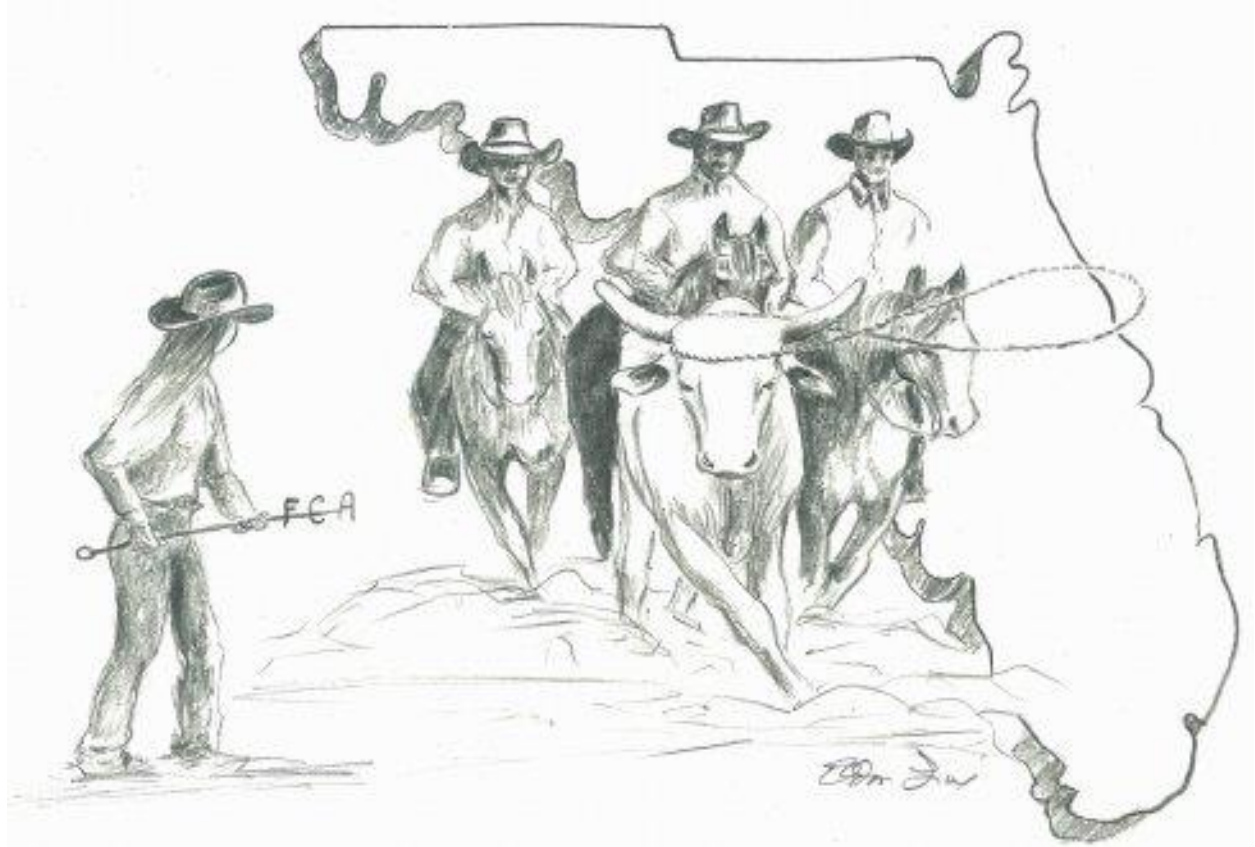


2017 Ranch Rodeo Finals & Cowboy Heritage Festival Sponsorship Guide Book



We can custom tailor sponsorship packages for each sponsor

Sponsorship opportunities for

- Ranch Rodeo Finals
- Heritage Festival
- Steak Cook-off
- Brisket Cook-off
- Ranch Horse Competition

Why should you partner with us?

- **We are a "safe investment" for your corporate dollar:**
 - The Ranch Rodeo Finals & Heritage Festival has been operating successfully for five years and is a "safe investment".
 - The event is managed by a coordinated team of volunteers and assisted by the professional staff at the Florida Cattlemen's Association headquarters office.
- **You are demonstrating community support:**
 - Proceeds from this event go to the Florida Cattlemen's Foundation and help support youth leadership training and other projects throughout the State including Environmental Stewardship and Land Management, and Historic Artifact Preservation.
- **Your donation is fully tax deductible:**
 - The Florida Cattleman's Foundation is an IRS recognized 501(c)(3) charity organization.
- **The Festival & Ranch Rodeo Finals represent a risk free partnership:**
 - The committee carefully selects sponsor partners and avoids any controversial or questionable endorsements or relationships.
 - Our weekend events are "family friendly" and enjoy broad support from the entire community.
- **We partner with you for the entire year:**
 - Our organization works hard to maintain a solid and healthy relationship with all of our sponsors, and features them throughout the rodeo year - not just for the rodeo and festival weekend.

For more information:

Contact the Florida Cattleman's Association at 407-846-6221

Or email Jim@floridacattlemen.org or Dusty@floridacattlemen.org



2017 Platinum Sponsor

\$15,000 (and Up) Corporate Level Sponsorship

- Only one Corporate Platinum Sponsor from that sponsor's industry will be allowed for the Florida Ranch Rodeo Finals and Cowboy Heritage Festival. No competitive duplicates allowed. (for example Ford and Dodge could not both be Platinum Sponsors, however Ford and McDonalds could both be corporate sponsors)
- Sponsor has right to brand and name the Florida Ranch Rodeo Finals and Cowboy Heritage Festival with their corporate identity.
- Logo on main page of the Florida Ranch Rodeo Finals and Cowboy Heritage Festival web site, and at top of sponsorship page on web site, and again on main Florida Cattlemen's Foundation (FCF) and Florida Cattlemen's (FCA) sponsors' web page.
- One page web page "bio" about sponsor on dedicated page on Florida Ranch Rodeo Finals and Cowboy Heritage Festival web site
- Link from Florida Ranch Rodeo Finals and Cowboy Heritage Festival web site to sponsor web site and link from FCA/FCF web site to sponsor web site.
- Thirty second audio acknowledgement message which will run a total of four times at the Florida Ranch Rodeo Finals (during rodeo opening, twice during the main rodeo performance and rodeo closing).
- Thirty second audio announcement message which will be read a total of four times during the Heritage Festival (throughout the day)
- Participate in the opening Welcome Message for the Heritage Festival.
- Participate in on stage introduction and thank you announcement for sponsors during the Heritage Festival.
- Corporate logo or name on all Florida Ranch Rodeo Finals printed tickets
- One full page corporate partner ad ran in 4 issues of the FLORIDA CATTLEMEN'S MAGAZINE.
- Corporate literature on display at the Heritage Festival and Florida Ranch Rodeo Finals.
- Corporate Logo on all Florida Ranch Rodeo Finals and Cowboy Heritage Festival posters
- Corporate Flag, provided by Sponsor, carried on horseback during Florida Ranch Rodeo Finals at rodeo half time.
- Multiple banners, provided by FCA, placed throughout Heritage Festival grounds and Rodeo Arena
- 150 tickets to the Florida Ranch Rodeo Finals.
- 30 complimentary tickets to the Steak Dinner at the Heritage Festival
- A dinner invitation for two with the Executive Board of the Florida Cattlemen's Association to be scheduled in conjunction with another FCA event.



2017 Platinum Sponsor (continued)

\$15,000 (and Up) Corporate Level Sponsorship

- Corporate "in person" recognition during the Florida Ranch Rodeo Finals during the opening of the rodeo.
- One corporate booth space at premium location at Florida Ranch Rodeo Finals and one premium booth space on the Heritage Festival grounds.
- Sponsor invited to address the Florida Cattlemen's Association Annual Meeting.
- Corporate recognition and thanks contained in three media releases broadly distributed by FCA/FCF to designated media partners (at rodeo year start, pre Ranch Rodeo Rodeo and post Rodeo).
- Invited to participate in annual check presentation and media event for FCF designated activities
- First right of refusal for renewal in new corporate sponsorship year.



2017 Gold Sponsor

\$10,000 Corporate Level Sponsorship

- There shall be no conflicting Gold Sponsors. (only one from a specific industry)
- The first 3 Gold Sponsors to confirm sponsorship may select one of the three exclusive sponsorship opportunities for the Florida Ranch Rodeo Finals and Cowboy Heritage Festival:
 - Ranch Rodeo Operations Sponsor
 - Heritage Festival Sponsor
 - Brisket/Steak Cooking Competition Sponsor
- Logo placement on Florida Ranch Rodeo Finals and Cowboy Heritage Festival main page web site below Platinum sponsor and again on FCA/FCF sponsors' web page.
- Link to sponsor web page from FCA/FCF web site sponsors page.
- Corporate Sponsor banners, provided by FCA/FCF, one on Cowboy Heritage Festival grounds and one in the Rodeo Arena.
- Audio acknowledgement message read twice during the Florida Ranch Rodeo Finals or Cowboy Heritage Festival based on sponsorship class selected.
- One page corporate partner ad placed in 2 issues of the FCA Florida Cattlemen's Magazine.
- Corporate literature displayed at Florida Ranch Rodeo Finals area and Cowboy Heritage Festival Sponsors Booth.
- Corporate logo on all posters and materials.
- 100 tickets to Florida Ranch Rodeo Finals and Cowboy Heritage Festival
- Attend Sponsor breakfast with FCA President and Executive Board representatives during FCA annual business meeting.
- Corporate recognition and acknowledgement in two media releases issued by the Florida Ranch Rodeo Finals and Cowboy Heritage Festival.
- 20 complimentary steak dinners at the Heritage Festival
- Recognition at Florida Cattlemen's Association (FCA) Annual Meeting.
- Participate in on stage introduction and thank you announcement for sponsors during the Heritage Festival.
- First right of refusal for renewal for Gold Level sponsorship.



2017 Silver Sponsor

\$7,000 Corporate Level Sponsorship

- Logo placement with link on Florida Ranch Rodeo Finals and Cowboy Heritage Festival web site, on the sponsorship web page.
- One page corporate partner ad placed in one issue of the Florida Cattlemen's Magazine.
- Corporate logo on the Florida Ranch Rodeo Finals and Cowboy Heritage Festival posters and marketing materials (limited to the first five Silver level sponsors)
- An audio acknowledgement thank you message during Florida Ranch Rodeo Finals.
- Two banners, provided by FCA/FCF. One banner placed on Heritage Festival grounds and the other banner placed in the rodeo arena.
- May select on a first come, first serve basis to be the sponsor for various programs to include, but not be limited to.
 - Ambulance and Medical Team Sponsor
 - Safety and Security Sponsor
 - Ticketing Sponsor (if still available and not claimed by a Platinum or Gold Sponsor at time of Sponsorship commitment)
 - Vet and Ferrier
- Corporate literature displayed at Florida Ranch Rodeo Finals area and Cowboy Heritage Festival Sponsors Booth.
- 70 tickets to Florida Ranch Rodeo Finals and Cowboy Heritage Festival.
- 14 tickets for a steak dinner at the Heritage Festival
- Recognition at Florida Cattlemen's Association (FCA) Annual meeting.



2017 Trail Boss Sponsor

\$5,000 Corporate Level Sponsorship

- Logo placement on Florida Ranch Rodeo Finals and Cowboy Heritage Festival website on sponsorship web page.
- Corporate sponsor banner, provided by FCA displayed in the rodeo arena.
- 1/4 page ad in the Florida Cattleman's Association (FCA) Magazine for one issue.
- Sponsor recognition by rodeo announcer during evening rodeo
- 50 tickets to the Florida Ranch Rodeo Finals and Cowboy Heritage Festival.
- 10 complimentary tickets for the steak dinner at the Heritage Festival
- Corporate literature displayed at Florida Ranch Rodeo Finals area and Cowboy Heritage Festival Sponsors Booth.
- Opportunity to be listed as the "exclusive sponsor" of a rodeo event or the **Ranch Horse Competition**, selected on a first come basis:
 - Bronc Riding
 - Calf Branding
 - Wild Cow Milking
 - Team Doctoring
 - Double Mugging
 - Team Sorting
 - Stampede Race
 - Colt Riding
- Recognition at Florida Cattlemen's Association (FCA) Annual meeting.



2017 Chute Sponsor

\$1,500 Corporate Level Sponsorship

- Logo placement on Florida Ranch Rodeo Finals and Cowboy Heritage Festival web site on sponsorship page
- Corporate sponsor banner, provided by FCA/FCF, placed on a rough stock chute.
 - Announcer would reference your name when the chute is in use.
- 15 tickets to the Florida Ranch Rodeo Finals and Heritage Festival
- 3 tickets to the Steak Dinner at the Heritage Festival



2017 Saddle Sponsor

\$850 Corporate Level Sponsorship

- 5 Saddle Sponsors only
- Sponsor name on trophy saddle to be presented to members of the overall State Champion Ranch Rodeo Team.
- Mentioned as a sponsor on the FCA/FCF website and in the FCA Magazine
- 8 tickets to the Florida Ranch Rodeo and Heritage Festival
- 2 steak dinner tickets



2017 Friend of the Rodeo Sponsor

\$500 Corporate Level Sponsorship

- Ability to hang banner in the arena or at the Heritage Festival
 - Banner provided by sponsor
- Mentioned as a sponsor on the FCA/FCF website and in the FCA Magazine
- 5 tickets to the Florida Ranch Rodeo and Heritage Festival
- 1 steak dinner ticket