

Othello Rodeo Association

We're Not the Biggest, Just One of the Best!

May 1, 2017

Dear Rodeo Fan,

The mission of the Othello Rodeo Association (ORA) is to sustain, support and promote the ORA, their members, the rodeo tradition and the community through family friendly activities, collaboration and sponsorship. At this time, the ORA is in need of sponsorships to help fund our Rodeo. Since 1948, the Othello Rodeo Association has counted on (and is grateful for) the generosity of our members, community sponsorships and donations.

This year, our goal is to provide a consistent and fair "return" to our sponsors and also inform you of how much sponsorship is needed to run our rodeo each year. The sponsorship levels below represent either prize fund amounts (which are important to attract high-quality rodeo talent) or general operating costs. Large ticket events may be sponsored by more than one sponsor. Multi-year sponsorships are also welcome.

Sponsorship Level/Event Cost Examples <i>(This is not an all-inclusive list)</i>	Return
① \$100-\$499 – Friends of the Rodeo - Demo Time Trials - Rodeo Hard Luck Cowboy Award - Straw Maze Snacks/Scare-Actor Dinners	Announcement of sponsorship at event Listing on back page of Rodeo program
② \$500 - \$999 - Demo Powder Puff Race - Demo Australian Pursuit - Rodeo Wild Cow Ride - Rodeo All-Around Cowboy Award - *Rodeo Dance - *Straw Maze Scare Room	Listing in Rodeo Program Announcement of sponsorship during the event(s) Facebook posting on ORA page *Signage at Rodeo Dance/Straw Maze
③ \$1,000 – \$1,999 - Demo Heat Races - Rodeo Announcer (x2) - Bull Fighter (x2) - Clown Act (x2)	Announcement of sponsorship during the event(s) Logo on ORA website Facebook posting on ORA page Logo next to event on Rodeo program
④ \$2,000 - \$4,999 -Security (All Events) - Demolition Derby -Tie Down Roping - Steer Wrestling - Saddle Bronc Riding - Team Roping (x2) - Bull Riding - Barrel Racing	Logo on website with Hyperlink and next to event on program Facebook postings on ORA page Announcement of sponsorship during the event Sponsor/Logo Flag Company Logo on electronic scoreboard General Box Seat, 4 tickets/night
⑤ \$5,000 – \$9,999 - Rodeo Entertainment - Beer Garden/Beer Garden Box Seats - General improvement funds: Cowboy Campground Cowboy Bathroom/Showers Concession Stands	Sponsor/Logo Flag ran in the arena during Rodeo Logo on website with Hyperlink and next to event on Program Facebook postings on ORA page with your company tagged Announcement of sponsorship during the event Company Logo on electronic scoreboard Company name of facility sponsored (concessions, beer garden, etc.) General Box Seat, 6 tickets/night
⑥ \$10,000 or more - Electronic Sign - Livestock - Arena (General Improvements) Bleacher Seat Fund Chute Box Seat Roof Fund Beer Garden/Bear Garden Roof Fund	Priority Sponsor/Logo Flag ran in the arena during Rodeo Logo on website with Hyperlink and next to event on Program Facebook postings Announcement of sponsorship during the event General Box Seat, 4 tickets/night Beer Box Seat, 4 tickets/night 2 custom jackets with your company logo and ORA logo 2 custom belt buckles Commercial/Logo/Advertising on Rodeo sign during event. Naming of Electronic Screen during all 2017 Demo and Rodeo Priority marketing on Electronic Screen during all events, including "Instant Replay" and advertising time

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The Othello Rodeo is different from a lot of other Rodeos in that **the Association owns and must maintain the grounds we use**. We use ticket sale monies for routine maintenance, improvements and general operations; for example, making improvements to our beer garden last year, painting and stock pen repairs.

For some time, the ORA has been using ticket sales to make up the difference in what our sponsors contribute and the cowboy's prize fund. If the ORA is to continue in the future, we must have enough sponsor support that we can draw quality cowboys to our rodeo and have leftover monies to maintain and improve our rodeo grounds each year.

Please contact one of our committee members below if you have any questions or would like to be an Othello Rodeo sponsor.

Sponsorship Committee:

Jody Fleshman (Chair)	(509) 331-4628
Rebecca Wolfs	(509) 431-7793
Randy Vanlandingham	(509) 989-0058
Pete Perez	(509) 760-6679
Adam Robertson	(509) 346-7115
Kayla McIndoe	(509) 346-0334

2017 ORA Board Members:

Will Fleshman, Vice-President
Randy Vanlandingham
Mark Vanlandingham
Adam Robertson
Benny Beck
Ken Dockins
Pete Perez
Ashley Jahns

On behalf of our Board and membership, thank you for your consideration. See you at the Rodeo!

Rebecca Wolfs

Rebecca Wolfs, President
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(509) 431-7793