

# LA PINE RODEO

THE BUCK STARTS HERE



## “The Greatest Little Rodeo in Oregon”

4th of July Weekend

La Pine Rodeo is a 501(c)(4) Organization - EIN #54-2125846

*Scott Morrison*  
*President*

*Greg Roush*  
*Vice President*

*Florence Neis*  
*Treasurer/Membership*

*Gina Wearin*  
*Secretary/Marketing*

### *Directors*

*De Martin*  
*Parking/Grounds*

*Rhett Hemphill*  
*Security*

*Mike McKelvie*  
*Vendors*

*Marina Wolfgram*  
*Volunteers*

*Annie Blumenstetter*  
*Newsletter*

*Rosiland Frazier*  
*Queen Advisor*

*Art Gowdy*  
*Arena*

Re: 2012 Sponsorship & Advertising Opportunities

The La Pine Rodeo Association is pleased to announce that the 10th Annual Northwest Pro Rodeo Association Sanctioned Rodeo in La Pine will be held the weekend prior to July 4th on Saturday, June 30 to Sunday, July 1.

The “Greatest Little Rodeo” in Central Oregon will continue to provide the community with family friendly entertainment attracting cowboys & cowgirls from all over the Pacific Northwest and spectators from all over the world.

Sponsorships and advertisers are what make the rodeo a success. In 2011 we added a grandstand at the south end of the rodeo grounds giving access to wheelchairs and walkers! Your support made this improvement possible.

As a non-profit organization the support received from our sponsors and advertisers is greatly appreciated.

For 2012 we are combining our sponsorship and advertising opportunities into one package to cover the entire 2012 year. This will include coverage in the Rodeo over the 4th of July Weekend and two Play Days held in the Spring and Fall.

To make it even more attractive we are offering a payment plan: One-half due to confirm commitment and full balance due by June 1, 2012.

The western heritage is alive in La Pine!

Greg Roush  
Vice-President  
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Gina Wearin  
Secretary & Marketing  
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La Pine Rodeo Association  
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Sanctioned by Northwest Pro Rodeo Association, Pro-West & ICA

# La Pine Rodeo Association

## 2012 Sponsorship & Advertising Opportunities

### **Corporate Sponsor: \$2,000.00**

10 complimentary general admission rodeo tickets (1-day of your choice)  
4 VIP Tickets (1-day of your choice, valid for 2 guests). Includes complimentary food, drinks, program guide  
Choice of Event Sponsorship (8 events, first come first choice)  
Full Page ad in program guide (color)  
8 La Pine Rodeo shirts  
Your logo on the La Pine Rodeo Poster & cover of program guide  
Your logo on rodeo tickets  
Logo displayed in advertising for all media venues for the rodeo and two play day events \*  
Banner displayed in the rodeo arena for the rodeo; you supply banner  
Logo posted on La Pine Rodeo Website for Rodeo and two play day events  
Rodeo Announcer will continually mention your support throughout the rodeo and two play day events  
Logo on each day's Rodeo Day Sheet

### **Platinum Sponsor: \$1,500.00**

8 complimentary general admission rodeo tickets (1-day of your choice)  
3 VIP Tickets (1-day of your choice, valid for 2 guests). Includes complimentary food, drinks, program guide  
Choice of Event Sponsorship (8 events, first come first choice)  
Full Page ad in program guide (black & white)  
6 La Pine Rodeo shirts  
Your logo on the La Pine Rodeo Poster & cover of program guide  
Logo displayed in advertising for all media venues for the rodeo and two play day events \*  
Banner displayed in the rodeo arena for the rodeo; you supply banner  
Logo posted on La Pine Rodeo Website for Rodeo and two play day events  
Rodeo Announcer will continually mention your support throughout the rodeo and two play day events  
Logo on each day's Rodeo Day Sheet

### **Gold Sponsor: \$900.00**

6 complimentary general admission rodeo tickets (1-day of your choice)  
2 VIP Tickets (1-day of your choice, valid for 2 guests). Includes complimentary food, drinks, program guide  
Half Page ad in program guide (black & white)  
4 La Pine Rodeo shirts  
Banner displayed in the rodeo arena for the rodeo; you supply banner  
Sponsorship listed on La Pine Rodeo Website for Rodeo and two play day events

### **Silver Sponsor: \$500.00**

5 complimentary general admission rodeo tickets (1-day of your choice)  
Half Page ad in program guide (black & white)  
3 La Pine Rodeo shirts  
Banner displayed in the rodeo arena for the rodeo; you supply banner  
Sponsorship listed on La Pine Rodeo Website for Rodeo and two play day events

**La Pine Rodeo Queen Silver: \$500.00**

5 complimentary general admission rodeo tickets (1-day of your choice)  
1 VIP Tickets (1-day of your choice, valid for 2 guests). Includes complimentary food, drinks, program guide  
Rodeo Program Guide: Logo on the Queen's Page (black & white)  
3 La Pine Rodeo shirts  
Sponsorship listed on La Pine Rodeo Website for Rodeo and two play day events  
Rodeo Announcer will continually mention your support throughout the rodeo and two play day events  
Sponsorship displayed on Queen's Horse Trailer  
Your logo on the Queen's Photo for public appearances

**La Pine Rodeo Queen Bronze: \$250.00**

2 complimentary general admission rodeo tickets (1-day of your choice)  
Rodeo Program Guide: Logo on the Queen's Page (black & white)  
2 La Pine Rodeo shirts  
Sponsorship listed on La Pine Rodeo Website for Rodeo and two play day events  
Rodeo Announcer will continually mention your support throughout the rodeo and two play day events

**Chute Banners: \$600.00**

5 complimentary general admission rodeo tickets (1-day of your choice)  
2 VIP Tickets (1-day of your choice, valid for 2 guests). Includes complimentary food, drinks, program guide  
Half Page ad in program guide (black & white)  
3 La Pine Rodeo shirts  
Banner displayed on Chute (select from 1 of 9 chutes: 8 Bucking & 1 Roping, first come first choice) for Rodeo and two play day events; you supply banner  
Rodeo Announcer will continually mention your support throughout the rodeo and two play day events  
Sponsorship listed on La Pine Rodeo Website for Rodeo and two play day events

**Arena Banner: \$250.00**

2 complimentary general admission rodeo tickets (1-day of your choice)  
2 La Pine Rodeo shirts  
Banner displayed in the rodeo arena for the rodeo and two play day events; you supply banner.  
Sponsorship listed on La Pine Rodeo Website for Rodeo and two play day events  
Rodeo Program Guide, sponsorship listed under arena banners  
Rodeo Announcer will continually mention your support throughout the two play day events

**Mutton Bustin': \$300.00**

2 sponsorships available  
2- day event, 12 participants each day  
Buckles given to the 1st place winner, each day  
Buckles given to all the participants, each day  
2 complimentary general admission rodeo tickets (1-day of your choice)  
2 La Pine Rodeo shirts  
Sponsorship listed on La Pine Rodeo Website for Rodeo  
Rodeo Program Guide: Logo on the Mutton Bustin' Page (black & white)  
Banner displayed in the rodeo arena for the rodeo; you supply banner

**Play Day Buckles: \$250.00**

4 sponsorships available

2- Events: Spring & Fall

High Point Champion Buckle given at Fall Play Day for overall points earned at the year’s end combined play days in each age division (4)

2 complimentary general admission rodeo tickets (1-day of your choice)

2 La Pine Rodeo shirts

Sponsorship listed on La Pine Rodeo Website for Rodeo and two play day events

Rodeo Program Guide: Logo on the Play Day Page (black & white)

Banner displayed in the rodeo arena for the rodeo and two play day events; you supply banner

Rodeo Announcements at the two play day events

**Friend of La Pine Rodeo: \$50.00**

Sponsorship listed on La Pine Rodeo Website for Rodeo and two play day events

Rodeo Program Guide, sponsorship listing under Friends of La Pine Rodeo

2012 La Pine Rodeo Association Membership

2012 La Pine Rodeo Association Member shirt

Display Ad	Price	Specs
Front Page - Inside	\$375.00	7.25 in x 10 in, Color
Back Page - Outside	\$400.00	7.25 in x 10 in, Color
Back Page - Inside	\$375.00	7.25 in x 10 in, Color
Full Page	\$275.00	7.25 in x 10 in, B & W
½ Page	\$175.00	7.25 in x 4.8 in, B & W
¼ Page	\$90.00	3.5 in x 4.8 in, B & W
1/8 - Business Card	\$50.00	3.5 in x 2.3 in, B & W

<i>La Pine Chamber of Commerce</i>	<i>Newberry Eagle; La Pine, OR</i>	<i>Frontier Advertiser; La Pine, OR</i>
<i>Wise Buys Ads &amp; More; La Pine, OR</i>	<i>Sunriver Scene; Sunriver, OR</i>	<i>Bend Bulletin; Bend, OR</i>
<i>Central Oregon Rancher</i>	<i>Northwest Rider</i>	<i>Cascade Horseman</i>
<i>AAA-VIA Magazine</i>	<i>Rack Cards submitted to Chambers of Commerce</i>	<i>Rack Cards submitted to Visitor Bureaus</i>
<i>The Nugget Newspaper; Sisters, OR</i>	<i>Central Oregon Visitors Association</i>	<i>The Competitor News</i>
<i>Outback News</i>	<i>Horizon Broadcasting</i>	

**Advertising only in Rodeo Program Guide:**

\*Advertising in Media Venues:

The Play Days are open to the general public to participate. Participants are not required to be a member of the La Pine Rodeo Association; however, a discounted entry fee is offered to La Pine Rodeo Members. There is no admission charge to spectators at the Play Days, we offer a free event to the community of La Pine and Central Oregon.