

# Rio Linda

## Best of the West Rodeo

Presented by  
Western Ways Association

Western Ways Association is a new locally run and supported organization whose goal is to produce and sponsor western events in an effort to keep alive the western way of life. These events include Barrel Racing, Team Sorting, Penning & Roping, junior events and of course the beloved Rodeo. Our primary focus is the return of the small town local Rodeo to our country communities of Rio Linda and Elverta.

Western Ways Association needs and welcomes community participation and support. All sponsorships and donations to our efforts to bring back our GREAT Western way of life are greatly appreciated. We believe that every business and individual that donates or sponsors one of these terrific events comes out a winner. Please help us support our community's country roots by becoming an important sponsor today.

***\$1500.00 Bucking Chute Sponsorship:*** Sponsorship includes display of your company's banner at all local WWA events, including rodeos, barrel races and all other local western events held by WWA. Your company banner will be displayed on our rough stock chutes featured as one of our "Major" sponsors. Your company will be given primary mention throughout the entire event and your company will be listed as one of our major sponsors on ALL printed material as well as any and all radio advertisement. your company logo and link to your company on WWA's website for one year.

***\$1000.00 Livestock Sponsorship:*** Sponsorship includes display of your company's banner at all local WWA events including rodeos, barrel races and all other local Western events held by WWA. Your company banner will be displayed on our arena panels in view of all spectators and event participants. Your company will be given mention throughout events at rodeo and your company will be listed as one of our major sponsors on ALL printed material as well as any and all radio advertisement.

***\$500.00 Event Sponsorship:*** Sponsorship includes display of your company's banner at all local WWA events including rodeo's, barrel races and all other local Western events produced by WWA Your company banner will be displayed on our arena panels in view of all spectators and event participants. Your company will be given mention for the EVENT of your choice. (Bronc Riding, Team Roping, Steer Wrestling, Double Mugging, Bareback Riding, Tie Down Roping, Jr. Steer Riding, Barrel Racing, Bull Riding & Mutton Busting). Your company will be listed as the major sponsor for the EVENT of your choosing on all printed material. .

**\$250.00 Event Buckle Sponsorship:** Sponsorship includes display of your company's banner at all local WWA events including local rodeos, barrel races and all other local Western events produced by WWA. Your company banner will be displayed on our arena panels in view of all spectators and event participants. Your company will be listed in printed material and announced as the Buckle sponsor for the EVENT of your choice (Bronc Riding, Team Roping, Steer Wrestling, Double Mugging, Bareback Riding, Tie Down Roping, Jr. Steer Riding, Barrel Racing, Bull Riding and Mutton Busting). Your company will be listed on printed material as a Buckle Sponsor for the EVENT you chose.

**Merchandise Sponsorship:** Sponsorship includes display of your company's banner at all local WWA events including local rodeos, barrel races and all other local Western events produced by WWA where merchandise sponsorship is provided. Your company will be announced during event and your company will be listed as a merchandise sponsor on printed material.

All paid sponsorships are a one year (calendar) term. For all paying Sponsors WWA will proudly display your company logo and link your company on WWA's website for one year. All banners must be provided by sponsor and will be returned upon request at end of said calendar year. Approx. 80% of sponsorship money will be used for event expenses and approx 20% will be used for advertisement, printed media material & promotional marketing.

**Company Name:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Office #** \_\_\_\_\_ **Cell #** \_\_\_\_\_

**Sponsorship Package Purchased:** \_\_\_\_\_

**Check#** \_\_\_\_\_ **Balance Due:** \_\_\_\_\_

**Product or Merchandise sponsored:** \_\_\_\_\_

**Please make check payable to: Western Ways Association**

**P.O. Box 615**

**Rio Linda, Ca. 95673**

(916)616-0311 or 916-992-3720

\_\_\_\_\_  
**Print Name of WWA Representative**

\_\_\_\_\_  
**Signature of WWA Representative**

**Date:** \_\_\_\_\_