



**2008  
GSGRA-GSDC**

**Golden  
State  
Gay  
Rodeo  
Association**

**Greater  
San  
Diego  
Chapter**

Address  
3707 Fifth Avenue  
Suite 830  
San Diego, CA 92103

Rodeo Hotline  
(619) 298-4708  
www.sandiegorodeo.com  
info@sandiegorodeo.com

Rodeo 2008 Dates  
September 19-22, 2008



The Golden State Gay Rodeo Association – Greater San Diego Chapter (GSGRA-GSDC) proudly announces the 20th Annual San Diego Gay Rodeo scheduled to take place September 12-14, 2008 at the Lakeside Rodeo Grounds and the Four Points Sheraton Hotel in San Diego, CA.

We invite you to be a part of this event, one of the largest gay and lesbian Country Western festivals on the West Coast, by becoming an official Rodeo 2008 Sponsor. There are many ways to become involved from advertising in our festival program, sponsoring a chute, buckle or night event, to becoming a title sponsor. These and many other sponsorship opportunities will reach over 10,000 spectators and competitors at the rodeo and night events, as well as advertising to the wider community.

The GSGRA-GSDC is a federally recognized 501(c) 3 non-profit, 100% volunteer organization, and since its inception in 1988 has donated over \$210,000 to AIDS and other local charities in the San Diego area. The success of this year's rodeo and our ability to contribute even more back to the community depends on the support of businesses and organizations such as yours!

Enclosed with this packet you will find information on the following sponsorship and advertising opportunities:

- Corporate Level Sponsorships
- Event Sponsorships
- Buckle/Chute/Ribbon/Banner Sponsorships
- Friends of the Rodeo Sponsorships

All of these sponsorship opportunities can be entered into as individual items or combined to create a higher level of sponsorship. In addition, program, publicity, advertising and media sponsorships are available (Contact us for additional details). Please take a look at all of the opportunities and see how GSGRA-GSDC might be able to support your business or organization while you participate in a very important way with the continuance of this exciting annual event.

Please call if you have any questions or require additional information and leave a message on our Rodeo Hotline, (619) 298-4708.

Sincerely,

GSGRA-GSDC  
sponsorship@sandiegorodeo.com



## **Title Sponsor**

**Donation: \$20,000**

### **Benefits**

- Name listed in the actual event title (i.e. 2008 San Diego "SPONSOR NAME")
- Hotel and Airfare accommodations for Two
- Automobile Float during Grand Entry
- Introduction of Sponsor Representatives in Attendance at Rodeo and Hotel Events
- Private VIP Reception & Access to the VIP Sky Box at Rodeo Performances
- Continued Announcement of Sponsor status during Rodeo Weekend
- Flyer / Coupon in all Contestant, Hospitality, and Entertainer Gift Bags
- Logo included on All Print Materials & Event Advertising. Deadline: 06/01/08
- Complimentary Full-Page Cover Advertisement in the Rodeo Program Booklet
- Periodic Ads in the Statewide GSGRA Newsletter (space available)
- Promotional Banner(s) at the Rodeo Grounds and Host Hotel
- Twenty VIP Weekend Event Passes for the Rodeo and Hotel Events
- Premium Vendor Space at the Rodeo Grounds (if requested)
- Exclusive Use of Sponsor's Products and/or Services (within contractual limitations)
- Additional Sponsor Participation/Benefits as Negotiated

### **Sponsor's Commitments**

- o \$ 20,000 Donation
- o Authorization for use of Logo and Name
- o Provision of Promotional Material for Distribution
- o Camera Ready Art for Print Materials
- o Promotional Banner (if provided by sponsor) no larger than 3' tall by 8' wide
- o Self Staffing of Vendor / Exhibitor Space

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## Arena Sponsor

Donation: \$ 7,500

### Benefits

- Name listed as Arena Sponsor (i.e. "SPONSOR NAME" Arena)
- Automobile Float during Grand Entry
- Private VIP Reception & Access to the VIP Sky Box at Rodeo Performances
- Continued Announcement of Sponsor status during Rodeo Weekend
- Flyer / Coupon in all Contestant, Hospitality, and Entertainer Gift Bags
- Logo included on All Print Materials & Event Advertising. Deadline: 06/01/08
- Complimentary Full-Page Advertisement in the Rodeo Program Booklet
- Periodic Ads in the Statewide GSGRA Newsletter (space available)
- Promotional Banner(s) at the Rodeo Grounds and Host Hotel
- Fifteen VIP Weekend Event Passes for the Rodeo and Hotel Events
- Premium Vendor Space at the Rodeo Grounds (if requested)
- Exclusive Use of Sponsor's Products and/or Services (within contractual limitations)

### Sponsor's Commitments

- o \$ 7,500 Donation
- o Authorization for use of Logo and Name
- o Provision of Promotional Material for Distribution
- o Camera Ready Art for Print Materials
- o Promotional Banner (if provided by sponsor) no larger than 3' tall by 8' wide
- o Self Staffing of Vendor / Exhibitor Space

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## Event Sponsor

Level 1 Donation: \$ 5,000

Level 2 Donation: \$ 2,500

### Benefits

- Private VIP Reception & Access to the VIP Sky Box at Rodeo Performances
- Periodic Announcement of Sponsor status during Rodeo Weekend
- Flyer / Coupon in all Contestant, Hospitality, and Entertainer Gift Bags
- Event Sponsor Designation on All Event Print Materials. Deadline: 06/01/08
- Promotional Banner(s) at the Rodeo Grounds and Host Hotel
- Ten VIP Weekend Event Passes for the Rodeo and Hotel Events
- Use of Sponsor's Products and/or Services (within contractual limitations)

### Sponsor's Commitments

- o \$ 5,000 / \$2,500 Donation
- o Authorization for use of Logo and Name
- o Provision of Promotional Material for Distribution
- o Camera Ready Art for Print Materials
- o Promotional Banner (if provided by sponsor) no larger than 3' tall by 8' wide

### Available Event Sponsorships

- o Saturday Night Dance Party (Level 1)
- o Volunteer Appreciation Party (Level 1)
- o Hotel Pool Party (Level 2)
- o Awards Ceremony (Level 2)
- o Rodeo Entertainment Stages (Level 2)

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# Platinum Sponsor

Donation: \$5,000

## Benefits

- Private VIP Reception & Access to the VIP Sky Box at Rodeo Performances
- Periodic Announcement of Sponsor status during Rodeo Weekend
- Flyer / Coupon in all Contestant, Hospitality, and Entertainer Gift Bags
- Logo included on All Print Materials & Event Advertising. Deadline: 06/01/08
- Complimentary Full-Page Advertisement in the Rodeo Program Booklet
- Periodic Ads in the Statewide GSGRA Newsletter (space available)
- Promotional Banner(s) at the Rodeo Grounds and Host Hotel
- Ten VIP Weekend Event Passes for the Rodeo and Hotel Events
- Premium Vendor Space at the Rodeo Grounds (if requested)
- Use of Sponsor's Products and/or Services (within contractual limitations)

## Sponsor's Commitments

- o \$ 5,000 Donation
- o Authorization for use of Logo and Name
- o Provision of Promotional Material for Distribution
- o Camera Ready Art for Print Materials
- o Promotional Banner (if provided by sponsor) no larger than 3' tall by 8' wide
- o Self Staffing of Vendor / Exhibitor Space

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## Gold Sponsor

Donation: \$ 2,500

### Benefits

- Periodic Announcement of Sponsor status during Rodeo Weekend
- Flyer / Coupon in all Contestant, Hospitality, and Entertainer Gift Bags
- Logo included on All Print Materials & Event Advertising. Deadline: 06/01/08
- Complimentary Half-Page Advertisement in the Rodeo Program Booklet
- Promotional Banner(s) at the Rodeo Grounds and Host Hotel
- Vendor Space at the Rodeo Grounds (if requested)
- Eight VIP All-Access Event Passes for Entire Event

### Sponsor's Commitments

- o \$ 2,500 Donation
- o Authorization for use of Logo and Name
- o Provision of Promotional Material for Distribution
- o Camera Ready Art for Print Materials
- o Promotional Banner (if provided by sponsor) no larger than 3' tall by 8' wide
- o Self Staffing of Vendor / Exhibitor Space

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## Silver Sponsor

Donation: \$1,500

### Benefits

- Periodic Announcement of Sponsor status during Rodeo Weekend
- Flyer / Coupon in all Contestant, Hospitality, and Entertainer Gift Bags
- Complimentary Quarter-Page Advertisement in the Rodeo Program Booklet
- Promotional Banner(s) at the Rodeo Grounds and Host Hotel
- Six VIP Weekend Event Passes for the Rodeo and Hotel Events
- Vendor Space at the Rodeo Grounds (if requested)

### Sponsor's Commitments

- o \$ 1,500 Donation
- o Authorization for use of Logo and Name
- o Provision of Promotional Material for Distribution
- o Camera Ready Art for Print Materials
- o Self Staffing of Vendor / Exhibitor Space

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## **Bronze Sponsor**

Donation: \$ 1,000

### **Benefits**

- Periodic Announcement of Sponsor status during Rodeo Weekend
- Flyer / Coupon in all Contestant, Hospitality, and Entertainer Gift Bags
- Promotional Banner(s) at the Rodeo Grounds and Host Hotel
- Four VIP Weekend Event Passes for the Rodeo and Hotel Events

### **Sponsor's Commitments**

- o \$ 1,000 Donation
- o Authorization for use of Logo and Name
- o Provision of Promotional Material for Distribution
- o Camera Ready Art for Print Materials

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# Friends of the Rodeo

2008 Sponsor  
Donation: \$ 500

## Benefits

- Periodic Announcement of Sponsor status during Rodeo Weekend
- Flyer / Coupon in all Contestant, Hospitality, and Entertainer Gift Bags
- Promotional Banner(s) at the Rodeo Grounds and Host Hotel
- Two VIP Weekend Event Passes for the Rodeo and Hotel Events

## Sponsor's Commitments

- o \$ 500 Donation
- o Provision of Promotional Material for Distribution

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# Sponsorship Registration Form

Thank you for considering the sponsorship of our 2008 Rodeo event. Please mail this form in the provided envelope, or contact us by phone or email so that we may contact you for additional information regarding your sponsorship.

## 20th Annual San Diego Rodeo

Sponsor/Company Name:		
Contact Name:		
Address:		
City:	State:	Zip:
Phone:	Email:	

Please indicate which sponsorship level you would like

SPONSORSHIPS	Donation	
		<b>X</b>
Title Sponsor	\$ 20,000	
Arena Sponsor	\$ 7,500	
Event Sponsor (Level 1)	\$ 5,000	
Event Sponsor (Level 2)	\$ 2,500	
Platinum Sponsor	\$ 5,000	
Gold Sponsor	\$ 2,500	
Silver Sponsor	\$ 1,500	
Bronze Sponsor	\$ 1,000	
Friends of the Rodeo 2008 Sponsor	\$ 500	

In the event that your sponsorship level also includes (an) Event sponsorship(s), please indicate what event(s) you would like to sponsor.

Saturday Night Dance Party (Level 1)	
Volunteer Appreciation Party (Level 1)	
Hotel Pool Party (Level 2)	
Awards Ceremony (Level 2)	
Rodeo Entertainment Stages (Level 2)	

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**Please Note:**

**Payment is due upon submission of sponsorship form. Individual Event sponsorships are available on a first come-first served basis. If a sponsorship that you have requested is no longer available you will be contacted to arrange alternate sponsorship opportunities. All sponsorships, which include printed materials, will be honored from the date the sponsorship agreement is received and logo/artwork will be included on promotional materials printed after that date. Final print deadline is March 1st, 2008. Please note that certain benefits of sponsorship have deadlines. (For example, logo on nationally distributed rodeo poster requires artwork and agreement to be received prior to print deadlines).**

**Please do not hesitate to contact us if you require more information and thank you once again for sponsoring the 19th Annual San Diego Rodeo.**

**Sincerely,**

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