

2023



SPONSORSHIP
PACKET

LAKE COUNTY ROUND UP

April 12, 2023

Prospective Corporate Sponsor,

The enthusiasm is building as we approach the celebration of The 104th year of the Lake County Round-Up celebrated annually over Labor Day weekend (August 31st thru September 4th)!! With the SUCCESS of the 2022 Round-Up we are looking forward to making 2023 even more amazing! The perseverance of this group is amazing and the planning of the 104th Lake County Round-Up is underway!! I would like to take this opportunity to invite you to participate as a Corporate Sponsor for this year's event.

The weekend will begin with the fun-filled local ranch rodeo to take place on Friday. Excitement will continue when acclaimed country artist, Mitchell Tenpenny with special guest Ned LeDoux hit the stage on Saturday night to perform hit singles "Truth About You", "Drunk Me", and "Bucket List." Put on your boots, find your seats and get ready for PRCA Rodeo action both Sunday and Monday featuring some of the best cowboys and cowgirls on the circuit!!!

Accompanying your letter is an explanation of Corporate Sponsorship levels as well as content included in each level of sponsorship for your consideration. Don't miss out on this awesome promotional advertising opportunity!!

Similar to last year, tickets for ranch rodeo, concert, and both Sunday and Monday PRCA rodeo will only be available to purchase online. **Changes this year-** once sponsorships forms are received, sponsors will be sent an email with link and access code to reserve complimentary tickets with allowance to purchase 15 additional tickets. The Corporate Sponsor Committee would like to assure that sponsors have first selection of tickets. **DON'T DELAY-** get your sponsorship form submitted to secure your favorite seat selections prior to going live for public access on May 15th. Top three tier level sponsors will be designated box seats for concert. Respective box tickets and Chute 19 passes will be included in your Corporate Sponsor basket that will be distributed at a date closer to the event.

In order to simplify the process we have attached a Sponsorship Form for you to complete or return to us in the self-addressed stamped envelope or by submitting directly through the link on the website(www.lakecountyr roundup.org). **Sponsorship forms and monies must be received by June 1, 2023 to allow adequate time for the launch of marketing plans for this year's event.**

Please feel free to contact us directly with any questions. Sponsorship payments should be made payable to Lake County Round-Up, P.O. Box 670, Lakeview, OR 97630.

Again, thank you for your sincere consideration and your generous contributions in the past to make this annual Lake County event such a success. We look forward to another great year of celebrating our western heritage!!!

Lake County Strong!!! Let's kick off our boots and have some fun!!!

Sincerely,

Patsy Hall
Corporate Sponsor Committee
phall@hallmotor.com
541-417-0076

Kati Clemens
Corporate Sponsor Committee
kati@hallmotor.com
541-219-9638

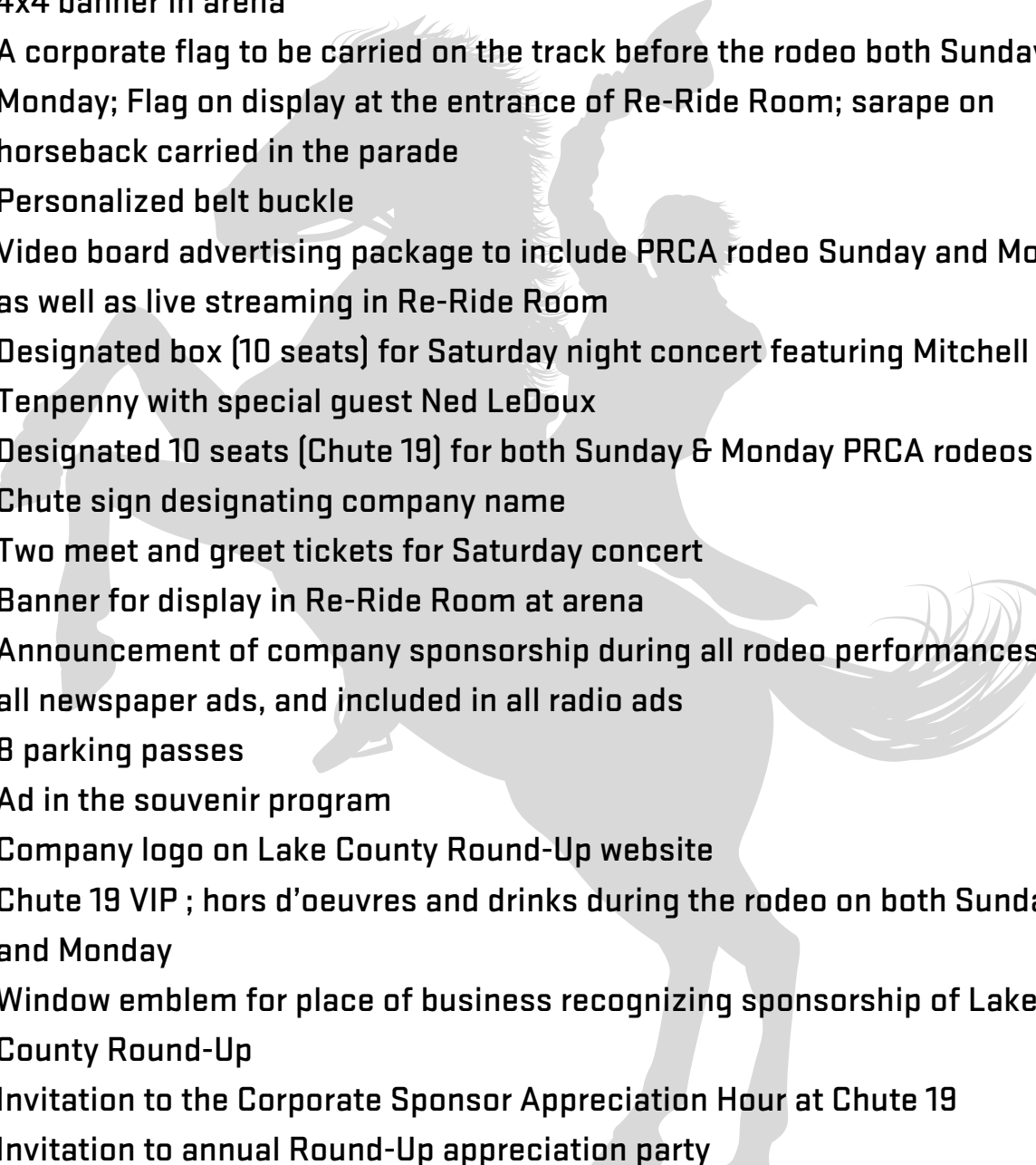
THE PATRIOT

\$10,000

- 4x4 banner in arena
 - A corporate flag to be carried in the grand entry and to introduce events throughout both days of the rodeo; Flag on display at the entrance of Re-Ride Room; sarape on horseback carried in the parade
 - Personalized belt buckle
 - Signature video board advertising package to include PRCA rodeo Sunday and Monday as well as live streaming in Re-Ride Room
 - Designated box (15 seats) for Saturday night concert featuring Mitchell Tenpenny with special guest Ned LeDoux
 - Designated 15 seats (Chute 19) for both Sunday & Monday PRCA rodeos
 - 10 parking passes
 - Chute sign designating company name
 - Two meet and greet tickets for Saturday concert
 - Banner for display in Re-Ride Room or arena
 - Announcement of company sponsorship during all rodeo performances, included on poster, in all newspaper ads, and included in all radio ads
 - Ad in the souvenir program
 - Company logo on Lake County Round-Up website
 - Chute 19 VIP; hors d'oeuvres and drinks during the rodeo on both Sunday and Monday
 - Window emblem for place of business recognizing sponsorship of Lake County Round- Up
 - Invitation to the Corporate Sponsor Appreciation Hour at Chute 19
 - Invitation to annual Round-Up appreciation party
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THE AMERICAN

\$7,000

- 4x4 banner in arena
 - A corporate flag to be carried on the track before the rodeo both Sunday and Monday; Flag on display at the entrance of Re-Ride Room; sarape on horseback carried in the parade
 - Personalized belt buckle
 - Video board advertising package to include PRCA rodeo Sunday and Monday as well as live streaming in Re-Ride Room
 - Designated box (10 seats) for Saturday night concert featuring Mitchell Tenpenny with special guest Ned LeDoux
 - Designated 10 seats (Chute 19) for both Sunday & Monday PRCA rodeos
 - Chute sign designating company name
 - Two meet and greet tickets for Saturday concert
 - Banner for display in Re-Ride Room at arena
 - Announcement of company sponsorship during all rodeo performances, in all newspaper ads, and included in all radio ads
 - 8 parking passes
 - Ad in the souvenir program
 - Company logo on Lake County Round-Up website
 - Chute 19 VIP ; hors d'oeuvres and drinks during the rodeo on both Sunday and Monday
 - Window emblem for place of business recognizing sponsorship of Lake County Round-Up
 - Invitation to the Corporate Sponsor Appreciation Hour at Chute 19
 - Invitation to annual Round-Up appreciation party
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CATTLE BARON

\$5,000

- Video board advertising package to include PRCA rodeo Sunday and Monday as well as live streaming in Re-Ride Room
- Personalized belt buckle
- Designated box (8 seats) for Saturday night concert featuring Mitchell Tenpenny with special guest Ned LeDoux
- Designated 8 seats (Chute 19) for both Sunday and Monday PRCA rodeos
- Chute sign designating company name
- Two meet and greet tickets for Saturday concert
- A corporate flag to be carried on the track before the rodeo both Sunday and Monday; Flag on display at the entrance of Re-Ride Room; sarape on horseback carried in the parade
- Banner for display in Re-Ride Room or arena
- Announcement of company sponsorship during all rodeo performances, in all newspaper ads, and included in all local radio ads
- 6 parking passes
- Ad in the souvenir program
- Company logo on Lake County Round-Up website
- Chute 19 VIP; hors d'oeuvres and drinks during the rodeo on both Sunday and Monday
- Window emblem for place of business recognizing sponsorship of Lake County Round- Up
- Invitation to the Corporate Sponsor Appreciation Hour at Chute 19
- Invitation to annual Round-Up appreciation party


STOCKMAN

\$2,500

- Designated 4 reserved seats for Saturday night concert featuring Mitchell Tenpenny with special guest Ned LeDoux
 - Designated 4 seats (Chute 19) for both Sunday and Monday PRCA rodeos
 - A corporate flag on display at the entrance of Re-Ride Room; sarape on horseback carried in the parade
 - Recognition as sponsor of events on day sheets Sunday and Monday rodeo
 - Banner for display in the Re-Ride Room or arena
 - Announcement of company sponsorship during all rodeo performances, in all newspaper ads, and included in local radio ads
 - 4 parking passes
 - Included in the souvenir program
 - Chute 19 VIP; hors d'oeuvres and drinks during the rodeo on both Sunday and Monday
 - Window emblem for place of business recognizing sponsorship of Lake County Round- Up
 - Invitation to the Corporate Sponsor Appreciation Hour at Chute 19
 - Invitation to annual Round-Up appreciation party
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HOMESTEADER

\$1,500

- 2 reserved concert tickets, 2 ranch rodeo tickets, 2 reserved PRCA Sunday rodeo tickets, 2 reserved PRCA Monday rodeo tickets
 - A corporate flag on display at the entrance of Re-Ride Room
 - Included on banner in the parade representing all Homesteader Sponsors
 - Banner for display in Re-Ride Room or arena
 - Announcement of company sponsorship during all rodeo performances, in newspaper ads, included in local radio ads.
 - 2 parking passes
 - Included in the souvenir program
 - Window emblem for place of business recognizing sponsorship of Lake County Round-Up
 - Invitation to the Corporate Sponsor Appreciation Hour at Chute 19
 - Invitation to annual Round-Up appreciation party
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WRANGLER

\$750

- 2 ranch rodeo tickets, 2 reserved PRCA Sunday rodeo tickets, 2 reserved PRCA Monday rodeo tickets
- Banner for display in Re-Ride Room or arena
- Included on banner in the parade representing all Wrangler Sponsors
- 1 parking pass
- Included in the souvenir program
- Window emblem for place of business recognizing sponsorship of Lake County Round Up
- Invitation to the Corporate Sponsor Appreciation Hour at Chute 19
- Invitation to annual Round-Up appreciation party

BUCKAROO

\$500

- Individual poster identifying business/individual sponsorship displayed at entrances to grandstand
- Included in souvenir program
- Invitation to the Corporate Sponsor Appreciation Hour at Chute 19
- With submission of payment please send PDF file or description of what you want on signage
- Invitation to annual Round-Up appreciation party

CONTRIBUTOR

\$250

- Listed in Re-Ride Room and entrance to grandstand
- Invitation to the Corporate Sponsor Appreciation Hour at Chute 19
- Invitation to annual Round-Up appreciation party

RANCH RODEO

SPONSOR

DONATION OF CHOICE

- Advertising on the Ranch Rodeo program
- Listed as a Ranch Rodeo Sponsor in the Re-Ride Room
- Invitation to the Corporate Sponsor Appreciation Hour at Chute 19
- Invitation to annual Round-Up appreciation party

LAKE COUNTY ROUND UP SPONSORSHIP FORM

IF YOU ARE INTERESTED IN SPONSORING THE 104TH LAKE COUNTY
ROUND-UP PLEASE INDICATE WITH AN X.

_____	THE PATRIOT	\$10,000
_____	THE AMERICAN	\$7,000
_____	CATTLE BARON	\$5,000
_____	STOCKMAN	\$2,500
_____	HOMESTEADER	\$1,500
_____	WRANGLER	\$750
_____	BUCKAROO	\$500
_____	CONTRIBUTOR	\$250
_____	RANCH RODEO	\$_____
_____	NOT ABLE TO CONTRIBUTE THIS YEAR	

DATE RECEIVED BY
SPONSORSHIP COMMITTEE: _____

BUSINESS NAME: _____

ADDRESS: _____

CONTACT PERSON: _____

CONTACT PHONE: _____

EMAIL ADDRESS: _____

(EMAIL MUST BE PROVIDED TO BE GIVEN ACCESS CODE FOR TICKETS)

PLEASE INDICATE PREFERENCE:

_____ PAYMENT INCLUDED

_____ BILL US VIA EMAIL

_____ BILL US VIA MAIL

CHECK PAYABLE TO: LAKE COUNTY ROUND-UP

P.O. BOX 670

LAKEVIEW, OR 97630

WE ASK THAT WE HAVE THIS FORM RETURNED AND MONEY COLLECTED BY MAY 1ST!

THANK YOU IN ADVANCE FOR YOUR CONTINUED SUPPORT OF THIS ANNUAL LAKE COUNTY EVENT!