

★ ★ ★ ★ ★
CRIPPLE CREEK CO
TOP OF THE WORLD
RODEO
ELEV 9,640 FT
★ ★ ★ ★ ★



2019 SPONSOR PACKAGE

Don't miss "The Best New Rodeo in Colorado" as awarded in 2013 by the Colorado Professional Rodeo Association!

June 7-9, 2019



The Top of the World Rodeo has established itself as a premiere event for the Colorado Pro Rodeo Association with the highest added-money purses and attracting top contestants from all over the West. The City of Cripple Creek has a long history of rodeo, including an indoor rodeo in the early 1900's. Today, top ranked contestants and thousands of spectators enjoy this must-see event during the second weekend in June. Your valued sponsorship will enable us to continue to grow the Top of the World Rodeo into one of the best rodeos in the West!



2019 PREMIERE SPONSOR OPPORTUNITIES

\$10,000 ~ RODEO TITLE SPONSOR

- Corporation/Product Name as part of Event Title - ex. "The 2019 *Your Brand* Top of the World Rodeo"
- Premium placement of brand at top of all marketing; print, web, and radio/tv
- Integration of Brand/Product throughout Rodeo event and event weekend
- We will work with Sponsor to customize the best plan for maximum ROI

\$5,000 ~ GOLD SPONSOR

- Premium placement of brand throughout all marketing; print, web, and radio/tv
- We will work with Sponsor to customize the best plan for maximum ROI

BULL FIGHTING EVENT SPONSOR ~ EVENT IS BOTH DAYS

\$5,000 - FULL EVENT SPONSOR

OR

2 Opportunities at \$2,600 each

OR

4 Opportunities at \$1,400 each

- Corporation/Product Name as part of Event Title - ex. "The Top of the World *Your Brand* Bull Fighting Exhibition"
- Premium placement of brand throughout all marketing; print, web, and radio/tv
- We will work with Sponsor to customize the best plan for maximum ROI



As the highest elevation rodeo in the world at 9,640 feet, the Top of the World Rodeo and the City of Cripple Creek proudly present the 8th Annual Top of the World Rodeo in Cripple Creek, Colorado. The City of Cripple Creek has a rich and colorful history. Before the discovery of gold that would change the area forever, Cripple Creek was a cattle ranch. In 1895, the only Mexican Bullfight ever fought on North American soil was staged just outside of town. And indoor rodeos were held in the early 1900's. Today, we are proud to carry on the long tradition of folks pushing themselves and their livestock to the edge.

Now in its seventh year as a top Colorado Professional Rodeo Asociation sanctioned event, the Top of the World Rodeo will feature two days of thrilling competition, a rodeo parade through town, a street party, mutton busting, a Draft Horse Team, and appearances by 8 Time World Champion Cowboy and Legend, Larry Mahan, the 2019 Top of the World Rodeo Grand Marshall!

Be a part of the "Best New Rodeo in Colorado"! Put your company or business in front of thousands of potential new customers!

FRIDAY, JUNE 7TH

Meet the Draft Horses
at Bronco Billy's
Rodeo Setup

SATURDAY, JUNE 8TH

Pancake Breakfast
Kickoff Parade down Bennett Ave.
Mutton Busting
Full Rodeo Performance
Celebrity Appearance Event
Street Dance & Beer Garden

SUNDAY, JUNE 9TH

Pancake Breakfast
Mutton Busting
Full Rodeo Performance

2019 EVENTS

Bareback Riding
Barrel Racing
Breakaway Roping
Bull Riding

Mixed Team Roping
Saddle Bronc Riding
Steer Wrestling
Team Roping

Tie Down Roping

Mutton Busting
Bull Fighting

2019 SPONSORSHIP OPPORTUNITIES

ALL Sponsorships Include:

- Company Logo featured in thank you ad in Rodeo Program
- Company Name listed on Website
- Opportunity to place coupon or promotional item in Contestant Packets
- Opportunity to exhibit at Rodeo Grounds
- Entry into Top of the World Rodeo Parade
- Two VIP Admission Tickets to Each Performance

\$200 OPPORTUNITIES

Buckle Sponsor - 9 Opportunities Available

- | | | | |
|--------------------|-----------------------|---------------------|---------------------|
| - Bareback Riding | - Bull Riding | - Tie Down Roping | - Bull Fighting (2) |
| - Barrel Racing | - Saddle Bronc Riding | - Mixed Team Roping | |
| - Breakaway Roping | - Steer Wrestling | - Team Roping | |

\$500 OPPORTUNITIES

Drill Team Sponsor - 4 Opportunities Available

The Greely Stampede, The Pikes Peak Rangerettes, The Range Rider Pivots, Sweethearts of the West

All Basic Sponsor Benefits PLUS:

- Company Name announced each time Drill Team Performs
- Company Flag can be carried around Arena during performance

Mechanical Bull Sponsor - 1 Opportunity

Banner and Advertising at the Mechanical Bull Arena

Bounce Houses Sponsor - 1 Opportunity

Banner and Advertising at the Bounce House Area

2019 SPONSORSHIP OPPORTUNITIES

\$1,000 OPPORTUNITIES

Out Gate Sponsor - 1 Opportunity Available

All Basic Sponsor Benefits PLUS:

- Company Logo displayed on inside of Out Gate
- Company Name Mentioned each time Out Gate is Utilized
- Two Additional General Admission Tickets to Each Performance

Ticket Back Sponsor - 1 Opportunity Available

All Basic Sponsor Benefits PLUS:

- Sponsor Coupon, Logo, or Promotion Printed on Back of Each Ticket
- Announcement During Each Event Mentioning Offer on Back of Ticket
- Two Additional General Admission Tickets to Each Performance

Timed Event Gate Sponsor - 1 Opportunity Available

All Basic Sponsor Benefits PLUS:

- Company Logo Displayed on Inside of Each Box Gate (2)
- Company Name Announced at the Beginning of Each Timed Event (5 Total)
- Two Additional General Admission Tickets to Each Performance

\$1,050 OPPORTUNITIES

Chute Gate Sponsor - 6 Opportunities

All Basic Sponsor Benefits PLUS:

- Company Logo displayed on sign on Chute Gate
- Company Name announced each time Chute Gate is used during each event



2019 SPONSORSHIP OPPORTUNITIES

\$1,200 OPPORTUNITIES

Event Sponsor - 9 Opportunities

- Bareback Riding
- Barrel Racing
- Breakaway Roping
- Bull Riding
- Saddle Bronc Riding
- Steer Wrestling
- Tie Down Roping
- Mixed Team Roping
- Team Roping

All Basic Sponsor Benefits PLUS:

- Company Logo Featured on Banner in Arena
- Company Name Mentioned Throughout Sponsored Event
- Company Logo Featured on Promotional Materials (Posters, Flyers, etc.)
- Two Additional General Admission Tickets to Each Performance

2019 SPONSORSHIP OPPORTUNITIES

\$1,800 OPPORTUNITY

Mutton Busting Event & Buckle Sponsor - 1 Opportunity Available

All Basic Sponsor Benefits PLUS:

- Company Logo displayed on Banner in Arena
- Company Name mentioned Throughout Mutton Busting Event Each Day
- Company Logo Featured on Promotional Materials (Posters, Flyers, etc.)
- Pre-Event Promotion Encouraging Registration for Participants
- Full Page Ad in Rodeo Program
- Two Additional General Admission Tickets to Each Performance

\$2,000 OPPORTUNITIES

Tent Sponsor - 1 Opportunity Available

All Basic Sponsor Benefits PLUS:

- Company Logo Displayed on Large-Scale Banners Along Back-Side of Bleacher Tents (provided by sponsor)
- Company Logo Featured on Promotional Materials (Posters, Flyers, etc.)
- Full Page Ad in Rodeo Program
- Four Additional General Admission Tickets to Each Performance

2019 SPONSORSHIP OPPORTUNITIES

\$3,000 OPPORTUNITY

Larry Mahan, Celebrity Sponsor - 1 Opportunity Available

All Basic Sponsor Benefits PLUS:

- Celebrity Made Available for Appearance and/or Event at Sponsor Business (sponsor responsible for any permitting and/or event logistics of celebrity appearance)
- Co-Branded Promo - Celebrity Event will be Promoted as Part of Rodeo Event Weekend
- Company Logo displayed on Banner in Arena
- Company Name & Appearance Event mentioned Throughout Event Announcements
- Company Logo Featured on Promotional Materials (Posters, Flyers, etc.)
- Full Page Ad in Rodeo Program
- Six Additional General Admission Tickets to Each Performance



2019 GRAND MARSHAL
8 TIME WORLD CHAMPION COWBOY,
LARRY MAHAN



2019 SPONSORSHIP OPPORTUNITIES

\$3,000 OPPORTUNITY

Draft Horse Team Sponsor - 1 Opportunity Available

All Basic Sponsor Benefits PLUS:

- Company Logo displayed on Banner in Arena
- Horse Team Available for Appearance at Sponsor Business (sponsor responsible for any permitting and/or event logistics of appearance)
- Company Logo Featured on Promotional Materials (Posters, Flyers, etc.)
- Pre-Event Promotion Encouraging Registration for Participants
- 1/2 Page Ad in Rodeo Program
- Six Additional General Admission Tickets to Each Performance





2019 TOP OF THE WORLD RODEO

2019 ADVERTISING OPPORTUNITIES

RODEO PROGRAM ADVERTISING ~FULL COLOR

- 1/4 Page - (4.25" x 5.5") - \$50
 - 1/2 Page - (8.5" x 5.5") - \$100
 - Full Page - (8.5" x 11") - \$150
 - Inside Front Cover - (8.5" x 11") - \$250
 - Inside Back Cover - (8.5" x 11") - \$250
 - Outside Back Cover - (8.5" x 11") - \$350
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\$100 ~ HANG BANNER IN ARENA ~ SPONSOR SUPPLIED

- Banner Provided by Sponsor and Subject to Rodeo Staff Approval
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\$300 ~ HANG BANNER IN ARENA ~ CUSTOM DESIGN

- We Design and Print Banner



Get Out and Play More.



CRIPPLE CREEK CO

TOP OF THE WORLD
RODEO

ELEV 9,640 FT

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