



# WHO WE ARE

The First Frontier Circuit Finals Rodeo is a premier, professional, championship event featuring top rodeo athletes from the northeastern United States, held annually in Harrisburg, Pennsylvania, in conjunction with the renowned Pennsylvania Farm Show.



The First Frontier Circuit Finals Rodeo (FFCFR) is a premier PRCA and WPRA championship event featuring top northeastern U.S. athletes.



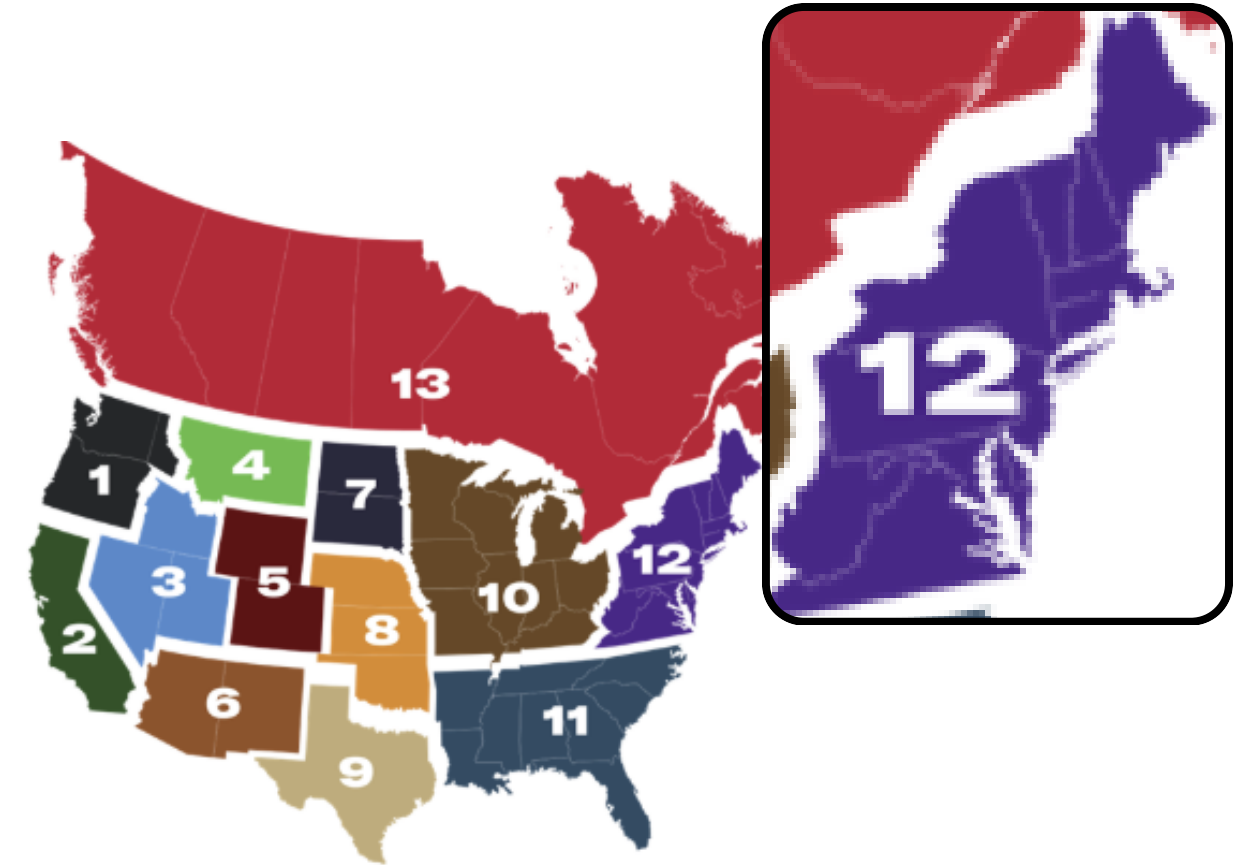
Held annually in Harrisburg, PA, alongside the renowned Pennsylvania Farm Show.



As a 501(c)(3) non-profit, contributions are fully tax-deductible.

# FIRST FRONTIER CIRCUIT EXPLAINED

Established in 1975, the PRCA Circuit System divides the U.S. into 12 geographic regions, enabling professional rodeo athletes to compete locally year-round and earn circuit standing. This structure allows competitors to qualify for high-stakes championships while staying closer to home rather than pursuing national recognition.



## Key Aspects of the PRCA Circuit System



**Regional Structure:**  
The U.S. is divided into 12 circuits; athletes designate one home circuit, where earnings count toward circuit standing.



**Season-Long Competition:**  
Circuit earnings determine year end leaders; all earnings contribute to overall PRCA world standings.



**Circuit Finals:**  
Top 12 qualifiers per event advance to their Circuit Finals Rodeo, typically held in fall or winter.



**National Championship:**  
Year-end champions and Circuit Finals winners compete at the NFR Open in Colorado Springs, with over \$1 million in payout.



# **WHAT WE DO**

**We host a thrilling, high-stakes professional rodeo featuring top rodeo athletes as the culmination of the year's circuit competition, offering the region's largest prize money. The event delivers unique family-friendly entertainment celebrating western heritage, athletic excellence, and community spirit.**

- High-stakes rodeo with top PRCA and WPRA athletes in nine (9) standard rodeo disciplines**
- Marks year-end championship for circuit qualifiers**
- Offers the Northeast's largest prize money, standing out in a not-so-traditional rodeo region**
- Provides unique family-friendly entertainment celebrating western heritage, athletic skill, and community spirit.**

# WHY IT MATTERS

**Partnering with the First Frontier Circuit Finals Rodeo delivers exceptional brand exposure to a large, diverse audience of families and agriculture enthusiasts at the Pennsylvania Farm Show. It aligns your brand with thrilling, values-driven family entertainment celebrating community spirit, athletic excellence, and western traditions in a unique, growing northeastern market**



**Draws large, diverse audience of families, agriculture enthusiasts, and rodeo fans at the Pennsylvania Farm Show for broad northeastern reach.**



**Provides exceptional brand exposure via performances, arena signage, and event promotions.**



**Aligns brand with exciting, values-driven entertainment promoting community spirit, athletic excellence, and western traditions in a growing regional event.**

# NEW EVENT 2027



**The Professional Rodeo Cowboys Association (PRCA) Xtreme Bulls Tour features top-ranked bull riders competing against the world's rankest bucking bulls in a high-intensity, specialized two-hour event. Unlike full rodeos, these events focus solely on Bull Riding, with top performers in the first round advancing to a final round to win in a two-head aggregate competition.**

**Sure to become a Farm Show staple, this performance will be held Saturday January 9, 2027 in New Holland Arena expanding our event across both Farm Show weekends!**

# 2027 LIVE EVENT DETAILS

**Five (5) Performances in 2027 – up from three (3) in 2025**

- ➔ • PRCA Xtreme Bulls Performance Saturday Jan 9, 2027
- First Frontier Circuit Finals Rodeo January 14–16, 2027

➔ **Location: New Holland Arena, Pennsylvania Farm Show Complex, Harrisburg, PA**

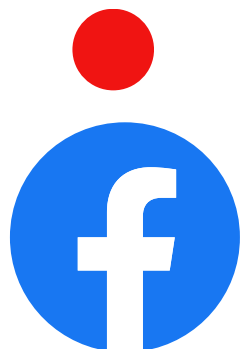
➔ **2026 Attendance: +24,300**

- ➔ **Other Key Facts:**
- The PA Farm show is the largest agricultural exhibition in the Northeastern United States.
  - Over 500,000 people will travel through the complex during the event.

# OUR REACH – 2026 SOCIAL MEDIA

Partnering with the First Frontier Circuit Finals Rodeo—a premier championship held annually in Harrisburg, PA, in conjunction with the Pennsylvania Farm Show—offers sponsors unique alignment with thrilling rodeo action, western heritage, and family-friendly entertainment. As a respected 501(c)(3) non-profit, it provides exceptional regional and national exposure.

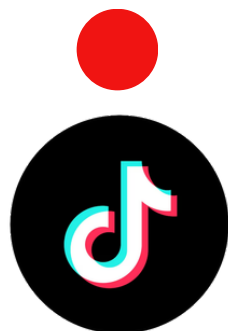
**Socials:**



Facebook  
**+21 K**



Insta  
**3.1 K**



TikTok  
**+1.3 K**

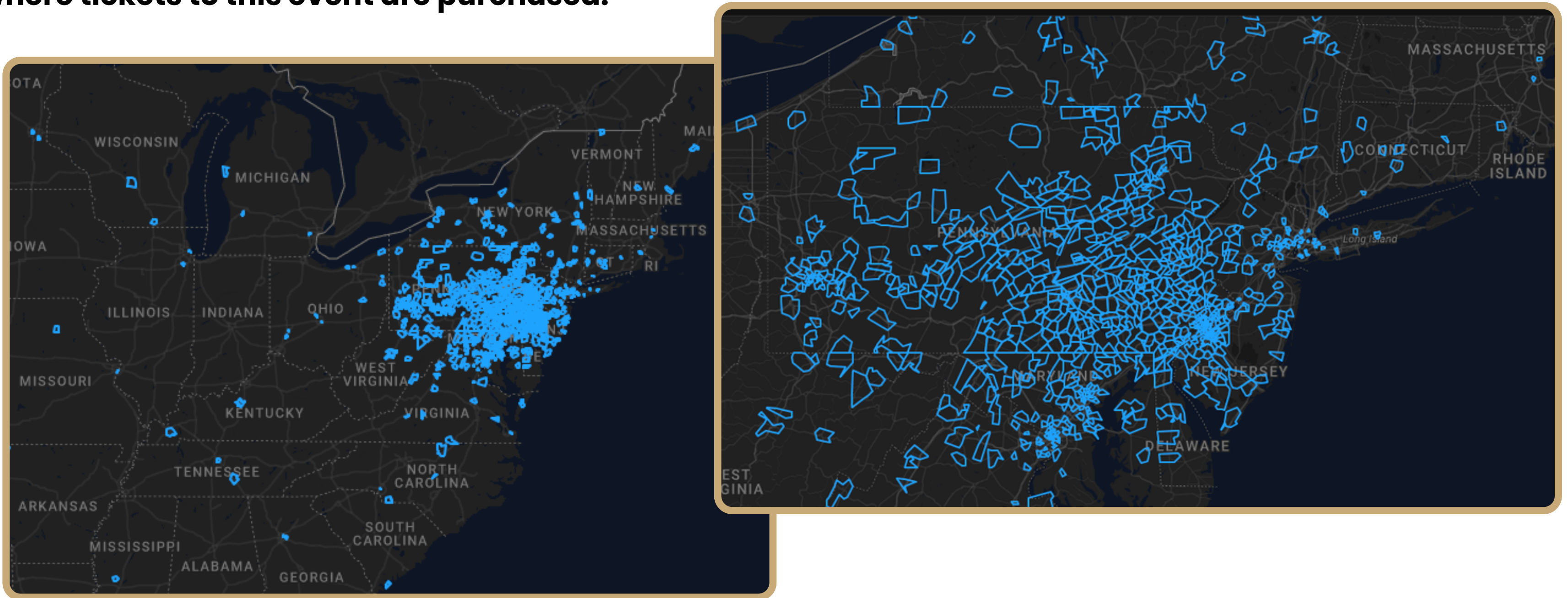
**+25,900**  
**TOTAL**  
**FOLLOWERS**



**ENGAGEMENT: JANUARY 2026 = OVER 3.2 M views on Circuit Finals Content**

# OUR REACH - 2026 TICKET BUYERS

**Partnering with the First Frontier Circuit Finals Rodeo—will expose your brand not only to the entire state of Pennsylvania BUT also to a large surrounding region as shown in the maps below – identifying counties where tickets to this event are purchased.**



# OUR REACH – 2026 CABLE TV & STREAMING

In addition to all of the exposure locally/regionally with the live event, partnering with the First Frontier Circuit Finals Rodeo—will also provide brand exposure across Lifestyle Cable Television and Stream Service – Cowboy Channel and Cowboy +



## The Cowboy Channel:

- **Linear Cable Distribution: 42M Homes**
- **All Platforms +100M Reach**
- **2025 National Finals Rodeo averaged 232,000 viewers over 10 live broadcasts**
- **ALL four (4) performances from the First Frontier Circuit Finals Rodeo were aired on Cowboy Channel**
- **All four (4) performances are also available on the Cowboy+ App (on demand)**



## OUR FANS

**An estimated +41M people identify as “Western Sports Fans” in the United States  
(MRI Simmons Winter 2023)**



**They are Ranchers, Farmers, Truck Drivers, Builders and Families—the backbone of this great nation.**



**Partnering with First Frontier Circuit Rodeo means putting your brand in front of people who truly live it**



**Majority of Rodeo Fans are:**

- 25–54 years of age
- 52% Female (48% Male)
- Household Income over \$100K



# THE EXCEPTIONAL RODEO

The First Frontier Circuit Finals Exceptional Rodeo is a heartfelt annual event that provides children with physical and developmental disabilities a joyful, hands-on rodeo experience, partnering them with professional cowboys and cowgirls for an inclusive celebration of western spirit during the First Frontier Circuit Finals in Harrisburg, Pennsylvania.

## Key Highlights

### → Personalized Participation:

- Each child is paired with a PRCA or WPRA athlete who guides them through adapted rodeo activities for a safe and exciting firsthand experience.

### → Fun Rodeo Activities:

- Includes roping dummy calves, stick horse barrel racing, sitting on bronc saddles, riding a bucking machine, interacting with rodeo clowns, and more.

### → Timing and Location:

- Held on Thursday afternoon in the New Holland Arena, just before the main rodeo performances kick off.

### → Family Inclusive:

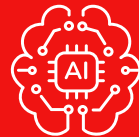
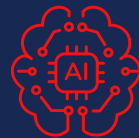
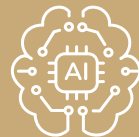
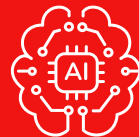
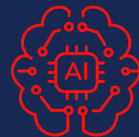
- Parents, guardians, and grandparents are welcomed to watch and share in the memorable moments, with children receiving autograph posters from contestants.

# WHY PARTNER WITH US?

Partnering with the First Frontier Circuit Finals Rodeo provides an outstanding opportunity to elevate your brand through a unique, high-energy event that combines thrilling professional rodeo action with strong community ties and broad media reach—all while offering fully tax-deductible support as a 501(c)(3) non-profit organization.



## Key Sponsorship Benefits

-  Increased brand visibility among a passionate, engaged, and diverse audience of rodeo fans and families.
-  Enhanced community good will by associating with a family-friendly, heritage-rich, and well-established event
-  On-site media exposure through in-stadium video boards, social media channels, and event promotions.
-  National reach via broadcasts on The Cowboy Channel and its affiliates, with collective platforms delivering over 100 million in viewership across social, digital, and linear channels.
-  Fully tax-deductible contributions, as all partnership agreements support our 501(c)(3) non-profit status

# JOIN THE FIRST FRONTIER CIRCUIT

Partnering with the First Frontier Circuit Finals Rodeo (FFCFR)—a premier PRCA and WPRA championship held annually in Harrisburg, PA, alongside the Pennsylvania Farm Show—offers sponsors unique alignment with thrilling rodeo action, western heritage, and family-friendly entertainment. As a respected 501(c)(3) non-profit, it provides exceptional regional and national exposure.

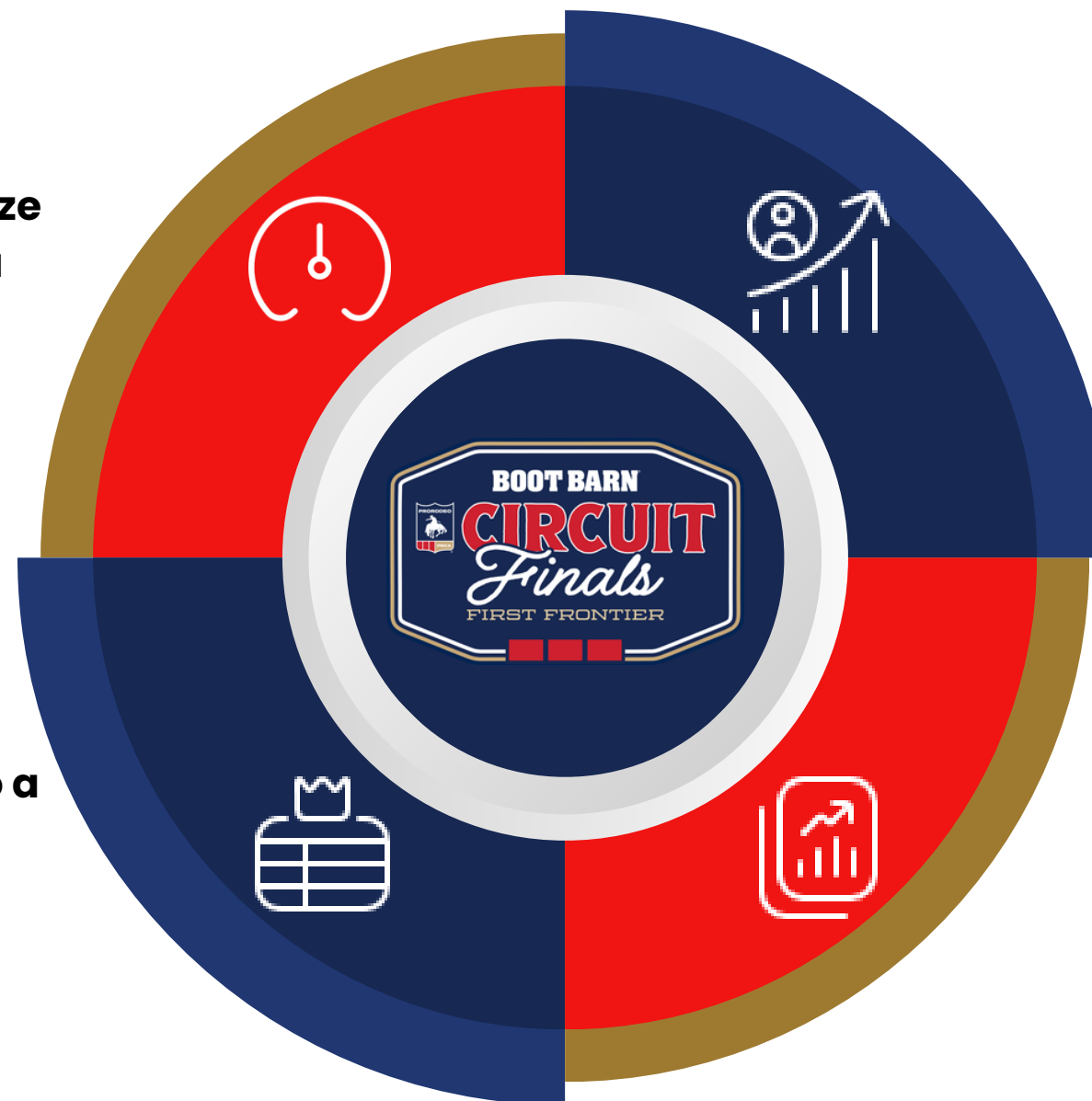
## Why You Should Partner with the First Frontier Circuit Finals Rodeo

### Unmatched Regional Prestige

- Year-end PRCA championship with top athletes and the Northeast's largest prize money, offering high-energy rodeo in a rare regional attraction.

### Positive Community & Brand Alignment

- Builds goodwill by linking your brand to a heritage-rich, family-oriented event celebrating athletic excellence, community spirit, and western traditions.-.



### Broad Audience Reach & Brand Visibility

- Draws diverse families, ag enthusiasts, and fans at the Pennsylvania Farm Show; exposure via video boards, social media, promotions, and Cowboy Channel broadcasts (over 100M reach).-

### Tax Advantages

- As a 501(c)(3) non-profit, all sponsorship contributions are fully tax-deductible with philanthropic impact.

# THANK YOU TO OUR LOCAL PARTNERS



# 2027 PARTNERSHIP OPPORTUNITIES



# **ENTITLEMENT: “The [BRAND] First Frontier Circuit Finals Rodeo”**

## **PROMOTIONAL ELEMENTS:**

- **Your Brand inclusion ALL assets – FIRST POSTION**
  - **Logo Lock Up**
- **Exclusive and Official Product category partner**
- **Inclusion (Branding/Mention) ALL MEDIA**
  - **Streaming Media**
  - **Cable Media**
  - **Broadcast Media**
- **National Event Advertising**
- **Local Event Advertising**
- **One (1) Drive to Retail Promotion**
- **Presentation of Champions Checks**
- **Logo Lock Up Inclusion Athletes Awards / Gifts / Swag**
- **Logo Lock Up Inclusion Back Number / Title Party**
- **Promotional Licensing Rights to Event Photos/Video**
- **PA Mentions throughout event**
- **Logo Event Day Sheet**
- **Six (6) Email Newsletter Coupon Opportunity**

**FIRST Position – ALL Assets**

## **LIVE EVENT ELEMENTS:**

- **10x30 Event Activation Footprint (Display/Sampling)**
- **Four (4) Arena Signs**
- **One (1) Bucking Chute Sign**
- **Four (4) Roping Box Signs**
- **LED (Screen/Ribbons) Logo/Signage**
- **Inclusion of Logo LockUp multiple Arena & LED Locations**
- **Signage Venue Entrances**

## **IN-ARENA ACTIVATION ELEMENTS:**

- **Three (3) :30 Commercials (Pre/Intermission/Post show)**
- **Two Minute in-show/on-dirt promotion**
- **Presenting Sponsor of one (1) discipline**

## **HOSPITALITY ELEMENTS:**

- **24 – GA Tickets each Performance**
- **12 – VIP Tickets/Parking each Performance**
- **12 – VIP Experience / Hospitality Room Access**

## **IN-KIND PRODUCT TRADE:**

- **~200/qty ~\$50 Value Athlete Gifts/Swag**
  - **Value TBD Offset Cash Contribution**

## **DIGITAL ELEMENTS:**

- **Social Media Campaign**
  - **Twelve (12) brand specific posts annually**
- **Logo Lock Up**
  - **Utilized as event socials profile picture**
  - **Included ALL digital platforms**
  - **Included all digital promotional media**
- **Logo / Link on website duration of contract term**
- **Blog/Podcast/Press Release Mentions**

## **CABLE / STREAMING MEDIA:**

- **Logo Lock Up included on ALL broadcast Forms and Platforms**
  - **Billboards, Mentions, Lower Thirds, Leaderboards**
- **Logo / Mention inclusion Discipline Leaderboard**
- **Media Exposed Premium Signage location**
- **In-Show Branded 2min Feature**

## **ENTITLEMENT:**

- **THREE YEAR PARTNERSHIP COMMITMENT**
- **Minimum Five (5) Performances**
  - **2027: \$50,000 (\$10K per)**
  - **2028: \$55,000**
  - **2029: \$60,000**

# OFFICIAL PRODUCT:

“[BRAND] the Official [Product] of First Frontier Circuit Finals Rodeo”

## PROMOTIONAL ELEMENTS:

- Official Product category partner
- Local TV/Radio/Print/Social Event Advertising
- One (1) Drive to Retail Promotion
- Inclusion Athletes Awards / Gifts / Swag
- Promotional Licensing Rights to Event Photos/Video
- PA Mentions throughout event
- Logo Event Day Sheet
- Two (2) Email Newsletter Coupon Opportunity

## LIVE EVENT ELEMENTS:

- 10x10 Event Activation Footprint (Display/Sampling)
- Two (2) Arena Signs
- One (1) Bucking Chute Sign OR One (1) Roping Box Signs
- LED (Screen/Ribbons) Logo/Signage
- Sponsor Flag begin or end Discipline

## IN-ARENA ACTIVATION ELEMENTS:

- Two (2) :30 Commercials (Pre/Post show)
- Presenting Sponsor one (1) Discipline

## HOSPITALITY ELEMENTS:

- 12 – GA Tickets each Performance
- 6 – VIP Tickets/Parking each Performance
- 6 – VIP Experience / Hospitality Room Access

## IN-KIND PRODUCT TRADE:

- ~200/qty ~\$25 Value Athlete Gifts/Swag
  - Value TBD Offset Cash Contribution

## DIGITAL ELEMENTS:

- Social Media Campaign
  - Six (6) brand specific posts annually
- Logo / Link on website duration of contract term

## CABLE / STREAMING MEDIA:

- Logo / Mention inclusion Discipline Leaderboard
- Media Exposed Premium Signage location

## OFFICIAL PRODUCT:

- THREE YEAR PARTNERSHIP COMMITMENT
- Minimum Five (5) Performances
  - 2027: \$15,000 (\$3,000 per)
  - 2028: \$17,500
  - 2029: \$20,000

Official Product Status

# DISCIPLINE PRESENTING:

“Let’s go now to the Saddle Bronc Riding presented by [BRAND]”

## PROMOTIONAL ELEMENTS:

- Official Product category partner
- Local Print/Social Event Advertising
- One (1) Drive to Retail Promotion
- Promotional Licensing Rights to Event Photos/Video
- PA Mentions throughout event
- Logo Event Day Sheet

## LIVE EVENT ELEMENTS:

- 10x10 Event Activation Footprint (Display/Sampling)
- Two (2) Arena Signs
- LED (Screen/Ribbons) Logo/Signage
- Sponsor Flag begin or end Discipline

## IN-ARENA ACTIVATION ELEMENTS:

- One (1) :30 Commercial (Pre show)
- Presenting Sponsor one (1) Discipline

## HOSPITALITY ELEMENTS:

- 4 – GA Tickets each Performance
- 4 – VIP Tickets/Parking each Performance
- 4 – VIP Experience / Hospitality Room Access

## IN-KIND PRODUCT TRADE:

- ~200/qty ~\$25 Value Athlete Gifts/Swag
  - Value TBD Offset Cash Contribution

## DIGITAL ELEMENTS:

- Social Media Campaign
  - Two (2) brand specific posts annually
- Logo / Link on website duration of contract term

## CABLE / STREAMING MEDIA:

- Logo / Mention inclusion Discipline Leaderboard
- Media Exposed Premium Signage location

## DISCIPLINE PRESENTING:

- THREE YEAR PARTNERSHIP COMMITMENT
- Minimum Five (5) Performances
  - 2027: \$10,000 (\$2,000 per)
  - 2028: \$12,500
  - 2029: \$15,000

Presenting Sponsor of Discipline

# BUCKING CHUTE:

“Let’s go now to the [BRAND] Chute to watch this next Cowboy compete”

## PROMOTIONAL ELEMENTS:

- Local Print/Social Event Advertising
- One (1) Drive to Retail Promotion
- Promotional Licensing Rights to Event Photos/Video
- PA Mentions throughout event
- Logo Event Day Sheet

## LIVE EVENT ELEMENTS:

- 10x10 Event Activation Footprint (Display/Sampling)
- Two (2) Arena Signs
- One (1) Bucking Chute Sign
- LED (Screen/Ribbons) Logo/Signage

## IN-ARENA ACTIVATION ELEMENTS:

- One (1) :30 Commercial (Pre show)
- Presenting Sponsor one (1) Discipline

## HOSPITALITY ELEMENTS:

- 4 – GA Tickets each Performance
- 4 – VIP Tickets/Parking each Performance
- 4 – VIP Experience / Hospitality Room Access

## IN-KIND PRODUCT TRADE:

- ~200/qty ~\$25 Value Athlete Gifts/Swag
  - Value TBD Offset Cash Contribution

## DIGITAL ELEMENTS:

- Social Media Campaign
  - Two (2) brand specific posts annually
- Logo / Link on website duration of contract term

## CABLE / STREAMING MEDIA:

- Media Exposed Premium Signage location

## BUCKING CHUTE:

- THREE YEAR PARTNERSHIP COMMITMENT
- Minimum Five (5) Performances
  - 2027: \$7,500 (\$1,500 per)
  - 2028: \$8,000
  - 2029: \$8,500

# **BULL FIGHTERS:**

**“Watch as the [BRAND] Bull Fighters move in, distract the bull and keep the Cowboy safe”**

## **PROMOTIONAL ELEMENTS:**

- **Local Print/Social Event Advertising**
- **One (1) Drive to Retail Promotion**
- **Promotional Licensing Rights to Event Photos/Video**
- **PA Mentions throughout event**

## **LIVE EVENT ELEMENTS:**

- **10x10 Event Activation Footprint (Display/Sampling)**
- **Two (2) Arena Signs**
- **Logo on Bull Fighter Jerseys**
- **LED (Screen/Ribbons) Logo/Signage**

## **IN-ARENA ACTIVATION ELEMENTS:**

- **One (1) :30 Commercial (Pre show)**
- **Title Sponsor of Bull Fighters**

## **HOSPITALITY ELEMENTS:**

- **4 – GA Tickets each Performance**
- **4 – VIP Tickets/Parking each Performance**
- **4 – VIP Experience / Hospitality Room Access**

## **IN-KIND PRODUCT TRADE:**

- **~200/qty ~\$25 Value Athlete Gifts/Swag**
  - **Value TBD Offset Cash Contribution**

## **DIGITAL ELEMENTS:**

- **Social Media Campaign**
  - **Two (2) brand specific posts annually**
- **Logo / Link on website duration of contract term**

## **CABLE / STREAMING MEDIA:**

- **Logo Feature on Bull Fighters visible to viewers**
- **Media Exposed Premium Signage location**

## **BULL FIGHTERS:**

- **THREE YEAR PARTNERSHIP COMMITMENT**
- **Minimum Five (5) Performances**
  - **2027: \$7,500 (\$1,500 per)**
  - **2028: \$8,000**
  - **2029: \$8,500**

# EXCEPTIONAL RODEO PRESENTING:

## PROMOTIONAL ELEMENTS:

- Local Print/Social Event Advertising
- One (1) Drive to Retail Promotion
- Promotional Licensing Rights to Event Photos/Video
- PA Mentions throughout event

## LIVE EVENT ELEMENTS:

- 10x10 Event Activation Footprint (Display/Sampling)
- Two (2) Arena Signs
- Logo on Bull Fighter Jerseys
- LED (Screen/Ribbons) Logo/Signage

## IN-ARENA ACTIVATION ELEMENTS:

- One (1) :30 Commercial (Pre show)
- Title Sponsor of Bull Fighters

## HOSPITALITY ELEMENTS:

- 4 – GA Tickets each Performance
- 4 – VIP Tickets/Parking each Performance
- 4 – VIP Experience / Hospitality Room Access

## IN-KIND PRODUCT TRADE:

- ~200/qty ~\$25 Value Athlete Gifts/Swag
  - Value TBD Offset Cash Contribution

## DIGITAL ELEMENTS:

- Social Media Campaign
  - Two (2) brand specific posts annually
- Logo / Link on website duration of contract term

## CABLE / STREAMING MEDIA:

- Logo Feature on Bull Fighters visible to viewers
- Media Exposed Premium Signage location

## BULL FIGHTERS:

- THREE YEAR PARTNERSHIP COMMITMENT
- Minimum Five (5) Performances
  - 2027: \$7,500 (\$1,500 per)
  - 2028: \$8,000
  - 2029: \$8,500

# **BARREL ENTITLEMENT:** “Watch as these Bull Fighters use the [BRAND] Barrel keep this Cowboy safe”

## **PROMOTIONAL ELEMENTS:**

- Local Print/Social Event Advertising
- One (1) Drive to Retail Promotion
- Promotional Licensing Rights to Event Photos/Video
- PA Mentions throughout event

## **LIVE EVENT ELEMENTS:**

- 10x10 Event Activation Footprint (Display/Sampling)
- Two (2) Arena Signs
- LED (Screen/Ribbons) Logo/Signage

## **IN-ARENA ACTIVATION ELEMENTS:**

- One (1) :30 Commercial (Pre show)
- Title Sponsor of Barrel / Logo included on Barrel

## **HOSPITALITY ELEMENTS:**

- 4 – GA Tickets each Performance
- 4 – VIP Tickets/Parking each Performance
- 4 – VIP Experience / Hospitality Room Access

## **IN-KIND PRODUCT TRADE:**

- ~200/qty ~\$25 Value Athlete Gifts/Swag
  - Value TBD Offset Cash Contribution

## **DIGITAL ELEMENTS:**

- Social Media Campaign
  - Two (2) brand specific posts annually
- Logo / Link on website duration of contract term

## **CABLE / STREAMING MEDIA:**

- Logo Feature on Bull Fighters visible to viewers
- Media Exposed Premium Signage location

## **BARREL:**

- THREE YEAR PARTNERSHIP COMMITMENT
- Minimum Five (5) Performances
  - 2027: \$5,000 (\$1,000 per)
  - 2028: \$5,500
  - 2029: \$6,000

# AWARDS SPONSOR:

“The [BRAND] Team Roping Championship awards”

## PROMOTIONAL ELEMENTS:

- Local Print/Social Event Advertising
- Logo Inclusion on Athlete Awards
- Promotional Licensing Rights to Event Photos/Video
- PA Mentions throughout event

## LIVE EVENT ELEMENTS:

- 10x10 Event Activation Footprint (Display/Sampling)
- Two (2) Arena Signs
- LED (Screen/Ribbons) Logo/Signage

## IN-ARENA ACTIVATION ELEMENTS:

- One (1) :30 Commercial (Pre show)

## HOSPITALITY ELEMENTS:

- 4 – GA Tickets each Performance
- 4 – VIP Tickets/Parking each Performance
- 4 – VIP Experience / Hospitality Room Access

## IN-KIND PRODUCT TRADE:

- ~200/qty ~\$25 Value Athlete Gifts/Swag
  - Value TBD Offset Cash Contribution

## DIGITAL ELEMENTS:

- Social Media Campaign
  - Two (2) brand specific posts annually
- Logo / Link on website duration of contract term

## CABLE / STREAMING MEDIA:

- Media Exposed Premium Signage location

## AWARDS SPONSOR:

- THREE YEAR PARTNERSHIP COMMITMENT
- Minimum Five (5) Performances
  - 2027: \$5,000 (\$1,000 per)
  - 2028: \$5,500
  - 2029: \$6,000

# 50/50 RAFFLE SPONSOR:

“The [BRAND] 50/50 Raffle benefitting the FFC Charity Fund and Western Wish Kids”

## PROMOTIONAL ELEMENTS:

- Logo Inclusion on 50/50 promotional materials
- Promotional Licensing Rights to Event Photos/Video
- PA Mentions throughout event

## LIVE EVENT ELEMENTS:

- Two (2) Arena Signs
- LED (Screen/Ribbons) Logo/Signage

## IN-ARENA ACTIVATION ELEMENTS:

- One (1) :30 Commercial (Pre show)

## HOSPITALITY ELEMENTS:

- 4 - GA Tickets each Performance
- 4 - VIP Tickets/Parking each Performance
- 4 - VIP Experience / Hospitality Room Access

## DIGITAL ELEMENTS:

- Social Media Campaign
  - Two (2) brand specific posts annually
- Logo / Link on website duration of contract term

## CABLE / STREAMING MEDIA:

- Media Exposed Premium Signage location



## 2026 50/50 Insights:

- 50/50 promotion (imagery/mentions) ~10 per performance
- ~500 Tickets sold per performance
- +\$25K Total Raffle raise

## AWARDS SPONSOR:

- THREE YEAR PARTNERSHIP COMMITMENT
- Minimum Five (5) Performances
  - 2027: \$5,000 (\$1,000 per)
  - 2028: \$5,500
  - 2029: \$6,000

# SPECIALTY ACT:

“And now The [BRAND] Specialty Act, watch this Roman Riding enactment”

## PROMOTIONAL ELEMENTS:

- Local Print/Social Event Advertising
- Promotional Licensing Rights to Event Photos/Video
- One (1) Drive to Retail Promotion
- PA Mentions throughout event

## LIVE EVENT ELEMENTS:

- 10x10 Event Activation Footprint (Display/Sampling)
- Two (2) Arena Signs
- LED (Screen/Ribbons) Logo/Signage

## IN-ARENA ACTIVATION ELEMENTS:

- One (1) :30 Commercial (Pre show)

## HOSPITALITY ELEMENTS:

- 4 – GA Tickets each Performance
- 4 – VIP Tickets/Parking each Performance
- 4 – VIP Experience / Hospitality Room Access

## IN-KIND PRODUCT TRADE:

- ~200/qty ~\$25 Value Athlete Gifts/Swag
  - Value TBD Offset Cash Contribution

## DIGITAL ELEMENTS:

- Social Media Campaign
  - Two (2) brand specific posts annually
- Logo / Link on website duration of contract term

## CABLE / STREAMING MEDIA:

- Media Exposed Premium Signage location

## SPECIALTY ACT:

- THREE YEAR PARTNERSHIP COMMITMENT
- Minimum Five (5) Performances
  - 2027: \$5,000 (\$1,000 per)
  - 2028: \$5,500
  - 2029: \$6,000

# VIP HOSPITALITY:

## “The [BRAND] Rodeo VIP Hospitality Room”

### PROMOTIONAL ELEMENTS:

- Local Print/Social Event Advertising
- Title to the VIP Hospitality Area
- Promotional Licensing Rights to Event Photos/Video
- One (1) Drive to Retail Promotion
- PA Mentions throughout event

### LIVE EVENT ELEMENTS:

- 10x10 Event Activation Footprint (Display/Sampling)
- Two (2) Arena Signs
- Signage at Hospitality entrance and throughout area
- LED (Screen/Ribbons) Logo/Signage

### IN-ARENA ACTIVATION ELEMENTS:

- One (1) :30 Commercial (Pre show)

### HOSPITALITY ELEMENTS:

- 4 – GA Tickets each Performance
- 4 – VIP Tickets/Parking each Performance
- 4 – VIP Experience / Hospitality Room Access

### IN-KIND PRODUCT TRADE:

- ~200/qty ~\$25 Value Athlete Gifts/Swag
  - Value TBD Offset Cash Contribution

### DIGITAL ELEMENTS:

- Social Media Campaign
  - Two (2) brand specific posts annually
- Logo / Link on website duration of contract term

### CABLE / STREAMING MEDIA:

- Media Exposed Premium Signage location

### VIP HOSPITALITY:

- THREE YEAR PARTNERSHIP COMMITMENT
- Minimum Five (5) Performances
  - 2027: \$5,000 (\$1,000 per)
  - 2028: \$5,500
  - 2029: \$6,000

# ATHLETE BACK NUMBER:

“The [BRAND] Rodeo Athlete Back Numbers”

## PROMOTIONAL ELEMENTS:

- Local Print/Social Event Advertising
- Logo ALL Athlete Back Numbers (~200)
- Promotional Licensing Rights to Event Photos/Video
- One (1) Drive to Retail Promotion
- PA Mentions throughout event

## LIVE EVENT ELEMENTS:

- 10x10 Event Activation Footprint (Display/Sampling)
- Two (2) Arena Signs
- Logo on ALL Back Numbers
- LED (Screen/Ribbons) Logo/Signage

## IN-ARENA ACTIVATION ELEMENTS:

- One (1) :30 Commercial (Pre show)
- Presenting Sponsor one (1) Discipline (pending avail)

## HOSPITALITY ELEMENTS:

- 4 – GA Tickets each Performance
- 4 – VIP Tickets/Parking each Performance
- 4 – VIP Experience / Hospitality Room Access

## IN-KIND PRODUCT TRADE:

- ~200/qty ~\$25 Value Athlete Gifts/Swag
  - Value TBD Offset Cash Contribution

## DIGITAL ELEMENTS:

- Social Media Campaign
  - Two (2) brand specific posts annually
- Logo / Link on website duration of contract term

## CABLE / STREAMING MEDIA:

- Media Exposed Premium Signage location

## BACK NUMBER:

- THREE YEAR PARTNERSHIP COMMITMENT
- Minimum Five (5) Performances
  - 2027: \$3,000 (\$600 per)
  - 2028: \$3,500
  - 2029: \$4,000

# ARENA SIGNAGE:

## PROMOTIONAL ELEMENTS:

- Local Print/Social Event Advertising
- Promotional Licensing Rights to Event Photos/Video
- PA Mentions throughout event

## LIVE EVENT ELEMENTS:

- 10x10 Event Activation Footprint (Display/Sampling)
- Two (2) Arena Signs
- LED (Screen/Ribbons) Logo/Signage

## IN-ARENA ACTIVATION ELEMENTS:

- One (1) :30 Commercial (Pre show)
- Presenting Sponsor one (1) Discipline (pending avail)

## HOSPITALITY ELEMENTS:

- 4 – GA Tickets each Performance
- 4 – VIP Tickets/Parking each Performance
- 4 – VIP Experience / Hospitality Room Access

## IN-KIND PRODUCT TRADE:

- ~200/qty ~\$25 Value Athlete Gifts/Swag
  - Value TBD Offset Cash Contribution

## DIGITAL ELEMENTS:

- Social Media Campaign
  - Two (2) brand specific posts annually
- Logo / Link on website duration of contract term

## CABLE / STREAMING MEDIA:

- Media Exposed Signage location

## ARENA SIGNAGE:

- THREE YEAR PARTNERSHIP COMMITMENT
- Minimum Five (5) Performances
  - 2027: \$3,000 (\$600 per)
  - 2028: \$3,500
  - 2029: \$4,000

# VIP EVENT:

## PROMOTIONAL ELEMENTS:

- Local Print/Social Event Advertising
- Promotional Licensing Rights to Event Photos/Video
- PA Mentions throughout event
- Official Party (options)
  - Kick-Off
  - Pre-Party
  - After Party
  - Awards Ceremony

## LIVE EVENT ELEMENTS:

- 10x10 Event Activation Footprint (Display/Sampling)
- Two (2) Arena Signs
- LED (Screen/Ribbons) Logo/Signage

## IN-ARENA ACTIVATION ELEMENTS:

- One (1) :30 Commercial (Pre show)

## HOSPITALITY ELEMENTS:

- 4 - GA Tickets each Performance
- 4 - VIP Tickets/Parking each Performance
- 4 - VIP Experience / Hospitality Room Access

## IN-KIND PRODUCT TRADE:

- ~200/qty ~\$25 Value Athlete Gifts/Swag
  - Value TBD Offset Cash Contribution

## DIGITAL ELEMENTS:

- Social Media Campaign
  - Two (2) brand specific posts annually
- Logo / Link on website duration of contract term

## CABLE / STREAMING MEDIA:

- Media Exposed Signage location

## VIP EVENT:

- THREE YEAR PARTNERSHIP COMMITMENT
- Minimum Five (5) Performances
  - 2027: \$2,500 (\$500 per)
  - 2028: \$3,000
  - 2029: \$3,500

# LOCAL EVENT ACTIVATION:

## PROMOTIONAL ELEMENTS:

- Two (2) PA Mentions Pre-Show

## LIVE EVENT ELEMENTS:

- 10x10 Event Activation Footprint (Display/Sampling)
- LED (Screen/Ribbons) Logo/Signage

## HOSPITALITY ELEMENTS:

- 4 - GA Tickets each Performance
- 2 - VIP Tickets/Parking each Performance
- 42- VIP Experience / Hospitality Room Access

## IN-KIND PRODUCT TRADE:

- ~200/qty ~\$25 Value Athlete Gifts/Swag
  - Value TBD Offset Cash Contribution

## DIGITAL ELEMENTS:

- Logo / Link on website duration of contract term

## LOCAL EVENT ACTIVAION:

- THREE YEAR PARTNERSHIP COMMITMENT
- Minimum Five (5) Performances
  - 2027: \$2,500 (\$500 per)
  - 2028: \$3,000
  - 2029: \$3,500



# THANK YOU



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