66th ANNUAL

PRCA RODEO

2020 Sponsorship Packages

JOHNSON COUNTY SHERIFF’S POSSE
1315 S Main St, Cleburne, TX 76031
June 10 - June 13, 2020
Performances nightly from 8:00 to 10:00
FOR MORE INFORMATION PLEASE VISIT www.sheriffsposse.com/
The Johnson County Sheriff’s Posse PRCA Rodeo Committee would like to partner with you in support of our 66th annual PRCA Rodeo to be held June 10-13, 2020 at our facility located just south of the courthouse on highway 174. This event is our main funding event for the year and is what enables us to continue to support area youth and benefit activities. It is our goal to continue to provide our community and surrounding area with a quality, low cost, family oriented event that residents can look forward to attending year after year.

About the JCSP
The JCSP was formed in October 1951 to promote good will among horsemen and area citizens and preserve the traditions of the old west. During the first few years the posse leased the fair grounds and arena from the North central Texas fair and rodeo association located near the current Chamber of Commerce and Civic Center buildings and produced their very first three day RCA rodeo there in May of 1953.

The JCSP is a not for profit organization comprised of 100+ active members who volunteer their time and talent to ensure the success of the organization, maintain the facilities, produce benefits and other events throughout the year. The JCSP is an all volunteer organization with no officer, director or member compensation.

From our humble beginnings on leased land in 1951 to the modern facilities available today at the posse headquarter, the Johnson county Sheriff’s posse has come a long way. Members have worked tirelessly throughout these past 67 years to make those who attend events at the posse grounds as comfortable as possible. From that single building to a complex to be proud of, the Johnson County Sheriff’s Posse is still going strong with the same type of dedicated people who initially organized the group.

Our Mission Statement
Promote fellowship, sportsmanship, and a greater interest in the social and civic interest of this area; keep alive the true traditions of the great southwest, and assist the Sheriff of Johnson County, Texas when called upon by him.

Our goals are to:
* Maintain a first-class low cost facility that can be utilized for youth, community, family and civic events.
* Support area youth organizations and other charities (4H, FFA, JCLA, CASA, S.H.I.N.E. Together, local charities, benefit events, etc)
* Produce a yearly family friendly professional sporting event that can be enjoyed by members of the community

In 2019 we were able to donate in excess of $45,000 (cash, scholarships and facility use) back to area youth groups and charity efforts (i.e. Child Advocacy Center, S.H.I.N.E. Together, 4H, FFA, JCLA, JCJSP)
Annual Professional Rodeo Cowboys Association Rodeo
For the past 65 years the members of the JCSP have brought one of the finest outdoor professional rodeos in the United States to the residents of Johnson county and surrounding communities. Our event attracts some of the top professional cowboys and cowgirls to compete at our rodeo each year.

This year Danny Regan will bring his 1st class United Pro Rodeo Company along with their award-winning bucking stock and reputation for producing outstanding professional rodeo events.

This year’s committee is focusing on community involvement with many exciting enhancements to the week’s agenda planned. In addition to the kid’s mutton bustin’ competition and county team roping, we are working closely with the newly formed Junior Rough Stock Association to bring the youth mini bronc competition to the Friday and Saturday evening performances as well as expanding our professional events to include Girl’s Breakaway Roping.

Community Wide Kickoff
To kick off Rodeo Week this year we are planning special events on Saturday June 6 at the Posse Grounds to encourage community involvement and participation. These events are open to the public with free admission and parking.

Saturday Events:
Books open at 7:00 a.m.
8:00 a.m. The JCSP will once again host the County Team roping (competitors must reside in Johnson County and be 18 years old or older). The top eight teams will be invited to participate in the final go round to be held during each rodeo performance.

Books open at 4:00 p.m.
5 p.m.- The kids Mutton Bustin' preliminary competition will start at 6:00 PM Saturday afternoon, with the top 20 contestants being invited to compete for the Mutton Bustin' Championship in the nightly Pro Rodeo performances. A stick horse rodeo will immediately follow Saturday's Mutton Bustin' preliminary competition.

Following the kids Mutton Bustin and Stick Horse Rodeo, we are planning to invite local bands to provide musical entertainment for the evening and working with Rodeo Zone to bring bucking machines, moto horses and chuck wagons, promising an evening of friendly competition and a high probability of hilarity. Kids’ chuck wagon races, mom’s barrel races and jackpot team ropings are a few of the moto horse events we are considering for our guests to participate and enjoy. Food trucks will be on hand, ensuring no one leaves hungry.
Partner/Sponsor Packages

The Committee offers defined sponsor/advertising packages available as well as the ability to custom design packages to meet mutual needs. In 2019 we increased our event advertising exposure to include radio, social media and additional signage. As a result, we experienced an increase of approximately 40% over our 2018 attendance! Approximately 7,000 attended our 2019 event, including attendees from France, Australia, Ireland and Great Britain. This year we are planning even more advertising to ensure that we reach out to as many in the community as possible, with the intent of further increasing our attendance and sponsor exposure.

We strive to maintain competitively priced packages that provide our partner/sponsors with the best possible advertising exposure not only during the annual PRCA event but also extending to all other events that occur at our facility year round. Note that our current Partner/Sponsors retain first right of refusal to defined advertising packages purchased in support of the 2019 PRCA event.

For more information on advertising packages or our PRCA event please contact Shana Peacock at 817.648.1434, JCSP Headquarters at 817.556.9910 or visit us on our website at www.sheriffsposse.com.

We appreciate all our Partner/Sponsors…. without your support, production of this event would not be possible.

Defined Partner/Sponsor Packages

Title Sponsor – “Official Pro Rodeo Event Sponsor”

This is the largest sponsorship package that we offer and identifies the Partner as the Official Rodeo Event Sponsor for all four performances. Your name will be announced multiple times during all four performances, and you will be presented with a professionally designed trophy belt buckle during the Saturday evening performance.

*Recognition in all JCSP 66th Pro-Rodeo & Promotional Advertising
*Announcer recognition throughout the Pro-Rodeo
*60 second video commercial
*Jumbotron advertisement/recognition during rodeo performances
*“Welcome To The Rodeo” banner above the grounds entry gate
*4'x6' permanent Arena Sign for one year
*Highway marque sign exposure
*Full page program listing
*1 Rodeo Sky Box (6 seats each rodeo performance)
*24 General Admission Tickets
*Dinner each night in the VIP Hospitality Suite (6 dinner tickets each night)
*3 VIP Parking Passes

Price: By Bid

2019 Sponsor
Boot Barn $6,000.00 Box W6
**Jumbotron Video Board Sponsor**
- Jumbotron advertisement/recognition during rodeo performances
- Announcer recognition throughout the Pro-Rodeo
- 4’x6’ permanent Arena Sign for one year
- Inside Front Cover program listing
- 1 Rodeo Sky Box (6 seats each rodeo performance)
- 24 General Admission Tickets
- Dinner each night in the VIP Hospitality Suite (6 dinner tickets each night)
- 2 VIP Parking Passes

**Price:** $5,000.00

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**Performance Sponsor - Official Performance Sponsor**
- Jumbotron advertisement/recognition during rodeo performances
- Announcer recognition during rodeo performances
- 4’x6’ permanent Arena Sign for one year
- Full page program listing
- 1 Rodeo Sky Box (6 seats each rodeo performance)
- Dinner each night in the VIP Hospitality Suite (6 dinner tickets each night)
- 2 VIP Parking Passes

**Price:** $2,500.00 (4 Available)

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**Instant Replay Sponsor**
- Jumbotron advertisement/recognition during rodeo performances
- Announcer recognition during rodeo performances
- 4’x6’ permanent Arena Sign for one year
- Full page program listing
- 1 Rodeo Sky Box (6 seats each rodeo performance)
- Dinner each night in the VIP Hospitality Suite (6 dinner tickets each night)
- 2 VIP Parking Passes

**Price:** $2,500.00

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**Street Banner Sponsor (Hung across street)**
- Jumbotron advertisement/recognition during rodeo performances
- Announcer recognition during rodeo performances
- 4’x6’ permanent Arena Sign for one year
- Full page program listing
- 1 Rodeo Sky Box (6 seats each rodeo performance)
- Dinner each night in the VIP Hospitality Suite (6 dinner tickets each night)
- 2 VIP Parking Passes

**Price:** $2,500.00

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2019 Sponsor
- Classic - $1,000.00 SBW5
- Ulrich 2,500.00 SB E20

2019 Sponsor
- Cleburne Ford $2,500.00 SB E9
**Specialty Act Sponsor**

*Jumbotron advertisement/recognition during rodeo performances*

*Announcer recognition during rodeo performances*

*4’x6’ permanent Arena Sign for one year*

*1/2 page program listing*

*1 Rodeo Ground Box (6 seats each rodeo performance)*

*Dinner each night in the VIP Hospitality Suite (6 dinner tickets each night)*

*2 VIP Parking Passes*

**Price:** $2,000.00

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**Event Sponsor:** Bareback, Saddle Bronc, Calf Roping, Team Roping, Steer Wrestling, Barrel Race, Breakaway Roping, Bull Riding

*Jumbotron advertisement/recognition during rodeo performances*

*Announcer recognition during rodeo performances*

*4’x6’ permanent Arena Sign for one year*

*1/2 page program listing*

*1 Rodeo Ground Box (6 seats each rodeo performance)*

*Dinner each night in the VIP Hospitality Suite (6 dinner tickets each night)*

*2 VIP Parking Passes*

**Price:** $2,000.00 (8 Available)

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**County Team Roping Sponsor**

*Jumbotron advertisement/recognition during rodeo performances*

*Announcer recognition during rodeo performances*

*4’x6’ permanent Arena Sign for one year*

*1/2 page program listing*

*1 Rodeo Ground Box (6 seats each rodeo performance)*

*Dinner each night in the VIP Hospitality Suite (6 dinner tickets each night)*

*2 VIP Parking Passes*

**Price:** $2,000.00

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**Girl’s Break Away Roping Sponsor**

****NEW THIS YEAR****

**Women’s Pro Rodeo Association sanctioned event!**

*Jumbotron advertisement/recognition during rodeo performances*

*Announcer recognition during rodeo performances*

*4’x6’ permanent Arena Sign for one year*

*1/2 page program listing*

*1 Rodeo Ground Box (6 seats each rodeo performance)*

*Dinner each night in the VIP Hospitality Suite (6 dinner tickets each night)*

*2 VIP Parking Passes*

**Price:** $2,000.00
**Bucking Chute Sponsor**
*Permanent Chute Gate Sign on your bucking chute
*Recognition in all performances when your chute is being used
*Jumbotron advertisement/recognition during rodeo performances
*Announcer recognition during rodeo performances
*1/2 page program listing
*1 Rodeo Ground Box (6 seats each rodeo performance)
*Dinner each night in the VIP Hospitality Suite (6 dinner tickets each night)
*2 VIP Parking Passes

**Price:** $2,000.00 (8 Available)

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**Let Out Gate Sponsor (Rough Stock End)**
*4’x6’ banner on gate for one year
*Recognition in all performances when head gate is being used
*Jumbotron advertisement/recognition during rodeo performances
*Announcer recognition during rodeo performances
*1/2 page program listing
*1 Rodeo Ground Box (6 seats each rodeo performance)
*Dinner each night in the VIP Hospitality Suite (6 dinner tickets each night)
*2 VIP Parking Passes

**Price:** $2,000.00 (2 Available)

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**Timed Event Gate Sponsor**
*4’x6’ banner on gate for one year
*Recognition in all performances when head gate is being used
*Jumbotron advertisement/recognition during rodeo performances
*Announcer recognition during rodeo performances
*1/2 page program listing
*1 Rodeo Ground Box (6 seats each rodeo performance)
*Dinner each night in the VIP Hospitality Suite (6 dinner tickets each night)
*2 VIP Parking Passes

**Price:** $2,000.00 (2 Available)

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2019 Sponsors
- Jeff England - $2,000.00 SB W4
- Lee Products - $2,000.00 SB W8
- Lee’s WW - $2,000.00 E3
- Momentum - $2,000.00 SB W3
- Gview Bank - $2,000.00 SB E17
- Miracle - $2,000.00 E4

2019 Sponsor
- Pinnacle - $2,000.00 SB E14
Arena Entry Gate Sponsor

Two-sided gate: one faces arena, the other faces entry gate
*Permanent decal on bottom of head gate
*Recognition in all performances when head gate is being used
*Jumbotron advertisement/recognition during rodeo performances
*Announcer recognition during rodeo performances
*1/2 page program listing
*1 Rodeo Ground Box (6 seats each rodeo performance)
*Dinner each night in the VIP Hospitality Suite (6 dinner tickets each night)
*2 VIP Parking Passes

Price: $2,000.00 (2 Available)

Tractor & Utility Vehicle Sponsor

*Jumbotron advertisement/recognition during rodeo performances
*Announcer recognition during rodeo performances
*4’x6’ permanent Arena Sign for one year
*1/2 page program listing
*1 Rodeo Ground Box (6 seats each rodeo performance)
*Dinner each night in the VIP Hospitality Suite (6 dinner tickets each night)
*2 VIP Parking Passes

Price: $2,000.00
Mike & Jan Thomas Memorial Mutton Bustin Sponsor
*Jumbotron advertisement/recognition during rodeo performances
*Announcer recognition during rodeo performances
*4’x6’ permanent Arena Sign for one year
*1/2 page program listing
*1 Rodeo Ground Box (6 seats each rodeo performance)
*Dinner each night in the VIP Hospitality Suite (6 dinner tickets each night)
*2 VIP Parking Passes

Price: $2,000.00

Mini Bronc Riding Sponsor
****NEW THIS YEAR****
Now a tour stop on the Junior National Finals Rodeo Circuit!
Will be recorded and televised on the Cowboy Channel!
*Jumbotron advertisement/recognition during rodeo performances
*Announcer recognition during rodeo performances
*4’x6’ permanent Arena Sign for one year
*1/2 page program listing
*1 Rodeo Ground Box (6 seats each rodeo performance)
*Dinner each night in the VIP Hospitality Suite (6 dinner tickets each night)
*2 VIP Parking Passes

Price: $2,000.00

Ladies Steer Scramble Sponsor
*Jumbotron advertisement/recognition during rodeo performances
*Announcer recognition during rodeo performances
*4’x6’ permanent Arena Sign for one year
*1/4 page program listing
*1 Rodeo Ground Box (6 seats each rodeo performance)
*Dinner each night in the VIP Hospitality Suite (4 dinner tickets each night)
*1 VIP Parking Pass

Price: $1,500.00

2019 Sponsor
HEB $2,000.00 E22

2019 Sponsor
Lone Star Ag $1,000.00 E26
**Calf Scramble Sponsor**
*Jumbotron advertisement/recognition during rodeo performances*
*Announcer recognition during rodeo performances*
*4’x6’ permanent Arena Sign for one year*
*1/4 page program listing*
*1 Rodeo Ground Box (6 seats each rodeo performance)*
*Dinner each night in the VIP Hospitality Suite (4 dinner tickets each night)*
*1 VIP Parking Pass*

**Price: $1,500.00**

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**Rodeo Queen Sponsor**
*Jumbotron advertisement/recognition during rodeo performances*
*Announcer recognition during rodeo performances*
*4’x6’ permanent Arena Sign for one year*
*1/4 page program listing*
*1 Rodeo Ground Box (6 seats each rodeo performance)*
*Dinner each night in the VIP Hospitality Suite (4 dinner tickets each night)*
*1 VIP Parking Pass*

**Price: $1,500.00**

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**Rodeo Announcer Sponsor**
*Jumbotron advertisement/recognition during rodeo performances*
*Announcer recognition during rodeo performances*
*4’x6’ permanent Arena Sign for one year*
*1/4 page program listing*
*1 Rodeo Ground Box (6 seats each rodeo performance)*
*Dinner each night in the VIP Hospitality Suite (4 dinner tickets each night)*
*1 VIP Parking Pass*

**Price: $1,500.00**

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**Grand Entry Sponsor**
*Jumbotron advertisement/recognition during rodeo performances*
*Announcer recognition during rodeo performances*
*4’x6’ permanent Arena Sign for one year*
*1/4 page program listing*
*1 Rodeo Ground Box (6 seats each rodeo performance)*
*Dinner each night in the VIP Hospitality Suite (4 dinner tickets each night)*
*1 VIP Parking Pass*

**Price: $1,500.00**

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2019 Sponsor – UCS $1,500.00 W10

2019 Sponsor – KD Land $1,500.00 W22

2019 Sponsor – Peacock Transmission $1,500.00 E2

2019 Sponsor – Lone Star Collision $1,500.00 E18
**Livestock Health & Feed Sponsor**
*Jumbotron advertisement/recognition during rodeo performances  
*Announcer recognition during rodeo performances  
*4’x6’ permanent Arena Sign for one year  
*1/4 page program listing  
*1 Rodeo Ground Box (6 seats each rodeo performance)  
*Dinner each night in the VIP Hospitality Suite (4 dinner tickets each night)  
*1 VIP Parking Pass

**Price: $1,500.00**

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**Rodeo Program Sponsor**
*Jumbotron advertisement/recognition during rodeo performances  
*Announcer recognition during rodeo performances  
*4’x6’ permanent Arena Sign for one year  
*1/4 page program listing  
*One (1) rodeo Ground Box (6 seats each rodeo performance)  
*Dinner each night in the VIP Hospitality Suite (4 dinner tickets each night)  
*1 VIP Parking Pass

**Price: $1,500**

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**Rodeo Ticket Sponsor**
*Jumbotron advertisement/recognition during rodeo performances  
*Announcer recognition during rodeo performances  
*4’x6’ permanent Arena Sign for one year  
*1/4 page program listing  
*1 Rodeo Ground Box (6 seats each rodeo performance)  
*Dinner each night in the VIP Hospitality Suite (4 dinner tickets each night)  
*1 VIP Parking Pass

**Price: $1,500**

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**Side Gate Sponsor**
*Jumbotron advertisement/recognition during rodeo performances  
*Announcer recognition during rodeo performances  
*4’x6’ permanent Arena Sign for one year  
*1/4 page program listing  
*1 Rodeo Ground Box (6 seats each rodeo performance)  
*Dinner each night in the VIP Hospitality Suite (4 dinner tickets each night)  
*1 VIP Parking Pass

**Price: $1,500**
### Leader Board Sponsor
- Jumbotron advertisement/recognition during rodeo performances
- Announcer recognition during rodeo performances
- 4’x6’ permanent Arena Sign for one year
- 1/4 page program listing
- 1 Rodeo Ground Box (6 seats each rodeo performance)
- Dinner each night in the VIP Hospitality Suite (4 dinner tickets each night)
- 1 VIP Parking Pass

**Price: $1,500**

### Pivot Setter Sponsor
- Announcer recognition during rodeo performances
- 4’x6’ permanent Arena Sign for one year
- 1/4 page program listing
- 24 General Admission Tickets

**Price: $1,000**

### Live with Lindley, aka “The *** Zone”
- Your Logo on Interview Backdrop, which will be shown on Jumbotron during Lindley's interviews with riders
- Announcer recognition during rodeo performances
- 4’x6’ permanent Arena Sign for one year
- 1/4 page program listing
- 24 General Admission Tickets

**Price: $1,000**

### Kiss/Dance Cam Sponsor
- Announcer recognition during rodeo performances when Kiss/Dance Cam is on
- 1/8 page program listing
- 12 General Admission Tickets

**Price: $750.00**

### 2019 Sponsor
- Nolan River Animal Hosp $1,500.00  E27
- J Rae’s Boutique $750.00
**Sound System Sponsor**
*Announcer recognition during rodeo performances
*1/8 page program listing
*12 General Admission Tickets

**Price: $750.00**

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**Bull Fighter Sponsor**
*Announcer recognition during rodeo performances
*1/8 page program listing
*12 General Admission Tickets

**Price: $750.00 (2 Available)**

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**Clown/Barrel Man Sponsor**
*Sponsor provided sticker on barrel
*Announcer recognition during rodeo performances
*1/8 page program listing
*12 General Admission Tickets

**Price: $750.00**

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**Pickup Man Sponsor**
*Sponsor provided sticker on Pick Up Man chaps
*Announcer recognition during rodeo performances
*1/8 page program listing
*12 General Admission Tickets

**Price: $750.00 (2 Available)**
**Billboard Sign**
*4’x6’ permanent Arena Sign for one year (display facing highway 174)*
*Announcer recognition during rodeo performances*
*1/8 page program listing*
*12 General Admission Tickets*

**Price: $750.00**

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**Arena Sign**
*2’x4’ permanent Arena Sign for one year (arena during rodeo/move to indoor arena for permanent display)*

**Price: $300.00**

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**Rodeo Program Ad**
*Full Page - $300.00*
*Half Page - $150.00*
*1/4 Page - $75.00*
*Business Card - $35.00*

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The JCSP Rodeo Committee will be happy to assist Partner/Sponsors in developing custom packages to meet your advertising and cost needs. It is our desire to ensure that everyone has the opportunity to participate in this community event and take full advantage of the advertising opportunities available.