

# SPONSOR KIT



# Why choose the Professional Western Rodeo Association to meet your advertising needs?

## History

The Professional Western Rodeo Association (Pro-West), formally known as the Washington Rodeo Association, was founded in 1967 and is member owned.

## Pro-West 2016 Stats

600,000+ fans filled the stands	19 prime rodeos
Present in Washington, Oregon and Idaho	39 co-approved rodeos
Rodeos in 58 cities and towns	\$395,000+ Rodeo winnings payout

## Pro-West 2016 Website Stats

121,521 Website hits  
48,776 Unique website hits

## Pro-West official online magazine “Your Competitor News” Stats

2017 is our 50th anniversary and we welcome you to celebrate our long history and tradition.

- The ONLY online rodeo magazine in the Northwest
- Covers in 95% of rodeo households in Oregon, Idaho, California and Washington
- 17,000 readers/hits per month

**With the number of competing members, rodeo committees and sponsors continuing to grow, the future of the Pro-West remains bright.**

**Pro-West would not be the great association it is today without the support from our sponsors. With your support, we will continue to provide great family-oriented entertainment for everyone to enjoy.**

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## Pro-West Sponsorship Levels

### Platinum Sponsor \$5,000+

- Your company banner (*business to provide banner*) featured in the arena at Pro-West prime rodeos (10) and Finals contract through December 31
- Your company flag (*business to provide flag*) carried in the arena at Pro-West prime rodeos (10) and Finals during grand entry
- Merchandise (*provided by business*) distributed to the crowd at Pro-West prime rodeos (10) and finals.
- Your company logo (*business to provide patches*) on Pro-West Judge’s vests throughout the rodeo season and Finals Contestant jackets
- Your company name promoted by the announcer at ALL Pro-West Prime Rodeos
- Full page ad in the Finals program
- 6 Pro-West rodeo tickets to the rodeo of your choice

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### **Gold Sponsor \$3,000+**

- Your company banner (*business to provide banner*) featured in the arena at Pro-West Finals contract through December 31
- Your company name promoted by the announcer at ALL Pro-West Prime Rodeos
- Your company logo (*business to provide patches*) on the Finals Contestant jackets
- Your company logo on the Finals Daysheets
- Your company logo on Pro-West website from signing of contract through December 31
- 6 Pro-West rodeo tickets to the rodeo of your choice

### **Year End Saddle Sponsors \$1,100**

- Your company name on saddle Pro-West Prime Rodeos
- Your company logo on Pro-West website from signing of contract through December 31
- Your company logo on the Finals Daysheets
- Your company name promoted by the announcer at ALL Pro-West Prime Rodeos
- 6 Pro-West rodeo tickets to the rodeo of your choice

### **Silver Sponsor \$1,000+**

- Your company banner (*business to provide banner*) featured in the arena at Pro-West Finals contract through December 31
- Your company logo on the Finals Daysheets
- Your company logo on Pro-West website from signing of contract through December 31
- Your company logo on the Finals Daysheets
- 4 Pro-West rodeo tickets to the rodeo of your choice

### **Bronze Sponsor \$500+**

- Your company logo on the Finals Daysheets
- Your company logo on the Finals Daysheets
- Your company logo on Pro-West website from signing of contract through December 31
- 4 Pro-West rodeo tickets to the rodeo of your choice

### **Buckle Sponsors \$200**

- Your company name on back of buckle Year End Buckles (*12 events*)
- Your company logo on Pro-West website from signing of contract through December 31 Finals Buckles (*10 events*)
- 2 Pro-West rodeo tickets to the rodeo of your choice Stock of the Year Buckles (*3 events*)
- Stock of the Finals (*3 events*)
- Queen Buckle
- Pro-West Buckles Series (*9 events*)
- Contract Personal of the Year awards (*4 - not always buckles but your company name will be on the award*)

### **\$100+ Year End Award Sponser**

- Your company name on award
- 2 Pro-West rodeo tickets to the rodeo of your choice
- Your company logo on Pro-West website from signing of contract through December 31
- 2nd through 4th place year end awards in all events

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