

# Sponsorship Catalog



January 11-13, 2024

New Holland Arena

Farm Show Complex

Harrisburg, PA



## THE GREATEST SHOW ON DIRT

The First Frontier Circuit is part of The Circuit System devised by the Professional Rodeo Cowboys Association (PRCA). The First Frontier Circuit Includes: Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia, West Virginia. Every PRCA contestant belongs to a circuit and has an opportunity to advance to a national championship in the multimillion-dollar arm of the Professional Rodeo Cowboys Association.

In 1975, the PRCA created a system that breaks up the United States into 12 circuits. The circuits include as few as one state, such as the California, Texas, and Montana circuits, to as many as 14 states – the First Frontier Circuit in the northeastern part of the country. In recent years Mexico and Canada have become circuits as well.

The First Frontier Circuit Finals is committed to putting families and communities at the forefront of their everyday efforts. In an effort to continue with that guiding principle, the sponsorship campaign focuses on local businesses. Our event is attended by 21,000 rodeo fans each year, held in the New Holland Arena of the Farm Show Complex, located in Harrisburg, Pennsylvania. Throughout the week of the farm show, approximately 500,000 patrons visit the complex and view the advertising material supplied by the local businesses we've partnered with.

Furthermore, the First Frontier Circuit Finals Rodeo has created a special event called *The Exceptional Rodeo*, which provides firsthand rodeo experience to children who are differently abled. The *Exceptional Rodeo* is held on Thursday afternoon, which serves as the official start of the professional rodeo! The children will be partnered with a professional cowboy or cowgirl to help them navigate multiple tailored rodeo events including ride a bucking machine, sit on a saddle bronc saddle, stick horse barrel racing and calf dummy roping. Additionally, each child receives a rodeo poster that's signed by the professional cowboys and cowgirls. This is a special event that our cowboys and cowgirls hold near and dear to their hearts and we truly hope to be able to continue this event and continue making a difference in children's lives.

The First Frontier Circuit Finals Rodeo is proud to present our 2023 Sponsorship Opportunity Catalog for your consideration.



## Title Sponsor

**\$25,000 and greater**

**Limited to 1 sponsor**

- Banner in arena (3x10 provided by sponsor)
  - Social media recognition
- Dedicated placement on FFC website- link to sponsor's website
  - Personalized message between events (business plug)
- Behind the scenes rodeo tour- arrange for press to take photos and publish
- Cowboy concierge during rodeo- providing food and drinks during performance
  - Cocktail hour with contestants at Red-Lion Hershey following rodeo
- Product placement/giveaway (if applicable) SWAG BAGS randomly select certain seat numbers to receive sponsor merchandise- or rodeo clown can disperse to the crowd
  - Banner carried by cowboy/cowgirl during intermission and victory lap
    - 4 official rodeo jackets
    - 30 rodeo tickets- premium seats (sponsorship section)
- Arena spotlight during opening ceremony and intermission- think...7,000 fans cheering you on!
  - Logo/brand embroidered on all official rodeo jackets
  - Logo/brand displayed on rodeo advertising/ticketing advertising
    - Photo opportunity with rodeo royalty- event winners
- Opportunity to present prize buckles to contestants during award ceremony- photo opportunity and press release
  - Personal shuttle from Farm Show Parking area to VIP access area
- Rodeo credentials to provide access to everywhere the contestants and their horses go with your cowboy concierge
- Ability to set up advertising/ hiring booth directly across from in-person rodeo ticket sales



## Platinum Level Sponsorship

**\$8,000**

**Limited to 8 sponsors**

- **EVENT SPONSOR-** Bull riding, saddle bronc riding, bareback riding, tie-down roping, team roping, barrel racing, breakaway roping and steer wrestling
  - Banner in arena (3x10 provided by sponsor)
    - Social media recognition
  - Dedicated placement on FFC website- link to sponsor's website
    - Personalized message between events
  - Behind the scenes rodeo tour- arrange for press to take photos and publish
- Cowboy concierge during rodeo- providing food and drinks during performance
  - Cocktail hour with contestants at Red-Lion Hershey following rodeo
- Product placement/giveaway (if applicable) SWAG BAGS randomly select certain seat numbers to receive- or rodeo clown to disperse to crowd
  - Banner carried by cowboy/cowgirl during intermission and victory lap
    - 2 official rodeo jackets
  - 20 rodeo tickets- premium seats (sponsorship section)
    - Arena spotlight during intermission



## Gold Level Sponsorship

\$2,500

**Limited to 8 sponsors**

- Chute Sponsor - announced every time a contestant/rough stock exits that chute
  - Banner in arena (3x10 provided by sponsor)
    - Social media recognition
  - Dedicated placement on FFC website- link to sponsor's website
    - Behind the rodeo scenes tour
  - Cocktail hour with contestants at Red- Lion Hershey following rodeo
- Product placement/giveaway (if applicable) SWAG BAGS- randomly select certain seat numbers to receive- or rodeo clown to disperse to crowd
  - 2 official rodeo jackets
- 10 rodeo tickets- premium seats (sponsorship section)



## Silver Level Sponsorship

**\$1,500**

- Banner in arena(3x10 provided by sponsor)
  - Social media tagging
- Dedicated placement on FFC website- link to sponsor website
  - 8 rodeo tickets- premium seats (sponsorship section)



## Bronze Level Sponsorship

\$500

- Banner in arena (3x10 provided by sponsor)
  - Social media recognition
- 2 rodeo tickets premium seats (sponsorship section)



## Exceptional Rodeo Sponsorship

**\$5,000**

- Banner in arena (3x10 provided by sponsor)
  - Social media recognition
- 10 rodeo tickets premium seats (sponsorship section)
- Sponsor branded shirts distributed to the children
  - Arena spotlight during intermission
- Dedicated placement on FFC website- link to sponsor's website
  - Personalized message between events
- Behind the scenes rodeo tour- arrange for press to take photos and publish
- Cowboy concierge during rodeo- providing food and drinks during performance
  - Cocktail hour with contestants at Red-Lion Hershey following rodeo
  - Banner carried by cowboy/cowgirl during intermission
    - 4 official rodeo jackets
  - 20 rodeo tickets- premium seats (sponsorship section)





## Military and First Responder Night

**\$5,000**

- Banner in arena (3x10 provided by sponsor)
  - Social media recognition
- 10 rodeo tickets premium seats (sponsorship section)
  - Arena spotlight during intermission
- Dedicated placement on FFC website- link to sponsor's website
  - Personalized message between events
- Behind the scenes rodeo tour- arrange for press to take photos and publish
- Cowboy concierge during rodeo- providing food and drinks during performance
  - Cocktail hour with contestants at Red-Lion Hershey following rodeo
    - Banner carried by cowboy/cowgirl during intermission
      - 4 official rodeo jackets
  - 20 rodeo tickets- premium seats (sponsorship section)

**The First Frontier Circuit Finals Rodeo is proud to be American. January 11,2024 will be military and first responders' night. Where all active duty, retired or honorably discharged member of the United States military and first responders will be gifted a free ticket to the rodeo as a small token of our appreciation for their service and dedication to this great nation.**



**RODEO SPONSORSHIP AGREEMENT**

PARTIES			
<i>"Organizer"</i>		<i>"Sponsor"</i>	
<b>Name of Event: First Frontier Circuit Finals Rodeo</b>		<b>Name of Sponsor:</b>	
<b>Primary Contact: Payton Reese</b>		<b>Primary Contact:</b>	
<b>Address:</b>		<b>Address:</b>	
<b>Phone: 717-208-1714</b>		<b>Phone:</b>	
<b>Email:</b>		<b>Email:</b>	
<b>Information Table</b>			
<b>Brand:</b>			
<b>Event Dates:</b>	2024		
<b>Location of Event :</b>	January 11, 12, 13 2024 Harrisburg, PA		
<b>Sponsorship Payment:</b>	\$		
	In kind value: \$ (see outlined below)		
<b>Payment Terms:</b>	<ul style="list-style-type: none"> <li>Submit sponsorship fee after Sponsorship Agreement signed by both parties, electronic signage preferred. Sponsor will be invoiced and remit payment within 30 days to the organizer. If the Event is cancelled, or the date or location revised FFCFR does not consent to rescheduled date or location and deliverables outlined are not fulfilled accordingly, Organizer will not refund to DCIS all amounts paid by DCIS to Organizer with respect to the Event.</li> </ul>		
<b>Trademark and Logos:</b>	<ul style="list-style-type: none"> <li> </li> </ul>		
<b>In kind materials &amp; promotion:</b>	<u>Item</u>	<u>Quantity</u>	<u>Value</u>

**First Frontier Circuit Deliverables:**

- FFCFR provides one event sponsorships
- FFCFR gives sponsor PA announcement during grand entry and during the ( ) event sponsored
- FFCFR provides sponsor logo on 1500 posters, Facebook, Website, Instagram site
- Sponsor provides 3x10 banner for rodeo
- Sponsor provides 3x5 flag for rodeo
- Sponsor provides logo for website, posters, social media
- \*In the event that a sponsor would prefer that FFCFR provides a banner for said sponsor, include an additional \$250 for a 3’x10’, which will be returned to the sponsor following the event
- Banners must be received by

**Signage benefits**

- Sponsors to have minimum of one ( ) banners & signage displayed prominently throughout the venue where ATS is Displayed– *banners provided by sponsor*
- Sponsor’s logo and link on event sponsor page with other event sponsors. – *logo provided by sponsor;*
- Sponsor’s flag will be presented during each performance in grand entry and during event ( ) sponsored - *flag provided by sponsor*
- Listing and or logo on the Sponsor Recognition page in the Souvenir Program, paid media, day sheets and or any additional print media; *where applicable – as SPONSOR / Logo provided by sponsor*

**SPONSOR’S Deliverables:**

**Promotional Elements**

Thursday, January 11th, 2024@ 7pm - "Family Night"  
 Friday, January 12th, 2024 @ 7pm  
 Saturday, January 13th, 2024 @ 5pm

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<b>Organizer:</b>	<b>SPONSOR</b>
<b>FIRST FRONTIER CIRCUIT FINALS RODEO</b>	
<b>Name: Payton Reese</b>  _____  <b>Title: Marketing Director</b>  <b>Date:</b>	<b>Name:</b>  _____  <b>Title:</b>  <b>Date:</b> _____