



# CAJUN RODEO ASSOCIATION

## 2021 FINALS

### SPONSORSHIP OPPORTUNITIES

**LOCATION** SugArena - New Iberia, LA **DATE** 12/03/21 - 12/04/21

As a non-profit 501(c)(3) organization, originally established in 1990, the Cajun Rodeo Association's goal has been to encourage and promote professionally run rodeos within the South Louisiana region with affordable entry fees, competent and honest officials, and fair and equal stock. To reduce traveling expenses, our rodeos are confined to the Southern Louisiana region with a pay-out each night, enabling contestants to compete twice in one location. We call ourselves, "the working-man's rodeo association". To our members and their families, rodeo is a not simply a weekend sporting event, but a way of life outside of their 40+hr work week.

In addition to providing good, clean entertainment and benefiting local associations, our productions also afford local businesses with an effective and unique advertising venue. Corporate sponsorship of local events is one of the best forms of advertising available, and makes local events possible that otherwise would not have been.

Please take a moment to review our most popular sponsorship packages. Our options are not limited; we are willing to tailor a special sponsorship package which may better suit you and your organization.

All advertisement will be displayed for the entire duration of the Rodeo weekend

<p><b>Event Title Sponsor</b> <b>\$ 2,000.00</b></p>	<p>As the Premier Sponsor of the rodeo, the event will be titled as being presented by this sponsor. Sponsor banner will be displayed in a prime location of the arena, extremely visible to all spectators and contestants. Sponsor will receive verbal advertisement during all performances by the announcer as well as advertisement on rodeo posters, social media and radio ads. Commercial vendor booth space is available to the Event Title Sponsor, at no charge. Promotional items provided by the sponsor are welcome and encouraged.</p>
<p><b>Platinum Sponsor</b> <b>\$ 1,500.00</b></p>	<p>As a Platinum Sponsor, your banner will be displayed in a select location inside the arena, highly visible to all spectators and contestants. You will receive verbal advertisement during all performances by the announcer as well as advertisement on rodeo posters, social media and radio ads. As a Platinum Sponsor, you will be recognized as the rodeo being "Brought to you by (enter sponsors name here)". Promotional items provided by the sponsor are welcome and encouraged.</p>
<p><b>Gold Sponsor</b> <b>\$ 1,000.00</b></p>	<p>As a Gold sponsor, your banner will be displayed on one, sponsor-chosen out-gate of the arena. A highly regarded sponsor of the rodeo, you will receive verbal advertisement during all performances by the announcer as well as advertisement on social media rodeo ads.</p>
<p><b>Pick Up Men Sponsor</b> <b>\$ 800.00</b></p>	<p>The pair of Pick Up Men are part of the rodeo action all night long. Working in the arena on horseback from the beginning to the end of the rodeo, these two cowboys will wear your company logo on their shirt and chaps during the rodeo performances. One arena banner and your name mentioned throughout rodeo by the announcer is also included. This sponsor will be named on social media rodeo ads. *Logo patches and or shirts are to be provided by the sponsor at least 10 days prior to the rodeo.*</p>
<p><b>Bullfighter Sponsor</b> <b>\$ 600.00</b></p>	<p>The pair of Bullfighters are seen in the arena during the entire rodeo. These two cowboys are part of the action from start to finish and will wear your company logo on their shirt during all performances of the rodeo. One arena banner and your name mentioned throughout rodeo performances by the announcer is also included. This sponsor will be named on social media rodeo ads. *Logo patches or shirts are to be provided by the sponsor at least 10 days prior to the rodeo.*</p>
<p><b>Rodeo Clown Barrel Sponsor</b> <b>\$ 500.00</b></p>	<p>A crowd favorite! Displayed in the middle of the arena during the Bull Riding event of each rodeo performance, the clown's barrel is his safe-haven when bulls are being cantankerous. Many times the clown's barrel tumbles around the arena with the clown inside after being tossed by an angry bull. Your advertisement will be displayed on rodeo clown's barrel and, as his sponsor, you will also receive recognition by the announcer.</p>



# CRA Rodeo Sponsorship Form

I wish to purchase the \_\_\_\_\_ sponsorship.

Sponsorship Amount: \$ \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_ Date: \_\_\_\_\_

In the box below, please either attach a business card or provide a sketch of your sponsorship banner design.

If banner is to be designed and ordered thru the Cajun Rodeo Association, all art work and information must be provided no later than **Saturday, November 20, 2021**

Sponsors are allowed to provide their own banner. All banners must be provided to Rodeo Committee member no later than **Saturday, November 20, 2021**

Please submit completed Sponsorship Form and

Make check payable to: **Cajun Rodeo Association**  
Please note on check memo: **Finals Sponsorship**  
Mail to: **P.O. Box 209**  
**Schriever, LA 70395**

For more information, email [cajunrodeoassoc@gmail.com](mailto:cajunrodeoassoc@gmail.com) or contact  
**Amanda Johnson, CRA PR Director | 985-856-9534 | amandajohnson1228@gmail.com**  
**Ben Watson, CRA Vice-President | 337-368-3996 | benw@cleanblastllc.com**