



EVANSTON COWBOY DAYS INC.  
P.O. BOX 458  
EVANSTON, WY 82931  
(307)679-8019

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Potential Sponsor,

Thank you for considering sponsoring the 85th Annual Evanston Cowboy Days Celebration. This year's celebration will be September 3rd through September 6th. It's hard to believe we are already making plans! We can create a sponsorship package for any budget. We are a 501(c)3 so your sponsorship is tax deductible.

2020 was a crazy year but with all our sponsors we were able to have our best year in a long time! One highlight was being broadcast on TV via The Cowboy Channel. We hope to continue that giving more exposure to our sponsors. We are also hoping to have a large screen this year for sponsors and replays. We want to celebrate 85 years as it's a big milestone.

Please don't hesitate to contact Dustin at 307-679-8019 with any questions or concerns. **We have some opportunities available not listed in this packet such as a replay screen sponsor, car show sponsors, and an ATV/Poker Run sponsors.** Contact me if interested in any of these and we'll put together a package. Attached are the most popular choices but we can create a package to fit your budget. If you're unable to sponsor, please consider buying a single ad. You can see those on the contract page.

I'd personally like to thank you for your support in the past and hope to have you again as a sponsor for the 85th Annual Evanston Cowboy Days!

Sincerely,

*Dustin Matthews*

Evanston Cowboy Days Committee

[www.evanstoncowboydays.com](http://www.evanstoncowboydays.com)

**Evanston Cowboy Days Fish Catch**

**Sponsor/Entertainment Sponsor**

**Price: \$250.00**

Receive a quarter page color ad in the Cowboy Days Rodeo Program with the ad of your choice.

Receive 4 free tickets to a rodeo. (Valid for any rodeo)

Your name will be mentioned at the fish catch event and other events except the rodeo.

Your name and logo are listed on the Evanston Cowboy Days webpage as a sponsor with a link to your business.

1 Facebook post mention with other fish catch sponsors.

8.5 x 11 sign with business name posted throughout the weekend.

**We would really appreciate your support.**

**Thank you ~ Evanston Cowboy Days Committee**

**Evanston Cowboy Days Chute Sponsor**

**Price: \$500.00**

4x8 sign or banner in the arena with your logo and name on it as close to the chutes as possible, or in a high traffic area.

Receive a half page color ad in the Cowboy Days Rodeo Program with the ad of your choice.

Receive 12 free tickets to the rodeo. (Valid for any rodeo)

Logo with link to business website on our website.

**We would really appreciate your support.**

**Thank you ~ Evanston Cowboy Days Committee**

**Evanston Cowboy Days Arena Sponsor**

**Price: \$1,000.00**

Receive 1 flag that will be posted Labor Day Weekend.

Receive a 4 x 8 sign in the arena with your logo and name on it.

Receive a full-page color ad in the Cowboy Days Rodeo Program with the ad of your choice.

Receive 18 free tickets to the rodeo. (Valid for any rodeo)

Logo on schedule posters if sponsorship contract is signed before our print deadline.

Your name and logo are listed on the Evanston Cowboy Days webpage as a sponsor with a link to your business.

**We would really appreciate your support.**

**Thank you ~ Evanston Cowboy Days Committee**

**Evanston Cowboy Days Corporate Sponsor**

**Price: \$1,500.00**

Receive two flags with your logo and name on it. One flag will be carried before a rodeo event. The second flag will be posted during the rodeo.

Receive a 4 x 8 sign on the front of the grandstands along Bear River Drive with your business name and logo on it. This board stays up year-round. \*If county receives grants to upgrade grandstands, signs may need removed during construction.

Flags are fully customizable to your preference.

A banner will be posted on the bleachers or in a high traffic area with the logo and business name on it during Labor Day Weekend.

Receive a full-page color ad in the Cowboy Days Rodeo Program with the ad of your choice.

Receive 24 free tickets to the rodeo. (Valid for any rodeo)

Your name and logo are listed on Evanston Cowboy Days website as a sponsor with a link to your business website.

Logo placed on schedule posters if contract for sponsorship is signed before print deadline.

Facebook mentions that go to over 2,500 followers and growing.

**We would really appreciate your support.**

**Thank you ~ Evanston Cowboy Days Committee**

## **Evanston Cowboy Days MVP Sponsor**

**Price: \$2,500.00**

Receive two flags with your logo and name on it. One flag will be carried at the rodeo and if possible, at parades attended by the flag carriers. The second flag will be posted on the grandstands during Labor Day Weekend.

Receive a 4 x 8 sign on the front of the grandstands along Bear River Drive with your business name and logo on it. This board stays up year-round. \*If county receives grants to upgrade grandstands, signs may need removed during construction.

Flags are fully customizable to your preference.

A banner will be posted on the bleachers or in a high traffic area with the logo and business name on it during Labor Day Weekend.

Receive 2 full page ads in the Cowboy Days Rodeo Program with the ad of your choice.

Receive 24 free tickets to the rodeo. (Valid for any rodeo)

Your name and logo are listed on Evanston Cowboy Days website as a sponsor with a link to your business website.

Logo placed on schedule posters if contract for sponsorship is signed before print deadline.

4 Facebook mentions that go to over 2,500 followers and growing.

**We would really appreciate your support.**

**Thank you ~ Evanston Cowboy Days Committee**

## **Evanston Cowboy Days All-Around Sponsor**

**Price: \$5,000.00**

Receive two flags with your logo and name on it. One flag will be carried at the rodeo and if possible, at parades attended by the flag carriers. The second flag will be posted on the grandstands during Labor Day Weekend.

Receive a 4 x 8 sign on the front of the grandstands along Bear River Drive with your business name and logo on it. This board stays up year-round. \*If county receives grants to upgrade grandstands, signs may need removed during construction.

Flags are fully customizable to your preference.

A banner will be posted on the bleachers or in a high traffic area with the logo and business name on it during Labor Day Weekend.

Receive 3 full page ads in the Cowboy Days Rodeo Program with the ad of your choice.

Receive 24 free tickets to the rodeo. (Valid for any rodeo)

Your name and logo are listed on Evanston Cowboy Days website as a sponsor with a link to your business website.

Your logo on all print at home tickets for all Cowboy Days events.

Advertising at Friday night activities.

Free standard booth rental with electricity for all days of our events.

Logo placed on schedule posters if contract for sponsorship is signed before print deadline.

6 Facebook mentions that go to over 2,500 followers and growing.

**We would really appreciate your support.**

**Thank you ~ Evanston Cowboy Days Committee**

## **Evanston Cowboy Days Title/Platinum Sponsor**

**Price: \$6,000.00**

Receive two flags with your logo and name on it. One flag will be carried at the rodeo and if possible, at parades attended by the flag carriers. The second flag will be posted on the grandstands during Labor Day Weekend.

Receive a 4 x 8 sign on the front of the grandstands along Bear River Drive with your business name and logo on it. This board stays up year-round. \*If county receives grants to upgrade grandstands, signs may need removed during construction.

Flags are fully customizable to your preference.

A banner will be posted on the bleachers or in a high traffic area with the logo and business name on it during Labor Day Weekend.

Receive 3 full page ads in the Cowboy Days Rodeo Program with the ad of your choice.

1 program insert. (Black and white)

Receive 24 free tickets to the rodeo. (Valid for any rodeo)

Your name and logo are listed on Evanston Cowboy Days website as a sponsor with a link to your business website.

Your logo on all print at home tickets for all Cowboy Days events.

Banner at Friday night activities.

Two free booth rentals with electricity for all days of our events.

Logo placed on schedule posters if contract for sponsorship is signed before print deadline.

8 Facebook mentions that go to over 2,500 followers and growing.

Royalty autograph session at your location.

**We would really appreciate your support.**

**Thank you ~ Evanston Cowboy Days Committee**



# EVANSTON COWBOY DAYS



**P.O. BOX 458 EVANSTON, WYOMING 82931**

## **SPONSORSHIP CONTRACT**

### Options and Pricing

Package Name	Price	Check Box
Fish Catch	\$250.00	
Chute	\$500.00	
Arena	\$1,000.00	
Corporate	\$1,500.00	
MVP	\$2,500.00	
All-Around	\$5,000.00	
Title	\$6,000.00	

### Individual Color Ad Prices

Ad Size	Price	Check Box
1/8 Page (3.875" wide by 2.375" Tall)	\$30.00	
1/4 Page (3.875" wide by 5.125" Tall)	\$40.00	
1/2 Page (8" wide by 5.125" Tall)	\$70.00	
Full Page (8" wide by 10.25" Tall)	\$100.00	

Please submit ad to [matthewsdustin@hotmail.com](mailto:matthewsdustin@hotmail.com) by July 16, 2021.

Business Name: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Paid by: \_\_\_\_\_  
(Cash, Check, Bill, Credit Card)

### **Signatures:**

\_\_\_\_\_  
(Sponsor Signature)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Cowboy Days Signature)

\_\_\_\_\_  
(Date)

Terms of any trades or notes: