

POLY ROYAL RODEO

2019 PARTNERSHIP PROGRAM





Dear Cal Poly Rodeo Supporters,

The world-class Poly Royal Rodeo, rich in history and deeply rooted in tradition, is one of Cal Poly's most revered events. If you've been lucky enough to attend, you know our legacy and commitment to hosting the best possible performance.

We have made history two years in a row now selling out Alex G. Spanos Stadium for our Poly Royal Rodeo. Each year we strive to improve on the momentum we are building. Hailed as the largest collegiate rodeo in the nation and named College Rodeo of the Year by the National Intercollegiate Rodeo Association, we have our work cut out for us. However, we would not be Cal Poly if we didn't raise the bar.

In April 2019 the 79th annual Poly Royal Rodeo will once again return to Spanos Stadium. As the marquee event on campus during Cal Poly's annual Open House, Poly Royal Rodeo's exciting performances, incredible live entertainment, and commitment to providing the ultimate spectator experience guarantees that many of the 45,000 guests on campus that weekend will interact with our partner brands.



This year we are excited to work closely with our longtime supporters, the Rodeo Boosters. The Boosters have been the backbone of the Cal Poly Rodeo program since their establishment in 1972. Each year, the Boosters offer member packages to experience the rodeo from a designated Rodeo Booster VIP viewing area. These packages are now available through our partnership program, and all of our current and new partners will now become Booster members as well. By incorporating the new Booster sponsorship levels, there are now more ways than ever our supporters can leave a lasting impact on the Cal Poly Rodeo program. Our family just got bigger and the perks of supporting our program and/or promoting your business have just gotten sweeter.

Beyond exposing you or your business to thousands of spectators, partnering with Cal Poly Rodeo allows you to become part of a community. Your support promotes student success in and out of the arena. It allows Cal Poly Rodeo student athletes to learn teamwork, responsibility and discipline, while financing their education; provides for programs that help preserve the Western way of life; and supports facilities where students go to learn self-discovery and create lifelong friendships.



We are getting started early by accepting sponsorships now through early March 2019. By committing to Cal Poly Rodeo early, you have your first choice of sponsorship levels and reap the tax benefits before the new year.

This world-class rodeo sponsorship experience, complete with access to digital scoreboards, instant replay, commercial capabilities, state-of-the-art stadium sound, and first-rate sponsor appreciation stewardship will allow us—and you—the opportunity to shine under the big lights.

We are confident that with the support of people like you, we can honor Cal Poly Rodeo's legacy for generations to come. Please let us know if you are interested in contributing to the 2019 Poly Royal Rodeo. A sponsorship envelope is included. We cannot thank you enough for your support of our program. We hope to see you in Spring 2019!

Sincerely,

The Cal Poly Rodeo Program

The Cuesta Rodeo Program

The Rodeo Boosters



PARTNERSHIP LEVELS

	PREMIER SPONSORS					MAJOR PARTNERS			TRADITIONAL BOOSTERS		
	Legacy \$100,000 +	Gold \$50,000-\$99,999	Silver \$25,000-\$49,999	Bronze \$10,000-\$24,999	Mustang \$5,000-\$9,999	Arena \$2,500-\$4,999	Executive Sponsor \$1,000-\$2,499	Sponsor \$500-\$999	Traditional Two for Two \$300	Traditional Two for One \$150	Traditional One for One \$75
Sponsor a Cal Poly Rodeo student for a full year	✓										
Use of stadium suite for up to 15 people *	✓										
Four passes to Presidential Suite *	✓										
Marquee Rodeo sponsor	✓	✓									
Instant replay presenter	✓	✓									
Presenting name on all media promotions	✓	✓									
30-second commercial during performance	✓	✓	✓								
Flag in the grand entry	✓	✓	✓								
Logo displayed throughout performance	✓	✓	✓	✓	✓						
Announcement of company throughout performance	✓	✓	✓	✓							
Present awards	✓	✓	✓	✓							
4' x 6' sign in arena	✓	✓	✓	✓	✓						
4' x 6' sign in stadium (non-arena)						✓	✓				
Premier Sponsor Area access passes *	8	8	8	4	2						
Booster Viewing Area access passes (no RSVP required) *						4	2	2	2	1	1**
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	✓	✓	✓	✓							
Poly Royal Banquet tickets	8	8	4	2							
Rodeo Booster pre-rodeo BBQ	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Pre-event photo opportunity	✓	✓	✓	✓	✓	✓	✓				

*Per performance. Guest list/RSVPs required for Premier Sponsor Area
 Traditional Booster Two for Two = Two performances for two people
 Traditional Booster Two for One = Two performances for one person
 **Traditional Booster One for One = One performance for one person
 Other sponsorship opportunities available, including sponsorship of concerts



**POLY ROYAL
RODEO RETURNS**
SPANOS STADIUM | 2019

DURING
OPEN HOUSE 2019
APRIL 11 – 13

cafes-rodeo.calpoly.edu
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