



2026 POLY ROYAL RODEO
APRIL 9-11, 2026
SPANOS STADIUM

SPONSORSHIP FORM

Complete this form and return it to support-rodeo@calpoly.edu

CONTACT NAME: _____

NAME AS YOU WOULD LIKE TO BE RECOGNIZED*: _____

PHONE: _____ EMAIL: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

* This information will be used for university business and donor recognition listings, unless you advise us otherwise.

RELATIONSHIP TO UNIVERSITY (CHECK ALL THAT APPLY)

CAL POLY ALUMNI

PARENT

FACULTY/STAFF

CORPORATION

RODEO BOOSTER

FRIEND

OTHER: _____

SPONSORSHIP OPPORTUNITIES

I WOULD LIKE TO SPONSOR THE 2026 POLY ROYAL RODEO AT THE FOLLOWING LEVEL:

LEGACY SPONSOR \$100,000+ (Benefit value \$9,250)

GOLD SPONSOR \$50,000 - \$99,999 (Benefit value \$4,850)

SILVER SPONSOR \$25,000 - \$49,999 (Benefit value \$3,300)

BRONZE SPONSOR \$15,000 - \$24,999 (Benefit value \$1,900)

EXECUTIVE SPONSOR \$10,000 - \$14,999 (Benefit value \$1,450)

MARKETING SPONSOR \$8,000 - \$9,999 (Benefit value \$1,700)

ARENA SPONSOR \$5,000 - \$7,999 (Benefit value \$1,150)

MUSTANG SPONSOR \$2,500 - \$4,999 (Benefit value \$750)

AND/OR I WOULD LIKE TO DONATE A PRODUCT OR SERVICE FOR THE 2026 POLY ROYAL RODEO EVENT.

DESCRIPTION: _____

ESTIMATED VALUE: \$ _____

SIGNATURE (REQUIRED): _____

DATE: _____

PLEASE MAKE SPONSORSHIP CHECKS OUT TO:

CAL POLY

AND MAIL TO:

CAL POLY RODEO

CAL POLY

1 GRAND AVE.

SAN LUIS OBISPO, CA 93407-0250

IF YOU HAVE QUESTIONS, CONTACT:

support-rodeo@calpoly.edu

TO DONATE ONLINE:

<https://bit.ly/supportcalpolyrodeo>



Alloc. 6705
Appeal Code: A3705

2026 PARTNERSHIP PROGRAM



PARTNERSHIP LEVELS

MAJOR RODEO PROGRAM SPONSORS

MAJOR EVENT PARTNERS

	LEGACY \$100,000 <i>(Benefits \$9,250)</i>	GOLD \$50,000- \$99,999 <i>(Benefits \$4,850)</i>	SILVER \$25,000- \$49,999 <i>(Benefits \$3,300)</i>	BRONZE \$15,000- \$24,999 <i>(Benefits \$1,900)</i>	EXECUTIVE \$10,000- \$14,999 <i>(Benefits \$1,450)</i>	MARKETING \$8,000- \$9,999 <i>(Benefits \$1,700)</i>	ARENA \$5,000- \$7,999 <i>(Benefits \$1,150)</i>	MUSTANG \$2,500- \$4,999 <i>(Benefits \$750)</i>
Sponsor a Cal Poly Rodeo student for a full year	✓							
Use of stadium suite for up to 20 people*	✓							
Four passes to presidential suite**	✓	✓						
Presenting sponsor of selected rodeo performance	✓	✓	✓					
Presenting name on all media promotions	✓	✓	✓					
30-second introductory video	✓	✓	✓					
Flag in the grand entry	✓	✓	✓					
Logo displayed throughout performance	✓	✓	✓	✓				
In-arena event presenting sponsor	✓	✓	✓	✓	✓			
Logo placement in arena	✓	✓	✓	✓	✓	✓	✓	
Logo placement in stadium (non-arena)								✓
Premier VIP sponsor area access passes**	12	10	8	6	4			
Mustang Corral VIP area access passes (no RSVP required)**						8	6	4
Full-page ad in program	✓	✓						
Half-page ad in program			✓	✓				
Quarter-page ad in program					✓	✓		
Honor roll in program							✓	✓
Social media recognition	✓	✓	✓	✓	✓	✓		
Cal Poly Rodeo swag	✓	✓	✓	✓	✓			
Cal Poly Rodeo buckle	✓	✓	✓	✓	✓			

*This sponsorship would cover the cost of boarding for three rodeo horses, along with travel costs and a \$15,000 tuition scholarship for a Cal Poly Rodeo student for the academic year.

**Per performance. Guest list/RSVPs required for Premier Sponsor Area.

Other sponsorship opportunities available: including sponsorship of concerts, in-kind product and services and VIP areas.

Contact support-rodeo@calpoly.edu for questions or more information.