



Dear Friend of Rodeo,

It's time to saddle up, hit the trail, and round up our sponsors for the 4<sup>th</sup> annual Professional Bull Riding event at the Sanford Center. This year's producer is Rice Bull Riding Company from Princeton, Minnesota and will be professionally sanctioned by the National Federation of Professional Bull Riders. We will also be featuring Professional Barrel Racing this year professionally sanctioned by the Pro Elite World Challenge barrel racing association.

Reap the rewards of giving. No matter what level of sponsorship you choose to accept, the sponsorship committee goes the extra mile to customize your package, allowing the best exposure, promotion, and partnership for your business and the event.

This year's event will be held on September 5th. We need to start advertising so we need your commitment as soon as possible. There are many opportunities for your participation. Please take this time to look over the advertising opportunities on the enclosed packet and choose the one that best fits you and your company.

This event will continue to grow as we expect as many as 4,000 spectators plus contestants to attend. We had wonderful radio and newspaper coverage last year and expect the same for this year. The 4<sup>th</sup> annual Bemidji Classic will once again put on an incredibly exciting show!

With 40+ million fans Professional Bull Riding has been the fastest growing sport in the US with a 91.8% growth since 2002 making it the fastest growing properties in sports history. Unmatched loyalty, 90% of fans think more positively to businesses that support their sport.

Please feel free to contact us with any questions you may have. Or email [dave@ricebullridingcompany.com](mailto:dave@ricebullridingcompany.com) your ads are tax deductible and for your records we will supply you our tax ID number. Thank you for supporting the Bemidji Classic.

Sincerely,  
Dave Rice  
Bemidji Classic Committee  
(763) 389-1399 office

[www.BullTour.com](http://www.BullTour.com)

## **SPONSORSHIPS and ADVERTISING**

### **Official Event Sponsor \$3500**

- Event naming rights
- Company used on all advertising (web, print, radio, posters)
  - Announcer recognition throughout event
  - Display/Sell products on site (10 x 20 booth)
- 3 arena banners, one under announcer (3x6 or 3x8)\*
  - 12 event tickets
- ¼ page ad in event program

### **Bull Riding Sponsor \$1500**

- Recognized as Bull Riding sponsor
- Company used on all advertising (web, print, radio, posters)
  - Announcer recognition
  - Display/Sell products on site (10 x 10 booth)
    - 2 arena banners (3x6 or 3x8)\*
    - 5 event tickets
- Present champion buckle with photo opportunity (after perf)
  - ¼ page ad in event program

### **Barrel Racing Sponsor \$1500**

- Recognized as Barrel Racing sponsor
- Company used on all advertising (web, print, radio, poster)
  - Announcer recognition
  - 2 arena banners (3x6 or 3x8)\*
  - Display/Sell products on site (10 x 10 booth)
  - Company logo on all 3 barrels during competition
    - 5 event tickets
- Present champion buckle with photo opportunity (after perf)
  - ¼ page ad in event program

### **Kids Sponsor (Mutton Bustin Event) \$750**

- Recognized as Mutton Bustin (sheep riding) sponsor
  - Company used on web and poster ads
    - Announcer recognition
  - Display/Sell products on site (10 x 10 booth)
    - 1 arena banner (3x6 or 3x8)\*
- Mutton Bustin Trophies with company name buckle to champion
  - 3 event tickets
  - 1/8 page ad in event program

### **Bucking Chute Sponsor \$750**

- Company mentioned each time bull comes out of chute
  - Banner on chute gate (2x6)\*
  - Company used on all web and poster ads
  - Display/Sell products on site (10 x 10 booth)
    - 3 event tickets
  - 1/8th page ad in event program

### **Out Gate Sponsor \$750**

- Company mentioned when bulls leave the arena
- Banner on center gate where bull leaves the arena (3x8)\*
  - Company used on all web and poster ads
  - Display/Sell products on site (10 x 10 booth)
    - 3 event tickets
  - 1/8<sup>th</sup> page ad in event program

### **Special Act (Clown) Sponsor \$600**

- Recognized throughout event as clown sponsor
  - Company used on web and poster ads
    - 1 arena banner (3x6 or 3x8)\*
    - 2 event tickets
  - 1/8<sup>th</sup> page ad in event program

### **Bullfighters Sponsors \$600**

- Recognized as bull fighter (cowboy protection) sponsor
  - Company used on web and poster ads
    - 1 arena banner (3x6 or 3x8)\*
      - 2 event tickets
  - 1/8<sup>th</sup> page ad in event program

### **Arena Banner Sponsor \$300**

- Company listed on web
- 1 arena banner (3x6 or 3x8)\*
  - 2 event tickets
- Listed in event program

### **Display Booth \$150**

- 10 x 10 booth to display/sell products
  - 2 event tickets

\*Banners are not included but can be provided for \$60 each and this includes designing\*

Sponsors can upgrade to larger booth spaces and larger ads in event program.

We can also customize any package you would like, additional discounts available for more than one package.



[www.BullTour.com](http://www.BullTour.com)



BUSINESS NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

CONTACT EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

Please attach a business card or your completed ad for program book.

## **\*\*SPONSORSHIP OPTIONS:**

### **Event Sponsorship**

\_\_\_\_\_ Event sponsor - \$3500.00

\_\_\_\_\_ Kids sponsor - \$750.00

\_\_\_\_\_ Bull Riding sponsor - \$1500.00

\_\_\_\_\_ Chute Sponsor - \$750.00

\_\_\_\_\_ Barrel Racing sponsor - \$1500.00

\_\_\_\_\_ Out Gate sponsor - \$750.00

\_\_\_\_\_ Clown sponsor - \$600

\_\_\_\_\_ Bullfighter sponsor - \$600

### **Advertisement** (supplied by you and returned)

\_\_\_\_\_ Banner sponsors - \$300.00

\_\_\_\_\_ Display booth - \$150.00

Banners you need provided by us: Quantity \_\_\_\_\_ X \$60 = Total \_\_\_\_\_

**\*\*DEADLINE:** Most of these packages are only available to one business so timing is of the essence to reserve your sponsorship package. We need print ready artwork for the Event Program book and banners if we are supplying by July 31st. If you have any questions, Please call Christina Rice at 763-389-1399 or email [christina@ricebullridingcompany.com](mailto:christina@ricebullridingcompany.com) or dave@ricebullridingcompany.com

Please return form with check and artwork/ad to:  
We also accept credit cards (phone only)

Rice Bull Riding Company  
13037 314<sup>th</sup> Ave NW  
Princeton, MN 55371



★★★★★★ **BEMIDJI CLASSIC** ★★★★★★

# PROFESSIONAL

**BULL RIDING** **BARREL RACING**

★★★★★★

**September 5, 2014**  
**7:30pm** [www.BullTour.com](http://www.BullTour.com)

★★★★★★ Tickets available at the Bob Lowth Ford Pickup Windows, The Sanford Center, Lueken's Village Foods, charge by phone at 1-800-745-3000, or on-line at [www.ticketmaster.com](http://www.ticketmaster.com). Additional fees may apply