



CHIEF JOSEPH DAYS RODEO SPONSOR INFORMATION



www.chiefjosephdays.com

Updated 2/27/2024

Why Chief Joseph Days Rodeo?

2017, 2022, 2023 PRCA Columbia River Circuit Medium Rodeo of the Year: Our commitment to delivering top-tier rodeo experiences has been recognized on multiple occasions.

2023 PRCA Top 5 Medium Rodeo of the Year: In 2023, Chief Joseph Days Rodeo solidified its standing among the best, earning a spot in the prestigious PRCA Top 5 Medium Rodeos of the Year.

Your Opportunity to Shine:

Align your brand with a rodeo that consistently delivers thrilling performances, family-friendly entertainment, and a commitment to the rich tradition of rodeo sports. As a valued sponsor, you will have exclusive access to a diverse audience, creating a lasting impact for your brand.

Benefits of Sponsorship:

Brand Visibility: Position your brand in front of thousands of rodeo enthusiasts, both locally and nationally.

Exclusive Marketing Opportunities: Customized marketing campaigns and branding initiatives tailored to meet your specific goals.

Tax-Deductible Contribution:

Chief Joseph Days Rodeo is a 501(c)(3) nonprofit organization, making your sponsorship donation tax-deductible. Partnering with us not only promotes your brand but also supports our mission to foster community engagement and uphold the traditions of rodeo.

Chief Joseph Days Rental Services: Certain levels of sponsorship can enjoy rental services at a discounted rate.

Chief Joseph Days Rodeo is not just an event; it's an experience. Join us in creating unforgettable moments for our audience while showcasing your brand to a captivated fan base.

Unmatched Brand Recognition

Your investment in advertising and promotion is pivotal, and we recognize the significance of a strong return on investment. We are dedicated to tirelessly promoting the Chief Joseph Days Rodeo, ensuring that our efforts also shine a spotlight on you, our valued community partners. By sponsoring and collaborating with us, you not only support the success of the rodeo but also position your brand prominently within the community.

As we continue to enhance our promotional strategies, your brand will receive widespread visibility. The Chief Joseph Days Rodeo is televised nationally for four consecutive nights each year, providing a substantial platform for your branding. Your logo will be featured not only on television but also across social media channels and various other outlets, amplifying your reach.

What sets us apart is the enduring exposure your brand receives. Beyond the duration of the rodeo, your signage will be showcased in both local and national media for years to come. We prioritize building lasting partnerships over mere charitable giving or donations, ensuring a mutually beneficial relationship.

Channel Promo Impressions:

Cowboy Channel: 2,000,000 impressions

Radio: 1,200,000 impressions

Print/Digital: 500,000 impressions

Web/Social: 64,000 impressions

In Arena Exposure (Attendance): 20,000

Totals: 3,789,000 impressions

Your partnership with Chief Joseph Days Rodeo transcends traditional advertising, offering a dynamic platform that resonates long after the event concludes. We invite you to consider the impact of this collaboration and look forward to mutually beneficial success.

ProRodeo has over 40 Million fans

Gender:

52% Male

48% Female

Age:

9% - 18-24

50% - 25-54

41% - 55+

Race:

66% Caucasian

16% Hispanic

11% African American

7% Other

Income:

57% earn \$50,000+

37% earn \$75,000+

20% earn \$100,000+

ProRodeo Fans compared to the national average:

241% more likely to hunt

155% more likely to own an ATV

98% more likely to go camping

961% more likely to go horseback riding

410% more likely to go downhill skiing

As ProRodeo fans...

53% are married

47% have children

65% own their home

59% have attended some college

24% graduated from college

82% households own a pet

*Source: 2016 Scarborough Research and 2020 PRCA Annual
Report via ProRodeo.com

2024 Sponsor Opportunities

Platinum Sponsor: \$15,000

Sponsor provides all signs/banners/flags.

- 4x4 Year-Round sign.
- Scoreboard recognition before and after each rodeo performance.
- Recognition from the announcer throughout all four rodeo performances.
- Sponsor flag presented on horseback during grand entry and throughout rodeo performance.
- (2) Sponsor sign (per CJD specifications) to be placed in the arena.
- Sponsor sign (per CJD specifications) to be placed outside the arena.
- The sponsor provided 30-second ad to be played during all rodeo performances.
- Full-page ad in CJD souvenir program.
- Logo on CJD rack card.
- Logo on CJD Royalty trailer.
- Logo on committee shirt.
- Logo on sponsor hats.
- Flag on Stagecoach.
- Flag carried horseback during grand entry and throughout rodeo performance.
- Six limited edition sponsor hats.
- Rodeo ticket package:
 - Twenty General Admission Tickets for Wednesday
 - Twenty General Admission for Thursday.
 - Ten Reserved Covered Seats for Friday
 - Ten Reserved Covered Seats for Saturday.
- Two VIP parking passes for all four nights.
- Six Hospitality Room passes, each pass is good for two people, for all four days & nights
- Six Thunder Room Passes for all four nights, each pass is good for one person.
- Fifteen beverage vouchers.
- Four invitations for the Kickoff Dinner on Tuesday.
- Four tickets to the Coronation held in April.
- Logo and link on CJD website.
- Social media recognition

Gold Sponsor: \$10,000

Sponsor provides all signs/banners/flags.

- 4x4 Year-Round sign.
- Scoreboard recognition before and after each rodeo performance.
- Recognition from the announcer throughout all four rodeo performances.
- Sponsor flag presented on horseback during grand entry and throughout rodeo performance.
- Sponsor sign (per CJD specifications) to be placed in the arena

- Sponsor sign (per CJD specifications) to be placed outside the arena.
- Sponsor provided 30-second ad to be played during all rodeo performances.
- ¾ page ad in CJD souvenir program.
- Logo on CJD rack card.
- Six limited edition sponsor hats.
- Rodeo ticket package:
 - Ten General Admission Tickets for Wednesday
 - Ten General Admission for Thursday.
 - Four Reserved Covered Seats for Friday
 - Four Reserved Covered Seats for Saturday.
- Two VIP parking passes for all four nights.
- Six Hospitality Room passes, each pass is good for two people, for all four days & nights
- Six Thunder Room Passes for all four nights, each pass is good for one person.
- Twenty general admission tickets for each Wednesday and Thursday night performances.
- Ten reserved covered seats for Friday and Saturday night performances.
- 10 beverage vouchers.
- Four invitations for the Kickoff Dinner on Tuesday.
- Four tickets to the Coronation held in April.
- Logo and link on CJD website.
- Social media recognition.

NEW! Instant Replay Sponsor: \$8,000 (1) Available
1 Total

Sponsor provides all signs/banners/flags.

- 4x4 Year-Round sign.
- Sponsor sign (per CJD specifications) to be placed along the arena fence.
- ½ page ad in the CJD Souvenir Program
- Sponsor logo on the scoreboard before and after each rodeo performance.
- Recognition from the announcer throughout all four rodeo performances
- Sponsor logo and recognition before each replay on the scoreboard as well as featured on the Cowboy Channel during initial airing and all replays in the future.
- Five limited edition Sponsor Hats.
- Rodeo ticket package:
 - Ten General Admission Tickets for Wednesday
 - Ten General Admission for Thursday.
 - Four Reserved Covered Seats for Friday
 - Four Reserved Covered Seats for Saturday.
- One VIP parking pass for all four nights.
- Four Hospitality Room passes, each pass is good for two people, for all four days & nights.
- Five Thunder Room Passes for all four nights.
- Two tickets for the Kickoff Dinner on Tuesday.

- Two tickets to the Coronation held in April.
- Ten beverage tokens
- Link on CJD website.
- Social media recognition.

\$5,000 Sponsorship Options

Sponsor to provide all signs/banners/flags

Baseline Benefits for \$5,000 Sponsorships:

- 4x4 Year-Round sign.
- Sponsor logo on the scoreboard before and after each rodeo performance.
- Recognition from the announcer throughout the performance.
- ¼ page ad in the CJD Souvenir Program
- Four limited edition Sponsor Hats.
- Rodeo ticket package:
 - Eight General Admission Tickets for Wednesday
 - Eight General Admission for Thursday.
 - Four Reserved Covered Seats for Friday
 - Four Reserved Covered Seats for Saturday.
- One VIP parking pass for all four nights.
- Four Hospitality Room passes, each pass is good for two people, for all four days & nights.
- Five Thunder Room Passes for all four nights, each pass is good for one person.
- Two tickets for the Kickoff Dinner on Tuesday.
- Two tickets to the Coronation held in April.
- Ten beverage vouchers.
- Logo and link on CJD website.
- Social media recognition

NEW! Back of Chute Sponsor (1) Available

1 total

Baseline Benefits Plus:

- Sole sponsorship for eight year-round sponsor signs (per CJD specifications) on the back of the bucking chutes.

NEW! Center of Arena Sound System Sponsorship (1) Available

1 Total

Baseline Benefits Plus:

- One circular sign above the sound system in the center of the arena, with 360-degree view by spectators in all seating sections.

NEW! Royalty Title Sponsor(1) Available

1 Total

Baseline Benefits Plus:

- Sponsor logo on rear doors of court trailer (per CJD specifications).
- Sponsor name is noted for other rodeo announcers to announce when CJD royalty is on the road.
- Logo on royalty signature cards.

\$4,000 Sponsorship Options

Sponsor to provide all signs/banner/flags

Baseline Benefits for \$4,000 Sponsorships:

- 4x4 Year-Round sign.
- Sponsor logo on the scoreboard before and after each rodeo performance.
- Recognition from the announcer throughout all four rodeo performances.
- Business card size ad in the CJD souvenir program ad.
- Four limited edition sponsor hats.
- Rodeo ticket package:
 - Eight General Admission Tickets for Wednesday
 - Eight General Admission for Thursday.
 - Four Reserved Covered Seats for Friday
 - Four Reserved Covered Seats for Saturday.
- Two VIP parking passes for all four nights.
- Four Hospitality Room passes, each pass is good for two people, for all four days & nights.
- Five Thunder Room Passes for all 4 nights, each pass is good for one person.
- Two tickets for the Kickoff Dinner on Tuesday.
- Two tickets to the Coronation held in April.
- Ten beverage vouchers.
- Logo and link on CJD website.
- Social media recognition.

NEW! Inside of Chute Gate Sponsor (1) Available

1 total

Baseline Benefits plus:

- Sole sponsorship for eight year-round sponsor signs (per CJD specifications) (per CJD specifications) on the inside of the gates of the eight bucking chutes.

NEW! Bucking Chute Crash Pad Sponsor (1) Available

1 Total

Baseline Benefits plus:

- Sponsor logo or artwork will be on the top of each chute gate between bucking chutes and visible throughout our CJD arena on both sides, facing North and South.

\$3,000 Sponsorship Options

Sponsor to provide all signs/banner/flags

Baseline Benefits for \$3,000 Sponsorships:

- 4x4 Year-Round sign.
- Sponsor logo on the scoreboard before and after each rodeo performance.
- Recognition from the announcer throughout the performance.
- Business Card size ad in the CJD Souvenir Program.
- Two limited edition Sponsor Hats.
- Rodeo ticket package:
 - Eight General Admission Tickets for Wednesday
 - Eight General Admission for Thursday.
 - Four Reserved Covered Seats for Friday
 - Four Reserved Covered Seats for Saturday.
- One VIP parking pass for all four nights.
- Three Hospitality Room passes, each pass is good for two people, for all four days & nights.
- Five Thunder Room Passes for all four nights, each pass is good for one person.
- Scoreboard Recognition during each performance.
- Two tickets for the Kickoff Dinner on Tuesday.
- Two tickets to the Coronation held in April.
- Ten beverage vouchers.
- Logo and link on CJD website.
- Social media recognition.

NEW! Friday Western Heritage Night Sponsor (1) Available

1 total

Baseline Benefits Plus:

- Sponsor logo on Friday day sheet.
- Sponsor sign (per CJD specifications) to be placed at the entrance to the grounds.
- Business to provide a 30-second ad to be played on the big screen during the performance.
- Sponsor flag presented on horseback during the Grand Entry on Friday night.

NEW! Saturday Patriotic Night Sponsor (1) Available

1 total

Baseline Benefits Plus:

- Sponsor logo on Saturday day sheet.
- Sponsor sign (per CJD specifications) to be placed at the entrance to the grounds.
- Business to provide a 30-second ad to be played on the big screen during the performance.
- Sponsor flag presented on horseback during the Grand Entry on Saturday.

NEW! Slack (1) Available

1 total

Baseline Benefits Plus:

- Sole sponsorship for all five slack performances that are held during the day and barrel racing slack held after the rodeo on Thursday night.
- Scoreboard recognition during all slack sections.
- Business to provide a 30-second ad to be played on the big screen before each slack section.

NEW! Pickup Men Sponsor (1) Available

1 Total

Baseline Benefits Plus:

- Sponsors name or logo on the back of one of the two pickup men's shirts which will be worn in the arena during each of the 4 performances.
- Sponsors logo on the page with the pickup men in the CJD Souvenir Program.

\$2,500 Sponsorship Options

Sponsor to provide all signs/banners/flags

Baseline Benefits for \$2,500 Sponsorships:

- 4x4 Year-Round sign.
- Sponsor logo on the scoreboard before and after each rodeo performance.
- Recognition from the announcer throughout the performance.
- Business to provide a 30-second ad to be played on the big screen during the performance.
- Two limited edition Sponsor Hats.
- Rodeo ticket package:
 - Eight General Admission Tickets for Wednesday
 - Eight General Admission for Thursday.
 - Four Reserved Covered Seats for Friday
 - Four Reserved Covered Seats for Saturday.
- One VIP parking pass for all four nights.
- Three Hospitality Room passes, each pass is good for two people, for all four days & nights
- Five Thunder Room Passes for all four nights, each pass is good for two
- Two tickets to the Coronation held in April.
- Eight beverage vouchers.
- Recognition in CJD Souvenir Program.
- Logo and link on CJD website.
- Social media recognition.

NEW! Thursday Night Rodeo Sponsor (1) Available

1 total

Baseline Benefits Plus:

- Sponsor logo on Thursday day sheet.
- Sponsor sign (per CJD specifications) to be placed at the entrance to the grounds.
- Business to provide a 30-second ad to be played on the scoreboard during the performance.
- Sponsor flag presented on horseback during the Grand Entry on Thursday night.

NEW! Grand Entry- Sole Sponsorship for all Four Nights (1) Available

1 Total

Baseline Benefits Plus:

- Sponsor flag presented horseback during the grand entry each night.
- Recognition from the Announcer during Grand Entry each night.

Barrel man Sponsor (1) Available

1 Total

Baseline Benefits Plus:

- Sponsor sign (per CJD specifications) to be placed in the arena or on Barrel Man's barrel (depending on contract).

\$2,000 Sponsorship Options

Sponsor to provide all signs/banners/flags

Baseline Benefits for \$2,000 Sponsorships:

- 4x4 Year-Round sign.
- Sponsor logo on the scoreboard before and after each rodeo performance.
- Recognition from the announcer throughout all four rodeo performances
- Recognition in the CJD souvenir program ad.
- Two limited edition sponsor hats.
- Rodeo ticket package:
 - Eight General Admission Tickets for Wednesday
 - Eight General Admission for Thursday.
 - Four Reserved Covered Seats for Friday
 - Four Reserved Covered Seats for Saturday.
- One VIP parking pass for all four nights.
- Two Hospitality Room passes, each pass is good for two people, for all four days & nights.
- Four Thunder Room Passes for all four nights, each pass is good for one person.
- Two tickets for the Kickoff Dinner on Tuesday.
- Two tickets to the Coronation held in April.
- Five beverage vouchers.
- Logo and link on CJD website.
- Social media recognition.

Above Announcers Booth (4) Available

8 Total

Baseline Benefits Plus:

- Sponsor sign (per CJD specifications) above the Announcers booth during all CJD events.

Added Money (5) Available

8 Total

Baseline Benefits Plus:

- Sponsor name on the Added Money Sign displayed on the Announcer's Booth during all CJD week activities.

Award Sponsor (to provide additional awards to our event winners):

(3) Available

4 Total

Baseline Benefits Plus:

- Sponsor sign (per CJD specifications) to be placed in the arena.

Tuckerette Sponsor (3) Available

4 Total

Baseline Benefits Plus:

- Sponsor flag carried horseback during Grand Entry one of the four rodeo performances
- Sponsor logo is featured on one of the four shirts worn by the 6 Tuckerettes.

Tough Enough to Wear Pink Fundraiser Sponsor (3) Available

5 Total

Baseline Benefits Plus:

- The opportunity to share business flyers/marketing materials during the walk.
- The opportunity to have a booth at the rodeo grounds on Thursday.

NEW! Miles 4 Mammograms 5k (1) Available

1 Total

Baseline Benefits plus:

- Sponsor logo on M4M walk shirt that is given to each participant.
- The opportunity to share business flyers/marketing materials during the walk.

NEW! Grandstand Section Sponsor (8) Available

8 Total

Baseline Benefits plus:

- Sponsor sign (per CJD specifications) above one of the eight covered seating sections on the North or South Side grandstands.

\$1,500 Sponsorship Options

Sponsor to provide all signs/banners/flags

Baseline Benefits for \$1,500 Sponsorships:

- Scoreboard recognition before and after each rodeo performance.
- Recognition in the CJD souvenir program ad.
- One VIP parking pass for all four nights of PRCA rodeo.
- Two Hospitality Room passes, good for two people all four nights.
- Two Thunder Room passes for each night, each pass is good for one person.
- Five beverage vouchers.
- Two Coronation Dinner Tickets.
- Two Kickoff Dinner Invitations.
- Link on CJD website.
- Social media recognition.

Out-Gate Banner (6) Available

6 Total

Baseline Benefits Plus:

- Sponsor sign (per CJD specifications) on one arena out-gate.

Thunder Room (4) Available

4 total

Baseline Benefits Plus:

- Sponsor name on all Thunder Room Sponsor boards displayed year-round during all CJD and non-CJD events hosted in Thunder Room.

NEW! Cowboy Breakfast (1) Available

1 Total

Baseline Benefits Plus:

- Sponsor sign (per CJD specifications) on Cowboy Breakfast Building for CJD week and two complimentary cowboy breakfast plates.

NEW! Native American Friendship Feast & Encampment (1) Available

1 Total

Baseline Benefits Plus:

- Sponsor sign (per CJD specifications) on the Encampment pavilion during CJD week.

NEW! The Food Court Sponsor (1) Available

1 Total

Baseline Benefits Plus:

- (2) Sponsor sign (per CJD specifications) posted in the Northside food court area.

NEW! Stagecoach (1) Available

1 Total

Baseline Benefits Plus:

- Sponsor logo (per CJD specifications) on Stagecoach trailer to appear in at least four parades throughout
- Sponsor flag on Stagecoach trailer.

Grande Parade (1) Available

2 Total

Baseline Benefits Plus:

- Sponsor Banner (per CJD specifications) presented at the start of the Grand Parade.

Junior Parade (1) Available

2 Total

Baseline Benefits Plus:

- Sponsor Banner (per CJD specifications) presented at the start of the Junior Parade

NEW! Northside Grandstand (1) Available

1 Total

Baseline Benefits Plus:

- Sponsor sign (per CJD specifications) at the main entrance to Northside Grandstand Entrance all four nights

NEW! Southside Grandstands (1) Available

1 Total

Baseline Benefits Plus:

- Sponsor sign (per CJD specifications) at the main entrance to Southside Grandstand Entrance all four nights.

Arena Banner Sponsor: \$1,000 (5) Available

6 Total

Sponsor provides all signs/banners/flag.

- Sponsor 3x8 banner along the arena fence.
- Sponsor logo on the scoreboard before and after each rodeo performance.
- Recognition in the CJD souvenir program ad.
- One VIP parking pass for all four nights.
- One Hospitality Room pass, good for two people all four nights.
- Two Thunder Room passes for each night, each pass is good for one person.
- Five beverage vouchers.
- Two Coronation Dinner Tickets.
- Two Kickoff Dinner Invitations.
- Link on CJD website.
- Social media recognition.

NEW! Matchup of the Night (to showcase a special ride or timed event run): \$500 each night (4) Available

4 total

- Sponsor name and logo featured for one high-profile ride or timed event run.
- Sponsor logo on the scoreboard before and after each rodeo performance.
- Recognition by the announcer during the matchup ride.
- One Hospitality Room pass, each pass is good for two people, for all four days & nights.
- Two Thunder Room Passes for each night, each pass is good for one person.
- Two General Admission tickets for the night of your sponsored matchup.
- One limited edition Sponsor hat.
- Link on website.
- Social Media recognition.

Buckaroo Rodeo (Rodeo for special needs adults and children): \$300

(3) Available

4 Total

- Sponsor logo on the scoreboard before and after each rodeo performance.
- One Hospitality Room pass for two of the four nights, good for two people.
- Recognition in CJD souvenir program.
- Logo and link on CJD website.
- Social media recognition.

Currently Sold Sponsorships:

Front of Chute Gate Sponsor: \$2,000(Sold)

8 Total

Specialty Act Sponsor: \$2,500 (Sold)

2 total

Event Sponsor: \$2,500 (Sold)

10 total

Mini Bull Riding: \$2,500 (Sold)

1 Total

Family Night Sponsor \$2,500 : Sold

1 total

Wild Cow Milking Sponsor: \$1,500 (Sold)

1 Total

Sponsor: Wild Cow Milking Awards Sponsor \$250 (Sold)

2 Total

Mutton Busting Sponsor: \$350 (Sold)

1 Total

Scoreboard Sponsor: \$2,500 (Sold)

1 Total

Announcer Sponsor: \$2,500 (Sold)

1 Total

Beer Garden: \$2,500 (Sold)

1 Total

Water Bottle Sponsor: \$500 (Sold)

5 Total

All Around Sponsor: \$2,500: (Sold)

1 total

Major/National Sponsors: Private Agreement

Wildhorse Resort & Casino

Wrangler

Media Sponsor: Private Agreement

Elkhorn Media

Internet Services Sponsor: Private Agreement

Zipty Fiber

Alcohol: Private Agreement

Columbia Distributing

Pendleton Whisky