



**"World's Fastest"**

*Always the Second  
Weekend in June*

**Livermore Stockmen's  
Rodeo Association**

*P.O. Box 180  
Livermore, CA 94551  
925-447-3008*

**2012 LIVERMORE RODEO**

*June 9th & 10th, 2012*

**SPECIAL SPONSORSHIPS**

_____	Event Sponsor	\$ 1,000	
_____	Event Buckle	\$ 500	
_____	Lil' Pardners	\$ _____	Or Item _____
_____	Queen Sponsor	\$ _____	Or Item _____

**SPECIAL ADVERTISING**

_____	Chute Sign (Reserved, with waiting list - existing Chute sign holders = \$750)	\$ 1,000
_____	Fence Sign - (2'H x 7'H Vinyl Banner - you provide)	\$ 400
_____	Rodeo Radio (Contact Bryan Fagundes via email: btfagundes@gmail.com)	\$ 150
_____	Front Entrance Sponsorship Banner - Small (2'H x 6'W Vinyl Banner - you provide)	\$ 500
_____	Front Entrance Sponsorship Banner - Large (2'H x 12'W Vinyl Banner - you provide)	\$ 1,000

**SOUVENIR RODEO PROGRAM ADVERTISING**

(Please circle B&W or Color)

	Black & White	Color
_____	Full Page ad (7-3/8" W x 9-7/8" H)	\$ 550
_____	1/2 Page ad (7-3/8" W x 4-7/8" H)	\$ 330
_____	1/4 Page ad (3-1/2" W x 4-7/8" H)	\$ 220
_____	1/8 Page ad (2-1/2" W x 2-3/8" H - Please include Business Card)	\$ 135
_____	Use same ad/artwork as 2010 Program - ( indicate size above )	

**\*\* NEW\*\***

**SCORE BOARD ADVERTISING**

**\*\*NEW\*\***

_____	5 seconds - 20 times each day (Limited numbers, reserve early!)	\$ 200
_____	5 seconds - 10 times each day (Limited numbers, reserve early!)	\$ 125
_____	5 seconds - 5 times each day (Limited numbers, reserve early!)	\$ 75

**\*\* NEW\*\***

**DAY SHEET SPONSOR**

**\*\*NEW\*\***

_____	Saturday only (2"W x 2"H - Logo and/or Printed Name)	\$ 150
_____	Sunday only (2"W x 2"H - Logo and/or Printed Name)	\$ 150
_____	Both days (2"W x 2"H - Logo and/or Printed Name)	\$ 275

**Total Enclosed: \$**

**DEADLINE: APRIL 6, 2012.** ALL monies must be received prior to May 1, 2012

Please mail completed form and check to:

**Livermore Stockmen's Rodeo Assoc. ~ Program & Advertising Committee  
P.O. Box 180 ~ Livermore, CA 94551**

**Company:** \_\_\_\_\_

**Contact Name/Title:** \_\_\_\_\_

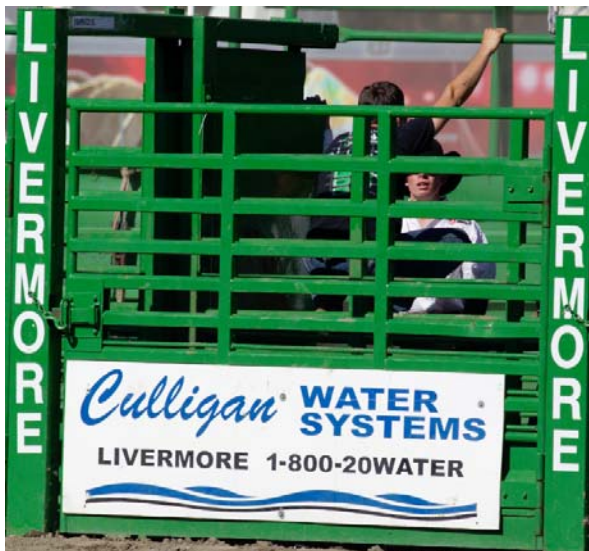
**Street Address:** \_\_\_\_\_

**City/ST/ZIP:** \_\_\_\_\_

**Daytime  
Phone:** \_\_\_\_\_



**Scoreboard Advertising:** Appears in the 7'H x 12'W black area of the scoreboard, shown above, and would be either colored text or your color logo.



**Chute sign:** Your Company is announced every time an animal bucks out of your chute.



**Fence sign:** 2'H x 7'W, provided by you



**94th Annual  
Livermore Rodeo  
SATURDAY, JUNE 9, 2012**

**Arena Sponsor:  
Livermore Rodeo  
Foundation**



EXAMPLE  
ONLY

**Day Sheet Sponsor:**

**Phil Doyle Photography**

<http://www.phildoylephoto.com/>



**Day Sheet Sponsor:** The Day Sheet provides the names of the Professional Rodeo and Local contestants that compete each day, as well as the name of the animal that the cowboy has drawn in the rough stock events. We print 1,000 for each day, which are sold just inside the front gate by local youth groups that we share the proceeds with. We print them on 11" x 17" colored paper, folded in half, making each page 8.5" x 11". Your Company name and/or logo will be printed on the front and announced during the performance.

Other opportunities include various levels of **VIP Sponsors**. Becoming a VIP partner with the Livermore Rodeo provides a special secure parking area, exclusive welcome announcements during the performance, stadium seat tickets for your employees or vendors, and covered seating in a private area with a freshly prepared BBQ meal and private beverage bar for you and your special guests! If you are interested in becoming a VIP Sponsor, please call the Rodeo Headquarters and leave a message for Stan Kueffer or Carol Rivers.

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If your company is not yet ready to commit to the VIP level, we can provide information on becoming an **Arena Sponsor**. You'll enjoy special covered seating in your own private area with snacks and beverages for the Saturday or Sunday performance, as well as your company name/logo displayed on the front of the Day Sheets. Call and leave a message for Stan Kueffer, Don Staysa or John Goltz.

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If you have goods or services that you think may benefit the Livermore Rodeo, we offer limited trade opportunities. Call and leave a message for John Goltz or Don Podesta.

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**Don't delay – Call Today: 925-447-3008**