

2018 Cowboy Christmas Sponsorship Application

December 1, 2018



STOCKYARDS CITY MAIN STREET

Contact Information

Name		
Street Address		
City, State ZIP Code		
Cell Phone		
Work Phone	STOCKYARDS CITY	
E-Mail Address	MAIN STREET	

Sponsor Name to be Displayed

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Agreement and Signature

By submitting this application, I affirm that I agree to the terms and will sponsor the 2018 A Cowboy Christmas in Stockyards City in conjunction with Stockyards City Main Street on December 1, 2018. My desired level of sponsorship and payment is enclosed.

Name (printed)	
Signature	
Date	
Sponsor Level (attached)	
Amount Enclosed	

Payable to Stockyards City P.O. Box 82446, OKC 73148



A Cowboy Christmas Parade Sponsorship

- \$500 Caroling Cattle** - Recognition by way of announcement at Christmas parade. Name mentioned in press releases. Name mentioned on television/radio interviews.
- \$250 Reindeer Rider** - Recognition by way of announcement at Christmas parade. Name mentioned in press releases.
- \$100 Mistletoe Mustang**- Recognition by way of announcement at Christmas parade.



Stockyards City Main Street
P.O. Box 82446
Oklahoma City, OK 73148
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stockyardscity.org • [f stockyardscity](https://www.facebook.com/stockyardscity)
Where the West still lives!

About A Cowboy Christmas Parade

December 1, 2018

Join us for our annual Cowboy Christmas Parade in Historic Stockyards City! The parade kicks off at 10am with the famous Chain Ranch Longhorns being herded down Exchange Avenue! You can expect antique cars, tractors, community groups, equestrian clubs, and the famous Cowboy Santa!

Following the parade will be pictures with Santa in The Centennial Rodeo Opry. Shop our unique locally owned stores with many merchants providing refreshments and special activities. Food trucks and street performers will be in Historic Stockyards City throughout the day.

It is a perfect time to get into the Christmas spirit, enjoy time with family or get those last-minute presents for loved ones!

ATTENDANCE

Typical attendance at this event has been roughly 5,000 people. The Oklahoma National Stockyards and Stockyards City is utilizing additional media strategies to result in expected attendance of 7,500-10,000 people. Urban and rural attendees alike will find the event both fun and festive.

MEASURING SUCCESS

Volunteers will utilize counters to measure attendance. Additionally, the number of informative brochures handed out plus face-to-face contact your representatives are able to make from this event in one short day will provide an excellent measure in and of itself. Stockyards City Main Street also randomly surveys attendees.

BUDGET

Cowboy Christmas has a budget of \$10,000.00 and all funding, besides sponsorship opportunities, is provided by Stockyards City Main Street. The bulk of this cost is advertising through print media, digital media and radio.

Our mission is to educate the public about our western heritage while preserving our history by creating a welcoming and active tourist destination area and promoting economic vitality and business success.