



P.O. Box 457
Bandera, Texas 78003
(830) 460-1071
banderaprorodeo.org

Dear Supporter:

In early March of 2020, before we canceled the Memorial Day Weekend rodeos, our sponsorship letter started out with the following sentence:

“We hope that 2019 was a year full of reasons to be thankful.”

Boy!! What happened after that truly tested our grit! We still hope that in spite of the pandemic and the freeze, you have reasons to be thankful.

2020 was a year of changes for us all. Celebrating the success of the 2019 rodeos was lost as we tightened up our belts and focused on the unknown things to come. As you may already know, Bandera ProRodeo hosted both the Ranch Rodeo and the Women’s Ranch Rodeo and Kids’ Mutton Bustin’ over Labor Day Weekend. The 2020 Labor Day rodeos were successful. This success lead to a conclusion that BPRA would assume the responsibility for hosting those rodeos for 2021 in addition to the rodeos we already host over Memorial Day Weekend. **NONE** of this is possible without the support of the community, for which we are deeply thankful. We rely completely on volunteer efforts, and community contributions and sponsorships. The future of our Memorial Day Weekend rodeos and the Labor Day Weekend rodeos depends on continued support from the community.

This year’s Memorial Day Weekend Stampede Rodeo dates are May 28th, 29th, and 30th, 2021. Rafter G Rodeo will again be producing the rodeo for us. Entertainment will again be by Justin Rumford, who has won Coors Man in the Can (three times,) Clown of the Year (eight years,) and Comedy Act of the Year at the NFR in Las Vegas.

This year’s Labor Day Weekend Ranch Rodeo and the Women’s Ranch Rodeo and Kid’s Mutton Bustin’ dates are September 4th and 5th, 2021. The Ranch Rodeo will again be produced by Triple R. The association will be producing the Women’s Ranch Rodeo as it did for the 2020 Labor Day rodeo and the Spring Women’s Ranch Rodeo in 2022.

In past years, sponsorships were sought for Memorial Day Weekend, and then later sought for Labor Day Weekend by the different hosts of those rodeos. This always placed a burden on sponsors as often the same entities/people sponsored the rodeos for both holiday weekends. For 2021 and the future, BPRA does not believe that trying to raise sponsorships “back-to-back” is

fair for sponsors, such as you.

After a lot of thought and deliberation, BPRA has concluded that sponsors should be given the opportunity to sponsor both rodeos, at a reduced amount for the Labor Day Weekend rodeos.

The sponsorship levels for the Memorial Day Weekend will remain the same and the Sponsorship opportunities that are still available follow.

If you sponsor the 2021 Memorial Day Weekend Stampede Rodeos, you can be a sponsor for the Labor Day Weekend rodeos for both Saturday and Sunday nights for an additional \$150.00. The benefits of this sponsorship include: a Box seat with six (6) seats for both nights, a VIP parking pass and at least one banner in the arena. If your sponsorship for the Memorial Day Weekend rodeos includes the benefit of a flag carried in the arena, that will be included in the benefits for the Labor Day Weekend rodeos under the same terms as those for the Memorial Day Weekend rodeos. Enclosed is an Agreement for the 2021 Labor Day sponsorship for those of you who want to sponsor both Memorial Day Weekend Rodeos and Labor Day Weekend rodeos. The \$150.00 sponsorship opportunity for Labor Day Weekend will not be offered to anyone who is not a 2021 Memorial Day Weekend Sponsor.

If you prefer to sponsor only the 2021, Memorial Day Weekend Stampede Rodeos you certainly do NOT need to sponsor the 2021 Labor Day Weekend Rodeos.

Can we count on your support to help us preserve our champion rodeo cowboy heritage? Please say "YES", consider the enclosed sponsorship opportunities and complete and return the enclosed Sponsorship Agreement(s).

Please feel free to contact me if you have any questions.

Jannalindig@sbcglobal.net (830) 460-1071.

We look forward to seeing you at the rodeo!!

Very truly yours,

Bandera ProRodeo Rodeo Committee



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**BANDERA PRORODEO ASSOCIATION
2021 SPONSORSHIP OPPORTUNITIES
MEMORIAL DAY WEEKEND MAY 28, 29 AND 30, 2021**

**THE SPONSORSHIP OPPORTUNITIES HAVE BEEN MODIFIED TO SHOW
ONLY THOSE THAT REMAIN AVAILABLE FOR THE 2021 RODEOS**

ADDED MONEY SPONSOR. \$2,000.00

This sponsor will be recognized every night as an added money sponsor.

In addition, this sponsor will:

- Be recognized in all pre-rodeo press advertising and all promotional advertising by name and logo
- Be recognized by name and logo on the official website
- Be recognized repeatedly by the announcer throughout the night being sponsored
- Have a flag carried in the Memorial Day Parade
- Have a flag carried in the arena during the Grand Entry
- Have a flag carried in the arena in between events throughout the performances
- Be recognized in the Rodeo Program
- Have space for at least two banners/signs in the arena during performances
- Receive one box with six (6) seats for all three (3) rodeo performances
- Receive two (2) VIP parking passes
- Receive 6 passes to the Cowboy Camp (meals) each night

EVENT SPONSOR \$1,200.00 (7 1 AVAILABLE)

This sponsor will:

- Be recognized as the sponsor for one of the following events for each night of the rodeo: Bareback Riding, Saddle Bronc Riding, Bull Riding, Calf Roping, Steer Wrestling, Team Roping and Barrel Racing
- Be recognized by name and logo on the official website

- Be recognized by the announcer as the sponsor for the event each night of the rodeo
- Have a flag carried in the Memorial Day Parade
- Have a flag carried in the arena during the Grand Entry
- Have a flag carried in the arena in before the sponsored event each night of the rodeo
- Be recognized in the Rodeo Program
- Have space for two banners/signs in the arena during performances
- Receive one box with six (6) seats for the three (3) rodeo performances
- Receive two (2) VIP parking passes
- Receive 6 passes to the Cowboy Camp (meals) each night

**BUCKING CHUTE AND LET-OUT GATE SPONSORS \$950.00
(4 AVAILABLE)**

This sponsor will:

- Be recognized during the rough stock events with a sign or banner on a chute or the let-out gate
- Be recognized by name and logo on the official website
- Be recognized by the announcer generally/respectively as a rider comes out of the sponsor's chute or when the rough stock exits through the let-out gate
- Have a flag carried in the Memorial Day Parade**¹ see below
- Have a flag carried in the arena during the Grand Entry**
- Be recognized in the Rodeo Program
- Have a banner/sign on the chute or let-out gate
- Receive one box with six (6) seats for the three (3) rodeo performances
- Receive two (2) VIP parking passes
- Receive 6 passes to the Cowboy Camp (meals) each night

SPECIALTY SPONSOR \$550.00

These sponsors will:

- Be recognized during the rodeos
- Be recognized by the announcer as a sponsor as time permits, at least two times for each night of the rodeo
- Be recognized in the Rodeo Program
- Have space for two banners/signs in the arena during performances* see below
- Receive one box with six (6) seats for the three (3) rodeo performances
- Receive one (1) VIP parking pass

¹ See below for explanation of terms regarding flags and banners/signs.

-Receive 6 passes to the Cowboy Camp (meals) each night

ARENA SIGN SPONSOR \$350.00

This sponsor will:

- Be recognized during the rodeos
- Be recognized by the announcer as a sponsor as time permits, at least two times for each night of the rodeo
- Be recognized in the Rodeo Program
- Have space for two banners/signs in the arena during performances*
- Receive four general admission tickets per night
- Receive one (1) VIP parking pass

** If this sponsor does not have a flag and wants a flag for the parade and/or the arena, this sponsor is responsible for providing the flag.

* If this sponsor does not have a sign/banner, and wants two in the arena, they are responsible for providing one sign/banner.

TERMS REGARDING FLAGS AND BANNERS/SIGNS

BANNERS/SIGNS

1. The Association will provide one, maximum size 4x10 banner for the OFFICIAL TITLE SPONSOR, which will have a prominent location on the announcer's end of the arena.
2. The Association will provide two, maximum size 4x8 banners or signs for the following sponsorship levels: OFFICIAL TITLE SPONSOR, ADDED MONEY SPONSOR(S), and EVENT SPONSOR(S)
3. *The Association will provide one, maximum size 3x8 banner or sign for the following sponsorship levels: ENTERTAINMENT SPONSOR, SPECIALTY SPONSOR and ARENA SIGN SPONSOR. * If any one of these sponsors does not have a sign/banner, and wants two in the arena, they are responsible for providing one sign/banner.

Sponsors will be responsible for providing a design to the Association no later than May 5, 2021, or the Association will design the banner/sign. Please note, we are not in the business of designing banners/signs.

FLAGS

1. The Association will provide one flag for the following sponsorship levels: OFFICIAL TITLE SPONSOR, ADDED MONEY SPONSOR, and EVENT SPONSOR.
2. ** If this sponsor (BUCKING CHUTE AND LET-OUT GATE SPONSOR(S) and ENTERTAINMENT SPONSOR) does not have a flag and wants a flag for the parade and/or the arena, this sponsor is responsible for providing the flag.

Sponsors will be responsible for providing a design to the Association no later than May 5, 2021, or the Association will design the flag.

Banners/Signs and Flags paid for by the Association will be the property of the Association.



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Sponsorship Agreement

Business name or individual: _____

Mailing Address: _____

Contact Person: _____

Phone: _____

E-mail: _____

I/we want to be a SPONSOR of the 2021 Bandera ProRodeo Memorial Day Rodeos.

- Circle One: ~~Official Title Sponsor~~
Added Money Sponsor
Event Sponsor (1 left bareback riding)
Bucking Chute and Let-Out Gate Sponsor (4 left)
~~Entertainment Sponsor~~
Specialty Sponsor
Arena Sign Sponsor

OR, I want to help but cannot attend, enclosed please find \$_____ to show my support!!!

Payment is due May 15, 2021, or, if Sponsorship Agreement is executed after that, payment is due with Sponsorship Agreement.

Signature: _____ Date: _____

Printed name: _____

Please make payment to: Bandera ProRodeo Association

If Mailed: Bandera ProRodeo Association

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Bandera, Texas 78003

☛ Please note that if you want a logo on the website, you need to provide it in a digital form as soon as possible in order for us to put it on the website. Note also the responsibilities noted on the attached Sponsorship Opportunities.

Send inquires and/or completed agreement to: jannalindig@sbcglobal.net



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**BANDERA PRORODEO ASSOCIATION
2021 SPONSORSHIP OPPORTUNITIES
MEMORIAL DAY WEEKEND MAY 28, 29 AND 30, 2021
and LABOR DAY WEEKEND SEPTEMBER 4 AND 5, 2021**

These sponsors will have the benefit of their paid Memorial Day Weekend sponsorship. (All benefits and those pertaining to banners in the arena and flags.)

In addition, for Labor Day Weekend, Ranch Rodeo on Saturday, September 4, 2021 and Woman's Ranch Rodeo and Kid's Mutton Bustin' on Sunday, September 5, 2021, they will:

- Be recognized during the rodeos
- Be recognized by the announcer as a sponsor as time permits, at least two times for each night of the rodeo
- Have space for at least one banner/sign in the arena during performances* see below
- Receive one box with six (6) seats for the two (2) rodeo performances
- Receive two (2) VIP parking passes
- Have a flag carried in the arena. Certain sponsors of Memorial Day Weekend have been provided flags. If you have not been a sponsor of the Memorial Day Weekend rodeos, please provide a flag to Bandera ProRodeo prior to the day of the rodeo. The flag will be returned

** If this sponsor does not have a flag and wants a flag for the parade and/or the arena, this sponsor is responsible for providing the flag.

* If this sponsor does not have a sign/banner, and wants two in the arena, they are responsible for providing one sign/banner.

TERMS REGARDING FLAGS AND BANNERS/SIGNS

BANNERS/SIGNS

Sponsors will be responsible for providing a design to the Association no later than April 20, 2021, or the Association will design the banner/sign. Please note, we are not in the business of designing banners/signs.



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**Labor Day Weekend Sponsorship Agreement for
Existing Memorial Day Weekend Sponsors**

Business name or individual: _____

Mailing Address: _____

Contact Person: _____

Phone: _____

E-mail: _____

AMOUNT: \$150.00

I/we want to be a SPONSOR of the 2021 Bandera ProRodeo Labor Day Weekend Rodeos in Addition to the 2021 Memorial Day Weekend Rodeos.

Payment is due June 30th, 2021, if it is not received by that date, we cannot guarantee that the sponsorship will still be available as we will be soliciting sponsorships from other sponsors.

Signature: _____ Date: _____

Printed name: _____

Please make payment to: Bandera ProRodeo Association

If Mailed: Bandera ProRodeo Association

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