50th Annual Horseweek 2020

Norco HORSEWEEK

50th Anniversary

April 17, 2020 – April 26, 2020

Rodeo, Western Family Fun Days & Food Truck Festival

Sponsorship/Advertising Opportunities

Norco Horseweek Committee

Who We Are and What We Do:

Every April for the last 49 years, Norco Horseweek Committee Volunteers have produced 10 days of family-oriented events, beginning with a three-day Rodeo. In the course of 10 days, thousands of people flock to Norco to participate.

Some of these events include:

- Ranch Rodeo and Bull Riding
- Challenged Children's Rodeo
- Western Family Days and Food Truck Festival
- Junior Bull Riders
- Texas Hold'em Tournament
- Chili Cook-Off
- Quarter Dip
- Bingo
- Equine Obstacle Course
- Adult Fun Night on horseback
- Horseshoe Tournament
- Poker Ride
- And more…

Norco Horseweek is a non-profit organization dedicated to bringing the community together by celebrating and maintaining the rural lifestyle that Norco cherishes.

For the last 49 years, we have donated ALL profits to local community groups and needs, including:

seniors groups, animal shelters, youth groups, scholarship programs, parks and recreation, trail and open space preservation and more.

With your continued support and partnership we look forward to our BEST year ever!

WWW.NORCOHORSEWEEK.COM

Sponsorship Opportunities

Lend positive exposure to yourself and your business. Horseweek has a large advertising budget and is *extensively promoted throughout the Inland Empire, Orange County, L.A. County and the High Desert via radio, print Media, Internet, social websites and direct mail campaigning.*

As a sponsor, your dollars go towards raising funds for local groups, services and charitable organizations. Reap the reward of giving!

No matter what level of sponsorship you choose to accept, the Horseweek sponsorship committee will go the extra mile to customize a package that will allow the best exposure, promotion and partnership for your business.

Some sponsorship options are limited; consequently, your prompt reply is both appreciated and necessary.

To be a part of Horseweek 2020, fill out the enclosed form and mail it in.

For Limited sponsorships, Please *Call as soon as possible* to lock in the sponsorship of your choice.

Thank you in advance for your generosity and support.
-Norco Horseweek Committee

WWW.NORCOHORSEWEEK.COM

PRESENTING SPONSOR- Rodeo through Western Family Days & Food Truck Festival: **$ 10,000**

- Your Business featured and announced as our ***Presenting Sponsor*** for ***The Entire 10 days of Horseweek***
- Featured signage at George Ingalls Entry Gate and on top of Rodeo announcer booth
- Top listing of your Business in ALL Radio Advertising, Print Advertising, on the website with a link to your business, social media advertising, and live remotes
- Top listing on Posters, Flyers, Tickets, Street signs, and the banner across Sixth Street
- Your business name and logo on official Horseweek T-Shirts
- Your Business Flag carried by a mounted rider at all rodeo performances
- Business name or logo featured on the cover of Horseweek book/program
- Two Full color page ads in the Horseweek Book/ Program
- Custom size Banner and signage in the Arena at the Rodeo and at the George Ingalls Park for Western days and food truck festival and in Nellie Weaver Hall for all ten days of events
- Custom Vendor space(s) at the Rodeo
- Coupon space on the ticket
- Red carpet treatment for you and your guests WITH PREFERRED ROPED OFF SEATING IN VIP TENT WITH A PERSONAL SERVER,
- 30 VIP tickets valid for each night of the Rodeo. This entitles each guest entrance to the Exclusive VIP Tent with complementary food and beverages with full host bar. *Includes preferred parking
- 70 General admission tickets for Friday(35), and Sunday(35) Rodeo performances

Event PLATINUM SPONSOR **-$7500**

- Your Business featured and announced as a Platinum Sponsor at all 10 days of Rodeo and Horseweek Events
- Your business advertised in ALL Radio Advertising, Print Advertising, on the website with a link to your business, social media advertising and live remotes Advertising on Posters, Flyers, Tickets, Street Signs, and the banner across Sixth Street
- Your Business Flag carried by a mounted rider at all rodeo performances
- Two full page ads in the Horseweek Book and Rodeo Program
- Banner in the Arena at the Rodeo
- TWO Vendor spaces at the Rodeo
- Red carpet treatment for you and your guests WITH PREFERRED ROPED OFF SEATING IN VIP TENT WITH A PERSONAL SERVER
- 25 VIP tickets valid for each night of the Rodeo. This entitles each guest entrance to the Exclusive VIP Tent with complementary food and beverages with full host bar. *Includes preferred parking
- 60 General admission tickets for Friday(30) and Sunday(30) Rodeo performances

EVENT GOLD SPONSOR **$5000**

- Your Business featured and announced as a Gold Sponsor at all three days of Rodeo Events
- Your business advertised in ALL Radio Advertising, Print Advertising, on the website with a link to your business, social media advertising and live remotes Advertising on Posters, Flyers, Tickets, Street Signs, and the banner across Sixth Street
- Your Business Flag carried by a mounted rider at all rodeo performances
- Two full page ads in the Horseweek Book and Rodeo Program
- Banner in the Arena at the Rodeo
- One Vendor space at the Rodeo
- Red carpet treatment for you and your guests WITH PREFERRED RESERVED SEATING IN VIP TENT
- 16 VIP tickets valid for each night of the Rodeo. This entitles each guest entrance to the Exclusive VIP Tent with complementary food and beverages with full host bar. *Includes preferred parking
- 50 General admission tickets for Friday(25) and Sunday(25) Rodeo performances

Rodeo SILVER SPONSOR **$3000**

- Your Business featured and announced as a Silver Sponsor at all three days of Rodeo Events
- Your business advertised in ALL Radio Advertising, Print Advertising, on the website with a link to your business, social media advertising and live remotes
- Advertising on Posters, Flyers, Tickets, Street Signs, and the banner across Sixth Street
- Your Business Flag carried by a mounted rider at all Rodeo performances
- One full page ad in the Horseweek Book and Rodeo Program
- Banner in the Arena at the Rodeo
- One Vendor space at the Rodeo
- Red carpet treatment for you and your guests with preferred seating at Rodeo
- 10 VIP tickets valid for each night of the Rodeo. This entitles each guest entrance to the Exclusive VIP Tent with complementary food and beverages and VIP Rodeo seating. *Includes preferred parking
- 50 General admission tickets for Friday(25) and Sunday(25) Rodeo performances

VIP HOSPITALITY SPONSOR **$3000- One available**

- Your Business announced at all three days of the Rodeo
- Your business listed as a sponsor in Print Advertising, listed on the website and social media (Facebook) & listed on webpage as sponsor
- Listed as a sponsor on Posters and Flyers
- One full page ad in the Horseweek Book and Rodeo Program
- Banner in the Arena at the Rodeo
- Your Signs/Banners in the VIP Tent exclusively (your promotional items with approval)
- Ten VIP tickets valid for each night of the Rodeo. This entitles each guest entrance to the Exclusive VIP Tent with complementary food and beverages w/ full host bar and VIP Rodeo seating. *Includes preferred parking
- 30 General admission tickets for Friday(15) and Sunday(15) Rodeo performances

GRANDSTAND SPONSOR **$3000- One available**

- Your Business announced at all three days of the Rodeo
- Your business listed as a sponsor in Print Advertising, listed on the website and social media (Facebook) & listed on webpage as sponsor
- Listed as a sponsor on Posters and Flyers
- One quarter-page ad in the Horseweek Book and Rodeo Program
- Your company banners in the grandstand/bleachers at the Rodeo (Shared w/ Beer Sponsor)
- Six VIP tickets valid for each night of the Rodeo. This entitles each guest entrance to the Exclusive VIP Tent with complementary food and beverages w/ full host bar and VIP Rodeo seating. *Includes preferred parking
- 30 General admission tickets for Friday(15) and Sunday(15) Rodeo performances

Rodeo & Parade SPONSOR **$2000- One available**

- Your Business announced at all three days of the Rodeo and Parade
- KFRG Live remote the morning of the Parade at your business location, with special giveaways
- Your business listed as a sponsor in Print Advertising, listed on the website and social media (Facebook) & listed on webpage as sponsor
- Listed as a sponsor on Posters and Flyers
- One half-page ad in the Horseweek Book and Rodeo Program
- Banner in the Arena at the Rodeo
- Six VIP tickets valid for each night of the Rodeo. This entitles each guest entrance to the Exclusive VIP Tent with complementary food and beverages w/ full host bar and VIP Rodeo seating. *Includes preferred parking
- 30 General admission tickets for Friday(15) and Sunday(15) Rodeo performances

Rodeo BRONZE PLUS SPONSOR **$2000**

- Your Business announced as a Bronze Sponsor at all three days of Rodeo Events
- Your business advertised in all Print Advertising, listed on the website and social media (Facebook) & listed on webpage as sponsor
- Advertised as a sponsor on Posters, Flyers and Tickets
- *Your Business Flag carried by a mounted rider at all Rodeo performances
- One half-page ad in the Horseweek Book and Rodeo Program
- Banner in the Arena at the Rodeo
- Six VIP tickets valid for each night of the Rodeo. This entitles each guest entrance to the Exclusive VIP Tent with complementary food and beverages w/ full host bar and VIP Rodeo seating *Includes preferred parking
- 30 General admission tickets for Friday(15) and Sunday(15) Rodeo performances

Rodeo BRONZE SPONSOR **$1500**

- Your Business announced as a Bronze Sponsor at all three days of Rodeo Events
- Your business advertised in all Print Advertising, listed on the website and social media (Facebook) & listed on webpage as sponsor
- Advertised as a sponsor on Posters, Flyers and Tickets,
- One half-page ad in the Horseweek Book and Rodeo Program
- Banner in the Arena at the Rodeo
- Five VIP tickets valid for each night of the Rodeo. This entitles each guest entrance to the Exclusive VIP Tent with complementary food and beverages w/ full host bar and VIP Rodeo seating *Includes preferred parking
- 30 General admission tickets for Friday(15) and Sunday(15) Rodeo performances

CHUTE GATE SPONSOR **$1500- Seven available**

- Your Business announced every time your chute gate is opened during three days of Rodeo Events
- Your business listed as a sponsor in Print Advertising, listed on the website and social media (Facebook) & listed on webpage as sponsor
- Advertised as a sponsor on Posters and Flyers
- One quarter-page ad in the Horseweek Book and Rodeo Program
- Banner in the Arena at the Rodeo
- Five VIP tickets valid for each night of the Rodeo. This entitles each guest entrance to the Exclusive VIP Tent with complementary food and beverages w/ full host bar and VIP Rodeo seating. *Includes preferred parking
- 30 General admission tickets for Friday(15) and Sunday(15) Rodeo performances

MUTTON BUSTIN SPONSOR **$1500- One available**

- Your Business announced at all three days of the Rodeo & Exclusively during Mutton Bustin event
- Your business listed as a sponsor in Print Advertising, listed on the website and social media (Facebook) & listed on webpage as sponsor
- Listed as a sponsor on Posters and Flyers
- One full-page ad in the Horseweek Book and Rodeo Program
- Banner in the Arena at the Rodeo
- Five VIP tickets valid for each night of the Rodeo. This entitles each guest entrance to the Exclusive VIP Tent with complementary food and beverages w/ full host bar and VIP Rodeo seating. *Includes preferred parking
- 30 General admission tickets for Friday(15) and Sunday(15) Rodeo performances

EVENT SPONSOR-Chili Cook Off **$1000**

- Your business announced *exclusively* throughout the night (Presenting/Platinum Sponsor will be announced as such, if applicable)
- Your Banners/Signs placed in the Hall during the event and Rodeo
- Your business listed as a sponsor in Print Advertising, website, social media (Facebook) & listed on the website page as the individual event sponsor
- 1/4- page ad in the Horseweek Book and Rodeo Program as an Event Sponsor
- Two VIP tickets valid for each night of the Rodeo. This entitles each guest entrance to the Exclusive VIP Tent with complementary food and beverages w/ full host bar and VIP Rodeo seating. *Includes preferred parking
- 16 General admission tickets for Friday(8) and Sunday(8) Rodeo performances

RODEO Specific SPONSOR **$850**

Cowboy, Bull Fighter, Announcer

- Your business announced as a sponsor during the Rodeo
- Your business listed as a sponsor in Print Advertising, listed on the website and social media (Facebook) & listed on webpage as sponsor
- 1/4- page ad in the Horseweek Book and Rodeo Program
- Banner in the Arena at the Rodeo
- Two VIP tickets valid for each night of the Rodeo. This entitles each guest entrance to the Exclusive VIP Tent with complimentary food and beverages w/ full host bar and VIP Rodeo seating. *Includes preferred parking
- 16 General admission tickets for Friday(8) and Sunday(8) Rodeo performances

EVENT SPONSOR-Jr. BULL RIDERS **$850**

- Your business announced *exclusively* throughout the night (Presenting/Platinum Sponsor will be announced as such if applicable)
- Your Business Banner/Signs placed in the Arena and bleachers during your event and Rodeo
- Your business listed as a sponsor in Print Advertising, website, social media (Facebook) & listed on the website page as an individual event sponsor
- 1/4- page ad in the Horseweek Book and Rodeo Program as an Event Sponsor
- Two VIP tickets valid for each night of the Rodeo. This entitles each guest entrance to the Exclusive VIP Tent with complementary food and beverages w/ full host bar and VIP Rodeo seating. *Includes preferred parking
- Eight General admission tickets for Friday(4) and Sunday(4) Rodeo performances

EVENT SPONSOR-Obstacle Course **$850**

- Your business announced *exclusively* throughout the night (Presenting/Platinum Sponsor will be announced as such, if applicable)
- Your Business Banner/Signs placed in the Arena and bleachers during your event and Rodeo
- Your business listed as a sponsor in Print Advertising, website, social media (Facebook) & listed on the website page as an individual event sponsor
- 1/4-page ad in the Horseweek Book and Rodeo Program as an Event Sponsor
- Two VIP tickets valid for each night of the Rodeo. This entitles each guest entrance to the Exclusive VIP Tent with complementary food and beverages w/ full host bar and VIP Rodeo seating. *Includes preferred parking
- Eight general admission tickets for Friday(4) and Sunday(4) Rodeo performances

EVENT SPONSOR-Adult Fun Night **$850**

- Your business announced *exclusively* throughout the night (Presenting/Platinum Sponsor will be announced as such, if applicable)
- Your Business Banner/Signs placed in the Arena and bleachers during your event and Rodeo
- Your business listed as a sponsor in Print Advertising, website, social media (Facebook) & listed on the website page as an individual event sponsor
- 1/4-page ad in the Horseweek Book and Rodeo Program as an Event Sponsor
- Two VIP tickets valid for each night of the Rodeo. This entitles each guest entrance to the Exclusive VIP Tent with complementary food and beverages w/ full host bar and VIP Rodeo seating. *Includes preferred parking
- Eight general admission tickets for Friday(4) and Sunday(4) Rodeo performances

EVENT SPONSOR-Lawnmower Races **$850**

- Your business announced *exclusively* throughout the races (Presenting/Platinum Sponsor will be announced as such, if applicable)
- Your Business Banner/Signs placed in the Arena and bleachers during your event and Rodeo
- Your business listed as a sponsor in Print Advertising, website, social media (Facebook) & listed on the website page as an individual event sponsor
- 1/4-page ad in the Horseweek Book and Rodeo Program as an Event Sponsor
- Two VIP tickets valid for each night of the Rodeo. This entitles each guest entrance to the Exclusive VIP Tent with complementary food and beverages w/ full host bar and VIP Rodeo seating. *Includes preferred parking
- Eight general admission tickets for Friday(4) and Sunday(4) Rodeo performances

EVENT SPONSOR-Youth Fun Day **$850**

- Your business announced *exclusively* throughout the Day (Presenting/Platinum Sponsor will be announced as such, if applicable)
- Your Business Banner/Signs placed in the Arena and bleachers during your event and Rodeo
- Your business listed as a sponsor in Print Advertising, website, social media (Facebook) & listed on the website page as an individual event sponsor
- 1/4-page ad in the Horseweek Book and Rodeo Program as an Event Sponsor
- Two VIP tickets valid for each night of the Rodeo. This entitles each guest entrance to the Exclusive VIP Tent with complementary food and beverages w/ full host bar and VIP Rodeo seating. *Includes preferred parking
- Eight general admission tickets for Friday(4) and Sunday(4) Rodeo performances

EVENT SPONSOR-Bingo Night **$850**

- Your business announced *exclusively* throughout the night (Presenting/Platinum Sponsor will be announced as such, if applicable)
- Your Business Banner/Signs placed in the Hall during your event and Rodeo
- Your business listed as a sponsor in Print Advertising, website, social media (Facebook) & listed on the website page as an individual event sponsor
- 1/4-page ad in the Horseweek Book and Rodeo Program as an Event Sponsor
- Two VIP tickets valid for each night of the Rodeo. This entitles each guest entrance to the Exclusive VIP Tent with complementary food and beverages w/ full host bar and VIP Rodeo seating. *Includes preferred parking
- Eight general admission tickets for Friday(4) and Sunday(4) Rodeo performances

TICKET SPONSOR **$550-$1000 - limited**

- Your Business announced at all three days of Rodeo Events
- Your Business name/coupon on the ticket
- One company banner in the Arena at the Rodeo
- Eight general admission tickets for Friday(4) and Sunday(4) Rodeo performances

TEXAS HOLD-EM VIP TABLE SPONSOR **$850**

- Your business name placed on table as sponsor for two tables
- Half-page ad in Horseweek book
- Your business banner placed in arena all three days of the Rodeo & in Hall during event
- Two VIP tickets valid for each night of the Rodeo. This entitles each guest entrance to the Exclusive VIP Tent with complementary food and beverages and VIP Rodeo seating. *Includes preferred parking
- Eight general admission tickets for Friday(4) and Sunday(4) Rodeo performances

TEXAS HOLD-EM TABLE SPONSOR **$450**

- Your business name placed on table as sponsor
- 1/4-page ad in Horseweek book
- Your business banner placed in arena all three days of the Rodeo & in Hall during event
- Eight general admission tickets for Friday(4) and Sunday(4) Rodeo performances

HORSEWEEK BOOK ADS

- Inside Front, Inside Back, Back Cover (7.5" x 10") - $850
- Full page (7.5" x 10") - $450
- Half page (7.5" x 4.88") - $300
- ¼ page (3.63" x 4.88") - $185
- Business Card (3.5" x 2.5") - $100

If you are interested in a limited sponsorship, please contact:

Lauren Levicke
Norco Horseweek Committee Ad Chairman
norcohorseweek@yahoo.com
951-533-0803

Jewels Farmer
Norco Horseweek Committee Ad Chairman
norcohorseweek@yahoo.com
951-634-9814

Sunday Barreto
Norco Horseweek Committee Ad Chairman
norcohorseweek@yahoo.com
951-906-1789

www.norcohorseweek.com

****** SOME SPONSORSHIPS ARE LIMITED ******

YOUR PROMT REPLY IS BOTH APPRECIATED AND NECESSARY
THANK YOU ON BEHALF OF THE NORCO HORSEWEEK COMMITTEE