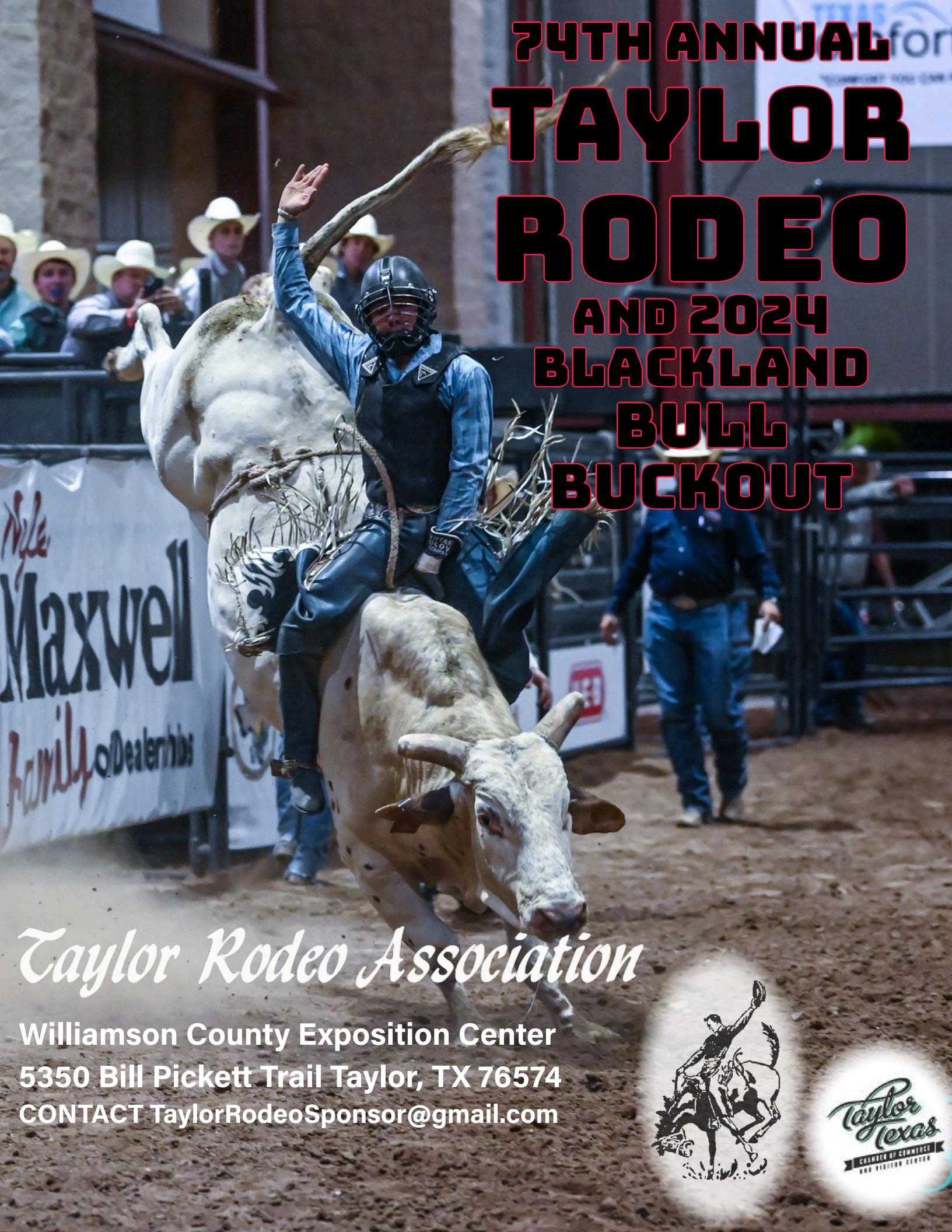


74TH ANNUAL
TAYLOR
RODEO
AND 2024
BLACKLAND
BULL
BUCKOUT



Maxwell
Family of Dealerships

Taylor Rodeo Association

Williamson County Exposition Center
5350 Bill Pickett Trail Taylor, TX 76574
CONTACT TaylorRodeoSponsor@gmail.com



Taylor Rodeo Association

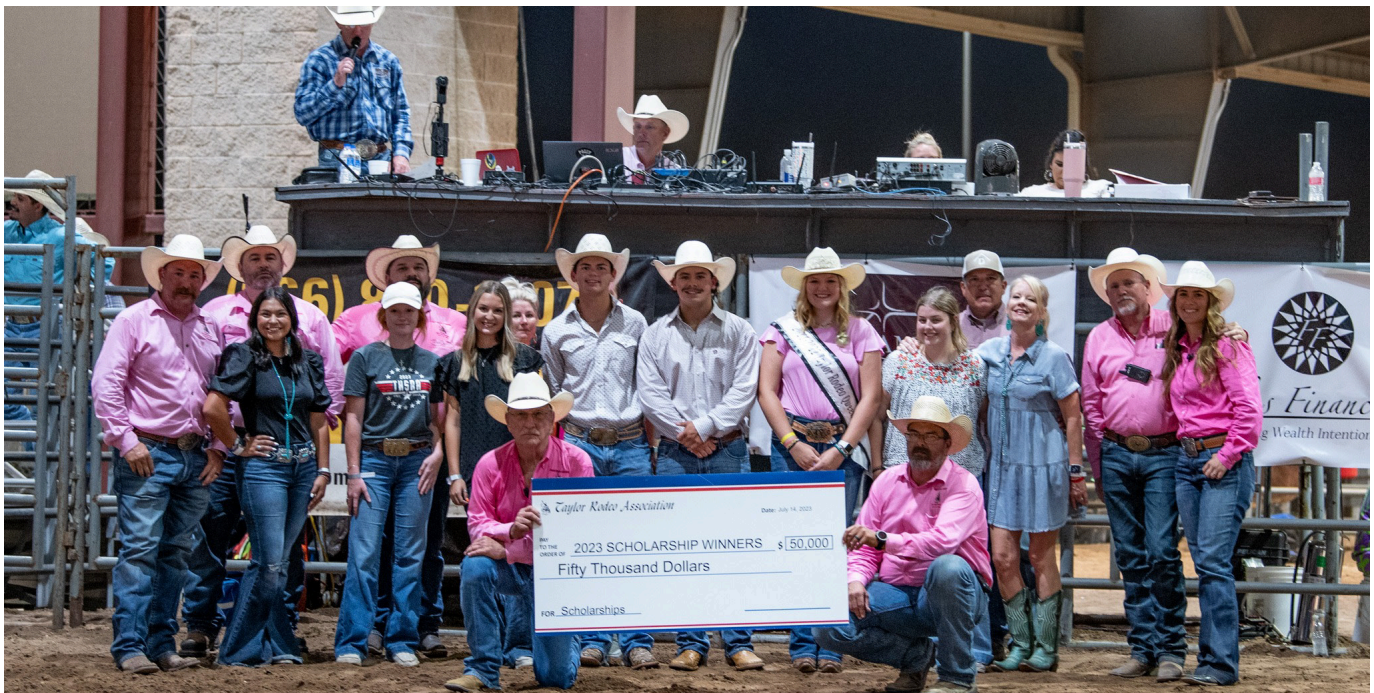


Proceeds from the 74th Annual Taylor Rodeo get reinvested into our community through financial donations to local school organizations such as 4H/FFA Booster Clubs, scholarships for graduating seniors, Dell Children's Hospital, and numerous other Williamson County non-profits.

The Taylor Rodeo Association Directors and Members are excited to announce that in 2023 the TRA distributed \$50,000 in academic awards to 10 high school graduates of Williamson, Milam, and Lee counties and donated back to the community an additional \$50,000.

THESE CONTRIBUTIONS COULD NOT BE MADE POSSIBLE WITHOUT THE GENEROSITY OF ALL OUR LOCAL AND CORPORATE SPONSORS. THANK YOU!

2023 Scholarship Winners



Team Roping
Women's Barrel Racing
Bull Riding
Kids Calf Scramble
Adult Calf Scramble
Wild Steer Saddling

Women's Breakaway Roping
Bare Back Riding
Saddle Bronc Riding
Steer Wrestling
Tie Down Roping
Mutton Busting

*Event Sponsorship
Opportunities*

Taylor Rodeo Association

SPONSOR INFORMATION

PACKAGE # 1

PRESENTING SPONSORS \$20,000

- Your company name and logo included in all marketing materials (Print, Radio)
- **ONE** sponsorships available
- PA Announcements throughout the event
- One 12'X12' overhead sign above JumboTron
- One 10'X10' Vendor Display space
- 20 VIP Passes, access to Blackland Bull Buckout
- 20 VIP Passes, access all 3 nights of the rodeo
- Passes gain access to VIP Socials with drinks and food at each event (time tba) Thursday - Saturday

PACKAGE # 2

OFFICIAL TITLE SPONSORS \$10,000

- Your company name and logo included in all marketing materials (Print, Radio)
- **SIX** sponsorships available
- PA Announcements throughout the event
- One 12'X12' overhead sign
- 16 VIP Passes, access to Blackland Bull Buckout
- 16 VIP Passes, access all 3 nights of the rodeo
- Passes gain access to VIP Socials with drinks and food at each event (time tba) Thursday - Saturday

PACKAGE # 3

EQUIPMENT SPONSOR

\$5,000

- **ONE** sponsorships available
- PA Announcements throughout the event
- **ONE** sign at center out gate.
- 8 Passes, access to Blackland Bull Buckout
- 8 VIP Passes, access all 3 nights of the rodeo
- Passes gain access to VIP Socials with drinks and food at each event (time tba) Thursday - Saturday

PACKAGE # 4

CENTER OUT GATE SPONSOR

\$5,000

- **ONE** sponsorships available
- PA Announcements throughout the event
- **ONE** sign at center out gate.
- 8 VIP Passes, access to Blackland Bull Buckout
- 8 VIP Passes, access all 3 nights of the rodeo
- Passes gain access to VIP Socials with drinks and food at each event (time tba) Thursday - Saturday



Taylor Rodeo Association

SPONSOR INFORMATION

PACKAGE # 5 BUCKING CHUTE SPONSORS \$4,000

- **SIX** sponsorships available
- PA Announcements throughout the event
- One Chute Gate Banner
- 6 VIP Passes, access to Blackland Bull Buckout
- 6 VIP Passes, access all 3 nights of the rodeo
- Passes gain access to VIP Socials with drinks and food at each event (time tba) Thursday - Saturday

PACKAGE # 6 BULL FIGHTER SPONSOR \$3,500

- **ONE** sponsorships available
- PA Announcements throughout the event
- LOGO ON BULL FIGHTER JERSEYS
- 6 VIP Passes, access to Blackland Bull Buckout
- 6 VIP Passes, access all 3 nights of the rodeo
- Passes gain access to VIP Socials with drinks and food at each event (time tba) Thursday - Saturday

PACKAGE # 7 VIP SPONSORS \$3,000

- **Twelve** sponsorships available
- PA Announcements throughout the event
- ONE 6 X 12 Banner
- 6 VIP Passes, access to Blackland Bull Buckout
- 6 VIP Passes, access all 3 nights of the rodeo
- Passes gain access to VIP Socials with drinks and food at each event (time tba) Thursday - Saturday

PACKAGE # 8 CENTER SPACER SPONSORS \$2,500

- **TWO** sponsorships available
- PA Announcements throughout the event
- ONE Vertical Banner at Center out Gate
- 5 VIP Passes, access to Blackland Bull Buckout
- 5 VIP Passes, access all 3 nights of the rodeo
- Passes gain access to VIP Socials with drinks and food at each event (time tba) Thursday - Saturday

PACKAGE # 9 EVENT SPONSORS \$2,000

- **Multiple** sponsorships available
- PA Announcements throughout the event
- ONE Vertical Banner at Center out Gate
- 4 VIP Passes, access to Blackland Bull Buckout
- 4 VIP Passes, access all 3 nights of the rodeo
- Passes gain access to VIP Socials with drinks and food at each event (time tba) Thursday - Saturday

*** See second page for event sponsorship opportunities



Taylor Rodeo Association

SPONSOR INFORMATION

PACKAGE # 10 FRIENDS OF TRA

\$1,000

- **Multiple** sponsorships available
- PA Announcements throughout the event
- ONE 3' X 5' ARENA Banner
- 2 VIP Passes , access to Blackland Bull Buckout
- 2 VIP Passes, access all 3 nights of the rodeo
- Passes gain access to VIP Socials with drinks and food at each event (time tba) Thursday - Saturday

PACKAGE # 11 ARENA SIGN SPONSORS

\$800

- PA Announcements throughout the event
- One 3' x 5' arena sign
- 4 Rodeo Tickets

PACKAGE # 12 CONTESTANT HOSPITALITY

\$500

- **Multiple** sponsorships available
- PA Announcements throughout the event
- Name and logo sign at Production/Contestant green room

PACKAGE # 13 WELCOME TAYLOR RODEO FANS

\$300

- PA Announcements throughout the event
- One 3' x 3' sign at perimeter fencing at both events

VENDOR BOOTH SPACES

- 10' x 30' booth space \$400
- 10' x 10' booth space \$250
- 2 Vendor Passes per space
- Vendor Fee entry into Rodeo and Buckout (4 Nights)
- See website for vendor application www.TaylorRodeo.org
- Contact: Lacey Welch
TaylorRodeoVendors@gmail.com



TAYLOR RODEO SPONSORS ARE FAR MORE THAN BUSINESS PARTNERS. THEY ARE INVESTED IN OUR MUTUAL SUCCESS!



THANK YOU!

- The Taylor Rodeo Association enjoys longstanding relationships with our partners -- many from the first ride.
- Sponsors support our major business and marketing investments.
- Sponsors activate their partnership with media investments

Thank you for your interest in participating as a sponsor. This is a great opportunity for you to showcase your business, organization or service to the community in a fun and exciting way.

Please review the menu of sponsorship opportunities. We look forward to working with you to make this a great event.

All sponsorships are based on availability. Previous sponsors get first right of refusal.

Taylor Rodeo Association

www.TaylorRodeo.org



SPONSOR INFORMATION

Name: _____

Package #: _____

Contact: _____

Billing Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

- To secure sponsorship package and print placement on media, payment must be received by May 13.
- Artwork for collateral (in JPEG or EPS format) must be received by May 13. TRA, P.O. Bo 562 or sent via email to TaylorRodeoSponsor@gmail.com