

\*\*\*\*\*  
MN STATE FAIRGROUNDS  
\*\*\*\*\*  
July 25th  
**2015**  
7:30  
\*\*\*\*\*  
BRINGING YOU  
**THE REAL ACTION!**  
\*\*\*\*\*

\*\*\*\*\* MN CHALLENGE \*\*\*\*\*  
**PROFESSIONAL**  
BULL RIDING & BARREL RACING  
\*\*\*\*\*  
Lee & Rose Warner Coliseum  
www.BullTour.com

RICE BULL RIDING CO.

Discounted advanced tickets available at [www.bulltour.com](http://www.bulltour.com) or call (763) 389-1399

Dear Friend of Rodeo,

It's time to saddle up, hit the trail, and round up our sponsors for the 2nd annual MN Challenge at the Lee & Rose Warner Coliseum at the MN State Fairgrounds. This year will have the addition of a Professional Bull Riding event produced by Rice Bull Riding Company from Princeton, Minnesota and will be professionally sanctioned by the National Federation of Professional Bull Riders. This event has Professional Barrel Racing sanctioned by the Pro Elite World Challenge barrel racing association. With an expected payout of over **\$100,000** this will be the **LARGEST** equine event in the state of MN!

Reap the rewards of advertising. 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 Thursday July 23<sup>rd</sup> thru Sunday July 26<sup>th</sup> with the featured Professional Bull Riding event Saturday July 25<sup>th</sup> at 7:30pm. 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 each year! We had wonderful radio and newspaper coverage last year and expect the same for this year. The 2<sup>nd</sup> annual MN Challenge and Bull Riding Challenge 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 call (612) 360-3234 or (763) 389-0766 or email [jilltsundell@gmail.com](mailto:jilltsundell@gmail.com) your ads are tax deductible and for your records we will supply you our tax ID number. Thank you for supporting the MN Challenge.

Jill Sundell  
Advertising Director  
(612) 360-3234



## **SPONSORSHIPS/ADVERTISING OPPORTUNITIES**

### **Official Bull Riding Event Sponsor (Naming Rights) \$2500**

- Company used on all advertising & 1/2 page ad in program
  - Announcer recognition throughout event
  - Display/Sell products on site (8 x 10 booth)
- 3 arena banners, one under announcer (3x5)\* 2 opposite sides all 4 days!
  - Logo and company used on hard tickets (June 1<sup>st</sup> deadline)
  - 20 seat VIP Box Seating at Bull Riding event (\$560 value!)

### **Bull Riding Trophy Buckle Sponsor \$1000**

- Recognized as Bull Riding buckle sponsor
- Company used on all advertising & ¼ page ad in program
  - Announcer recognition
  - Display/Sell products on site (8 x 10 booth)
- 2 arena banners (3x5)\* opposite sides of arena all 4 days!
- 10 Bull Riding event tickets in VIP seating (\$280 Value!!!)
  - Present champion buckle with photo opportunity

### **Barrel Racing Trophy Buckle Sponsor \$1000**

- Recognized as Barrel Racing buckle sponsor
- Company used on all advertising \$ ¼ page ad in program
  - Announcer recognition
- 2 arena banners (3x5)\* opposite sides of arena all 4 days!
  - Display/Sell products on site (8 x 10 booth)
  - Company logo on all 3 barrels during competition
  - 10 Bull Riding event tickets in VIP seating (\$280)
  - Present champion buckle with photo opportunity

### **Kids Event Sponsor (Mutton Bustin) \$600**

- Recognized as kids event sponsor
- Company used on web, posters & 1/8 page ad in program
  - Announcer recognition
  - 1 arena banner (3x5)\* up all 4 days!
- 6 Bull Riding event tickets in VIP Seating (\$168 Value!)

### **Bucking Chute Sponsor \$600**

- Company mentioned each time bull comes out of chute
- Banner on chute gate (2x7)\* during Bull Riding (relocated other 3 days)
  - Company used on all web, posters & 1/8 page ad in program
  - 6 Bull Riding event tickets in VIP seating (\$168 Value!)

### **Out gate Sponsor \$600**

- Company banner (3 x 6) located on center gate where bull leaves.
- Company used on all web, poster & 1/8 page ad in program
  - Announcer recognition throughout event
- 6 Bull Riding event tickets in VIP seating (\$168 Value!)

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

- Recognized throughout event as clown sponsor
- Company used on web, posters & 1/8 page ad in program
  - 1 arena banner (3x5)\* up all 4 days!
- 6 Bull Riding event tickets in VIP seating (\$168 Value!)

### **Bullfighter Sponsors \$600**

- Recognized as bull fighter (cowboy protection) sponsor
  - Company used on web and poster ads
    - 1 arena banner (3x5)\* up all 4 days!
  - Company logo placed on both bullfighters jerseys
- 6 Bull Riding event tickets in VIP seating (\$168 Value!)

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

- Company listed on web site
- 1 arena banners (3x5)\* up all 4 days!
- 4 Bull Riding event tickets in VIP seating (\$100 Value!)
  - Listed in event program

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

- 8 x 10 booth to display/sell products

\*Banners are not included but can be provided for \$60 each and this includes designing\* Banner deadline is June 15<sup>th</sup>. Arena banners MUST be 3x5

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

ALBRAUNWORTH.COM

# MN Challenge

MN State Fairgrounds

## July 23-26 2015



**Thursday**

PoleBending

**Friday**

PoleBending

\$1000 Added Barrel Race

\$18,000 PoleBending Slot Race

\$15,225 Barrels Slot Race

**Saturday**

\$10,000 Added Barrel Race

Bulls & Barrels 7:30

**Sunday**

\$10,000 Added Barrel Race



### Over \$20,000 Added!

### Barrels & Polebending Payout Expected to Exceed \$90,000!

More details at:

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

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

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

