



JANUARY 9 & 14-16, 2026

~30,000

Rodeo Fans over five nights - Families, Ranch/Ag Households

5

Rodeo performances with PA Reads, LED logo rotation, Arena signage and a captive audience

LOCAL

Spenders who buy services, insurance, real estate and the like - all right here at home

The First Frontier Circuit Finals is one of the largest sporting events in central Pennsylvania! These are your customers. Below are three simple ways to get your name in front of them, on the screen, over the PA, and in the hands of the people most likely to walk into your business.



EVENT DETAILS



January Annually (Jan 9 & 14-16, 2026)



Pennsylvania Farm Show Complex - New Holland Arena



Attendance

~30,000
Annually

TIER 1:

- One (1) PA Mention - each performance
- Two (2) Arena Signs
- LED (Screen/Ribbons) Logo accompany PA Mentions
- One (1) 30sec Commercial Pre-show
- 6 - Elite VIP Tickets each Performance (30 Total)
 - 6 - VIP Experience / Hospitality Room Access
 - Tickets Retail Value: \$1,650.00
- Social Media
 - Two (2) tagged posts - during Rodeo Month
- Logo / Link on website
- Media Exposed Signage location

TIER 2:

- One (1) PA Mention - each performance
- Two (2) Arena Signs
- LED (Screen/Ribbons) Logo accompany PA Mentions
- 4 - Elite VIP Tickets each Performance (20 Total)
 - 4 - VIP Experience / Hospitality Room Access
 - Tickets Retail Value: \$1,100.00
- Social Media Campaign
 - One (1) tagged post - during Rodeo Month
- Logo / Link on website
- Media Exposed Signage location

TIER 3:

- One (1) PA Mention - each performance
- Two (2) Signs (second level)
- LED (Screen/Ribbons) Logo accompany PA Mentions
- 4 - Standard Tickets each Performance (20 Total)
 - Tickets Retail Value: \$600.00

ONLY SIX PARTNERSHIPS AVAILABLE PER TIER.

Reserved first-come, first served. Commit by October 1st to secure.

TIER 1: \$4,250

\$1,650 back to you in VIP tickets
Net marketing: just \$470 a night

TIER 2: \$3,000

\$1,100 back to you in VIP tickets
Net marketing: just \$380 a night

TIER 3: \$1,750

\$600 back to you in tickets
Net marketing: just \$230 a night

Net marketing cost = price less the retail value of tickets you receive

CONTACT



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