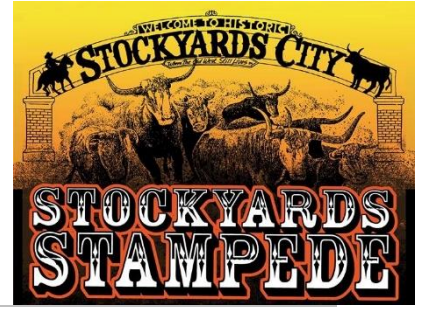


2018 Stockyards Stampede Sponsorship Application

October 20, 2018

STOCKYARDS CITY MAIN STREET



Contact Information

Name		
Street Address		
City, State ZIP Code		
Cell Phone		
Work Phone		
E-Mail Address		

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 Wines of the West in the Oklahoma National Stockyards in conjunction with Stockyards City Main Street on June 9, 2018. My desired level of sponsorship and payment is enclosed. I also understand the Exclusive Marquee is available on a first come, first serve basis, and will be notified immediately if that sponsorship has already been reserved.

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

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



Stockyards Stampede Sponsorship

- \$5,000 Trail Boss** - Single Title Sponsor "Stockyards Stampede presented by BUSINESS". Participate with a booth, listed on trail map, post card advertisement, poster advertisement, main sponsor on all banners, Local radio on-air mentions, live remote with opportunity for interview showing support, special recognition during the event.
- \$2,500 Top Hand** - Participate with a booth, listed on trail map, post card advertisement, poster advertisement, main sponsor on all banners, Local radio on-air mentions, live remote with opportunity for interview showing support, Naming Rights to One Zone: Chuck Wagon Zone, Kids Zone, Arena Zone, Antique Tractor Zone, Live Entertainment Zone, Longhorn Promenade & Display.
- \$1,000 Gold Stirrup** - Participate with a booth, listed on trail map, post card advertisement, poster advertisement, main sponsor on all banners, Local radio on-air mentions.
- \$500 Silver Spur** - Participate with a booth, listed on trail map, post card advertisement, poster advertisement, listed on zone banners.
- \$250 Bronze Lasso** - Listed on trail map, post card advertisement, poster advertisement.

ATTENDANCE

Typical attendance at this event has been roughly 5,000 people. The Oklahoma National Stockyards and Stockyards City Main Street 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 educational.

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

Stockyards Stampede has a budget of \$22,500.00 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.

Stockyards City Main Street
P.O. Box 82446
Oklahoma City, OK 73148
(405) 235-7267 • office@stockyardscity.org
stockyardscity.org • [f stockyardscity](https://www.facebook.com/stockyardscity)
Where the West still lives!

About the Stockyards Stampede

OCTOBER 20, 2018

Stockyards Stampede is an annual family friendly event held in Historic Stockyards City.

This event, held for more than 20 years, is capitalizing on the rich history of the Oklahoma National Stockyards and the importance of Oklahoma's agricultural and western heritage with fun and educational opportunities for both urban and rural families. The popular Chain Ranch Longhorns kick off the day with a promenade down Agnew. The event will be strategically placed from the auction barn at the Oklahoma National Stockyards throughout Stockyards City with the farthest events occurring at both ends of Agnew. Chuckwagons, blacksmiths, gunfighters, carriage rides, food trucks, and an enhanced children's educational area with commodity trailers, tractors, straw mazes and games will all be highlighted in the district.

With the ever increasing number of people removed from food production, this event helps to bridge that gap, plus provide the historical importance of Oklahoma agriculture and a welcoming introduction into livestock organizations that encourage 4-H and FFA involvement at the local level. We anticipate participation from major industry associations, breed organizations and trade societies that support growth in agriculture.