



Dear Friend of Rodeo,

Rice Bull Riding Company “**BURN IT DOWN**” tour finals **THUNDERS** into the Wadena County Fairgrounds Sept. 11th & 12th. It’s time to saddle up, hit the trail, and round up our sponsors for the Rice Bull Riding Company annual tour finals. Professional Bull Riding sanctioned by the National Federation of Professional Bull Riders and Professional Barrel Racing sanctioned by the Pro Elite World Challenge and being the tour finals ensure we will have the best of the best contestants in the Midwest. Contestants compete all season long to qualify to be among the elite to qualify for the tour finals. 2015 Wadena County Fairgrounds has been selected to host this event featuring the best Bull Riders and Barrel Racers in the Midwest.

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 Friday Sept. 11th & Saturday Sept. 12th at 7:00pm each night. 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.

We have an aggressive advertising strategy that includes radio, print, websites, social media and numerous other forms. We have partnered superstation K-106 and MinnesotaCountry.com.

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 (763)389-1399 or (501) 318-7758 or email daverrice@msn.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.

Dave Rice
Advertising Director
(763) 389-1399
daverrice@msn.com



www.BullToun.com



SPONSORSHIPS/ADVERTISING OPPORTUNITIES

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

- Company used on all advertising
- Announcer recognition throughout event
- Display/Sell products on site (8 x 10 booth)
- 3 arena banners, one under announcer (3x5)*
 - 20 event tickets (\$240 Value)

Bull Riding Trophy Buckle Sponsor \$1500

- Recognized as Bull Riding buckle sponsor
 - Company used on all advertising
 - Announcer recognition
- Display/Sell products on site (8 x 10 booth)
- 2 arena banners (3x5)* opposite sides of arena
 - 10 event tickets (\$120 Value!)
- Present champion buckle with photo opportunity

Barrel Racing Trophy Buckle Sponsor \$1500

- Recognized as Barrel Racing buckle sponsor
 - Company used on all advertising
 - Announcer recognition
- 2 arena banners (3x5)* opposite sides of arena
- Display/Sell products on site (8 x 10 booth)
 - 10 event tickets (\$120 Value!)
- Present champion buckle with photo opportunity

Kids Event Sponsor (Mutton Bustin) \$750

- Recognized as kids event sponsor
- Company used on web, posters advertising
 - Announcer recognition
 - 1 arena banner (3x5)*
 - 6 event tickets (\$72 Value!)

Bucking Chute Sponsor \$750

- Company mentioned each time bull comes out of chute
 - Banner on chute gate (2x7)* during Bull Riding
 - Company used on all web, posters
 - 6 event tickets in (\$72 Value!)

Special Act (Clown) Sponsor \$750

- Recognized throughout event as clown sponsor
 - Company used on web, posters advertising
 - 1 arena banner (3x5)*
 - 6 event tickets seating (\$72 Value!)

Bullfighter Sponsors \$750

- Recognized as bull fighter (cowboy protection) sponsor
 - Company used on web and poster ads
 - 1 arena banner (3x5)*
 - 6 event tickets (\$72 Value!)

Arena Banner Sponsor \$400

- Company listed on web site
 - 1 arena banners (3x5)*
- 4 event tickets in (\$48 Value!)

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

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

www.BullTour.com
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