: \$1500 per Chute Gate



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Official Beer Sponsorship

- **Named as the “Official Beer” in all advertising**
- **Logo on all print advertising**
- **Mentioned in all radio advertising**
- **Exclusive selling rights at event**
- **8 tickets to the event – VIP**
- **Bucking Chute Area gate sign**
- **4 arena banners, supplied by Sponsor**
- **Announcer mentions during event**

Cash Investment: \$3500



**Jesse & Mike Memorial
PRCA RODEO
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Presenting Sponsorship

- **Rodeo will be Presented by Sponsoring Company**
- **All advertising will have sponsors name and/or LOGO sign at bucking chute end of arena (supplied by Producer)**
- **2 banners in arena (supplied by Sponsor)**
- **10 VIP tickets for each performance**
- **Announcer mentions during event**
- **Static display at event**
- **Radio advertising on 5 stations in and around the Pecos Valley**
- **Newspaper and Billboard advertising in Roswell**

Cash Investment: \$5,000



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Title Sponsorship

- **Sponsoring Company will appear in Event Title**
Example: "Jesse & Mike Memorial (Company) PRCA Rodeo"
- **All advertising will have Sponsor name and/or logo**
- **4'x8' Out gate sign. Supplied by Producer**
- **4 Banners in arena area. Supplied by Sponsor**
- **20 VIP tickets for each performance**
- **Announcer mentions during event**
- **Static Display of vehicles in and around arena**
- **200 posters distributed throughout Roswell**
- **Radio advertising on 5 stations with listening area throughout southeastern New Mexico and west Texas**
- **Presale tickets with sponsor name on front**

Cash Investment: \$10,000