



Banner Ironwood
Medical Center *presents*

ROOTS N' BOOTS

Queen Creek

More than a Rodeo

PRCA Pro Rodeo
Carnival Rides
and Midway
Dining and
Shopping Emporium
Free Activities
for All Ages



March 14-17, 2019



This Event
Hosted
by



Horseshoe Park & Equestrian Centre
www.RootsNBoots.org

Sponsorship Information

Attention Potential Sponsors!

Friends of Horseshoe Park, a 501(c)(3) organization, is pleased to offer you the opportunity to join us in celebrating the history, culture, and heritage of Queen Creek and the surrounding communities. Roots N' Boots is a Queen Creek signature event held each March in beautiful Queen Creek, Arizona. The event features a PRCA Pro Rodeo, full sized carnival & midway, food vendors and plenty of shopping, as well as many free activities for children young and old.

2019 will be our 9th year! Exit surveys have shown our event goers are very pleased with the event – the last three years we have experienced 96% of attendees rating the event Good or Excellent! Attendee demographic information is available - including ages, place of residence, and more.

This event would not happen without the support of community and national sponsors. Sponsorships packages are now available, with various levels to choose from (see attached) with commensurate benefits and perks. Cash sponsors as well as those that can donate goods or services are needed. If you don't see a package that will suit your needs, please let us know and we can work with you to develop a package that will benefit us both.

This is an award winning event! Several times we have been placed in the top three by Women's Pro Rodeo Association with twice receiving top honors and the Justin Best Footing Award. We have also received several awards from Arizona Talent in Event Concepts for Best Event Poster Best Charity Event (Special Kids Rodeo), Best Family Event (Kids N' Kritters) and more! We hope you would like to be part of this incredible award winning weekend!

So, pull out your checkbook, and get ready to put on your boots and come on down to celebrate the roots of Queen Creek and the surrounding communities!

Thank you in advance for your support,

Dru Alberti
2019 Sponsorship Chair

2019 Roots N' Boots Queen Creek Event Plan

- March 15-17, 2019 at Horseshoe Park & Equestrian Centre in Queen Creek
With additional equestrian activities on March 13th & 14th
- Three PRCA Pro Rodeo Performances in our 2,800 seat covered arena
- Rodeo 101 – tour the rodeo and learn what goes on behind the chutes
- Shopping & Dining
- Full sized carnival & Midway
- **FREE** family activities such as
 - A petting zoo for kiddos to get up close and personal with farm animals
 - Kids N' Kritters with activities such as “Mutton Bustin” and “Dash for Cash”
 - Xtreme Teen Rodeo activities may include “Tractor Tire Relay: and “Chicken Scramble”
 - Special Kids Rodeo may include “Ride a Bull” and “Learn to Rope”
 - The popular Ranch Dressing contest where teams of three attempt to dress a goat!
 - Entertainment stage featuring local acts on Saturday
- In addition to the full size carnival and midway, we will have pony rides and perhaps even a Mechanical Bull
- Rodeo Dances on Friday and Saturday nights (all ages welcome)
- Corn Hole Tournament
- The saloon will be back, with an area for adults to enjoy an alcoholic beverage during the festivities, while having a meal with their family
- Pre event activities will feature local community groups hosting events such as roping, barrel racing, or sorting at the facility
- Additional activities still being planned!

We have sponsorship packages available from \$1,000 - \$10,000

Depending on sponsorship level, our benefits include:

- Commercial on video board prior to each PRCA Pro Rodeo Performance – 15-30 seconds (commercial to be provided by sponsor)
- Your logo showcased on video board prior to each PRCA Pro Rodeo Performance
- One banner, to be provided by sponsor, in the Rodeo Arena
- Additional banners, to be provided by sponsor, displayed in other areas at event
- Live announcements of your sponsorship during PRCA Pro Rodeo performances
- Flag runs(s) during PRCA Pro Rodeo events (flag to be provided by sponsor)
- Bucking Chute banner on the chutes at north end of arena (bucking chute banners provided by Friends of Horseshoe Park)
- Video Board Side Panels (each approximately 4'x4')
- Sponsorship and recognition for individual segments of the PRCA Pro Rodeo event (such as team roping or bronc riding)
- Your logo or name on Video Board during live action
- Your logo or name on Video Board during replays
- Your logo or name on Roots N' Boots Queen Creek flyers and/or posters
- Your logo or name on Roots N' Boots Queen Creek PRCA Pro Rodeo day sheet (black/white)
- Your logo or name on Roots N' Boots Queen Creek signs (6) around Queen Creek
- VIP seating passes AND dinner at PRCA Pro Rodeo contestant hospitality tent
- General admission tickets
- General admission vouchers (Friday and Sunday performances only)
- Weekend parking passes
- Opportunity to offer product samples (giveaways) to the public (Roots N' Boots Queen Creek approval required)
- Opportunity to include your sponsorship status in your organizations marketing and advertising efforts (Roots N' Boots Queen Creek approval required)
- Opportunity to provide swag for the Roots N' Boots VIP bag (Roots N' Boots Queen Creek approval required)
- Opportunity for additional recognition at our Royalty Coronation by providing raffle/silent auction items (held in January)
- Opportunity for additional recognition at our survey booth by providing give-away items for lucky attendees
- Opportunity to have Roots N' Boots Queen Creek Royalty attend your event (subject to availability of Royalty)

- Opportunity to display your promotional tools at the three day event – e.g. vehicle, tent, air balloon (Roots N’ Boots Queen Creek approval required)
- Complimentary 10x10 booth space at the event; sponsor to provide canopy, tables, chairs
- Event web-page with link to your organizations web-site
- Post made on Roots N’ Boots Queen Creek facebook page announcing sponsorship with a link to your organizations web-site, which you can share to your Facebook page
- Opportunity for our royalty to film at your facility, displaying that video on our Facebook page, and you can share it to your Facebook page
- Roots N’ Boots web-site will showcase your name and/or logo, with link to your organizations web-site
- Sponsorship and recognition for the Kids N’ Kritters event as a whole, or individual Kids N’ Kritters events prize sponsors (such as Dash for Cash, Ranch Dressing, Pig Chase, etc)
- Sponsorship and recognition for the Xtreme Teen Rodeo and/or individual Xtreme Teen Rodeo Events prize sponsors (such as Rollin’ Relay, Ultimate Steer Toss, Chicken Scramble, etc)
- Sponsorship and recognition for the Special Kids Rodeo and/or individual events prize sponsors (such as “Ride the Bull” or “Learn to Rope”) or prize sponsors
- Sponsorship and recognition for the entertainment during the PRCA Pro Rodeo event
- Sponsorship and recognition as Rodeo Dance sponsor
- Sponsorship for the Saloon including naming rights

BENEFIT	GOLDEN CONCHO - \$2,500+	SILVER SPUR \$1,500-\$2,499	COPPER BIT \$1,000-\$1,499
Commercial on PRCA Pro Rodeo Video Board prior to each performance (Commercial to be provided by sponsor)	Up to 30 seconds	Up to 20 seconds	
Logo & Sponsorship Level on Video Board prior to each performance	Yes	Yes	Yes
Banner in PRCA Pro Rodeo Arena (Banner up to 4'x8' to be provided by sponsor)	One	One	One
Additional banners elsewhere on site (provided by sponsor, up to 4'x8', at RnB discretion may be placed in PRCA Arena)	Up to 5	Up to 3	Up to 2
Live announcements at PRCA Pro Rodeo performances (number of announcements in relation to value of sponsorship)	Yes	Yes	Yes
Your event flag run during PRCA Pro Rodeo performances (flag to be provided by sponsor)	Yes	Yes	Yes
VIP Passes - included preferred PRCA Pro Rodeo seating and dinner with contestants at Hospitality Tent	SIX Passes for EACH Performance (total 18)	FOUR Passes for EACH Performance (total 12)	TWO Passes for EACH Performance (total 6)
General Admission PRCA Pro Rodeo Tickets	No	No	No
Weekend Parking Passes	Three	Two	One
Your logo on coroplast signs at Queen Creek Intersections	Available for \$3,000+ Cash Sponsors	NO	NO
Your logo on event posters	Yes	Yes - \$2,000 and up	NO
Your logo on large event flyers (1/2 to full sheet 8.5"x11")	Yes	Yes - \$2,000 and up	NO
Your logo on Volunteer Event T-shirts	Yes	Yes	Yes
Your logo in sponsor section with web-link to your site (if any) on RnB web-site	Yes	Yes	Yes
Your logo on PRCA Pro Rodeo Day Sheet	Yes	Yes	Yes
Post made on Roots N' Boots Facebook page announcing your sponsorship	Yes	Yes	Yes
Complimentary 10x10 booth space at event (sponsor to provide tent/canopy, tables, chairs, and all materials)	Yes	Yes	Yes
Opportunity to offer product giveaways during event (RnB approval required)	Yes	Yes	Yes
Opportunity to provide swag for VIP Gift Bags (Roots N' Boots approval required)	Yes	Yes	Yes

BENEFIT	GOLDEN CONCHO - \$2,500+	SILVER SPUR \$1,500-\$2,499	COPPER BIT \$1,000-\$1,499
Opportunity to display your promotional tool at event such as vehicle, balloon, tent (RnB approval required)	Yes	Yes	Yes
Opportunity for recognition at our Survey Booth by providing give-aways for our attendees			
Opportunity for additional recognition at our Royalty Coronation by providing raffle/silent auction items (this event held in January)	Yes	Yes	Yes
ADD-ON's - these benefits can be added to several of our sponsorship packages. If you would like to customize a sponsorship package for one or more of the add-ons, without first purchasing one of the regular sponsorship packages, please contact Sponsorship Chair Dru Alberti at qcriders@gmail.com			
Bucking Chutes - only four available - these go fast!!	\$500 in addition to Golden Concho package (minimum \$3,000)		
Side panels to Video Board - only six available (approximate size 4'x4')	\$500 in addition to Golden Concho package (minimum \$3,000)		
Kids N' Kritters Event Sponsor - includes signage and announcements at event. Additional VIP tickets and/or vouchers for general admission on Friday and Sunday. NOTE: additional sponsors may be recognized for specific events, such as Justin Mutton Bustin'	\$2,500 in addition to Golden Concho package (minimum \$5,000)		

BENEFIT	GOLDEN CONCHO - \$2,500+	SILVER SPUR \$1,500-\$2,499	COPPER BIT \$1,000-\$1,499
Xtreme Teen Rodeo - includes signage and announcements at event. Additional VIP tickets and/or vouchers for general admission on Friday and Sunday. Note: additional sponsors may be recognized for specific events, such as the Tractor Tire Relay.	\$500 in addition to Golden Concho (minimum \$3,000)		
Specific PRCA Pro Rodeo event sponsor (team roping, saddle bronc, etc) includes additional flag run (flag to be provided by sponsor)	\$250 in addition to Golden Concho package (minimum \$2,750)	\$250 in addition to Silver Spur package (minimum \$1,750)	\$500 in addition to Copper Bit package (minimum \$1,500)
Your logo or name on Video board during live action or replay	\$250 in addition to Golden Concho package (minimum \$2,750)	\$250 in addition to Silver Spur package (minimum \$1,750)	\$250 in addition to Copper Bit package (minimum \$1,250)
Specific Kids N' Kritters, or Xtreme Teen Rodeo event prize or equipment sponsors	Flexible (can have more than one)	Flexible (can have more than one)	Flexible (can have more than one)
Special Kids Rodeo - will have ag interaction and/or ag activities for special needs youth	\$2,500 in addition to Golden Concho package (minimum \$5,000)		
Special Kids Rodeo prize or equipment sponsors	Flexible (can have more than one)	Flexible (can have more than one)	Flexible (can have more than one)
Rodeo Dance and the 'Saloon' - can include naming rights to the saloon area	\$2,500 in addition to the Golden Concho package (\$5,000 minimum)		
Sponsorship of the Entertainment during the PRCA Pro Rodeo	\$2,500 in addition to the Golden Concho package (\$5,000 minimum)		

BENEFIT	GOLDEN CONCHO - \$2,500+	SILVER SPUR \$1,500-\$2,499	COPPER BIT \$1,000-\$1,499
EARLY Signing Bonus: If sponsor signs and returns agreement by 09/29/2018: 20 Roots N' Boots ticket vouchers that can be exchanged for PRCA Pro Rodeo tickets Friday or Sunday performance			