

72nd 4th of July Jr. Rodeo



*Presented by the Mounted Patrol of
San Mateo County*



**2024
Sponsor Packet**



Dear 2024 Rodeo Sponsors,

Saddle up for excitement at the Woodside Junior Rodeo! The Mounted Patrol of San Mateo County, an 82-year old Woodside institution proudly sponsors their 72nd Annual Woodside Junior Rodeo.

Embodying the spirit of our Western Heritage, sportsmanship, and hard work, these talented young athletes compete in the American West's original extreme sport. Competitors from 6 to 18 years old will dazzle you with their skills, strength, and horsemanship.

Beyond the competition, the Mounted Patrol transforms its 23-acre grounds into a 4th of July family paradise with concessions, a petting zoo, pony rides, mechanical bull rides, and local vendors. Many thousands of people come every year to enjoy this fabulous event.

The sheer volume of spectators makes the Woodside Junior Rodeo a prime advertising opportunity for your business. Sponsors are connected with a passionate and targeted audience from of the whole of the Bay Area, and heavily represented by the Woodside and Portola Valley communities.

Your sponsorship is vital for the rodeo's success! Sponsors help the Mounted Patrol shoulder the significant costs of this landmark event, while being offered diverse advertising options. Join us in celebrating Western Tradition and community spirit at the Woodside Junior Rodeo! Please see the next pages for detailed sponsorship opportunities.

Sincerely,

Anthony Riccardi,
Junior Rodeo Chairman,
Mounted Patrol of San Mateo County
650-255-2386
ARiccardi159@gmail.com

Peter Brown,
Captain,
Mounted Patrol of San Mateo County
MPSMC Office: 650-851-8300

To apply to be a 2024 Woodside Junior Rodeo Sponsor, you can:

A) Use the QR code to access our webpage....



OR

B) Print and fill out the last page of this packet. Then return it to the MPSMC with a check.

Please remember:

- Sponsorship opportunities are limited and are not guaranteed.
- Where space is limited, sponsor packages will take priority over a la carte advertising.
- Once sponsorships are received, you will be contacted for artwork.
- All sponsorships are due by May 31st.

4th of July Woodside Jr. Rodeo Sponsor Packages

WJR Title Sponsor (Only 1)

Contact Us for Pricing

You will be listed and named as the primary sponsor for the 2024 Woodside Junior Rodeo!

- Announcer's booth arena sign
- Arena gate sign
- Your logo on a flag carried by rodeo royalty during the grand entry
- Primary placement on the front and back cover of the rodeo program
- Repeatedly announced as the title sponsor throughout the rodeo
- Central recognition on Instagram and Facebook
- May present the All-Around awards at the awards ceremony
- Dinner Dance admission tickets for yourself and guests on July 3rd
- Rodeo admission passes for you and your guests
- VIP parking
- VIP seating, with lunch and drinks included

Platinum Sponsor (2 platinum sponsors)

\$4,000

- Announcer's booth arena sign
- Your logo on a flag carried by rodeo royalty during the grand entry
- Full page ad in the rodeo program (priority print and placement)
- Repeatedly announced as a major sponsor throughout the rodeo
- Recognition on Instagram and Facebook
- Dinner Dance admission tickets for yourself and your guests on July 3rd
- Rodeo admission passes for you and your guests
- VIP parking
- VIP seating with lunch and drinks included

Gold Sponsor (4 gold sponsors)

\$2,500

- Arena sign advertisement
- Your logo on a flag carried by rodeo royalty during the grand entry
- Full page ad in the rodeo program
- Repeatedly announced as a major sponsor throughout the rodeo
- Recognition on Instagram and Facebook
- Rodeo admission passes for you and your guests
- VIP parking
- VIP seating with lunch and drinks included

Silver Sponsor (10 opportunities)

\$1,000

- Arena sign advertisement
- Half page ad in the rodeo program
- Repeatedly announced as a major sponsor throughout the rodeo
- Recognition on Instagram and Facebook
- 4 rodeo admission passes
- 2 parking passes

Other Sponsor Opportunities

Pig Scramble Sponsor (Only 1) \$1,000

- Sponsor signage at the Pig Scramble entry booth throughout the day
- Sponsor's name announced during the pig scramble
- Half page ad in the rodeo program
- 4 general admission rodeo passes and one parking pass
- 2 free entries into the pig scramble

Tractor Sponsor (Only 1) \$750

- Signage on the tractor used throughout the day
- Sponsor's name announced during the rodeo
- 4 general admission rodeo passes and one parking pass

Rodeo Event Sponsor (9 event sponsors) \$500

Events will be assigned on a first-come, first-served basis

- Sponsor signage at the Pig Scramble entry booth throughout the day
- Quarter page ad in the rodeo program with priority placement
- Sponsor will be announced during the chosen event during the rodeo
- Sponsor may present the champion buckle at the award ceremony
- 4 general admission rodeo passes and one parking pass

Rodeo Royalty Sponsor (1 royalty sponsor) \$500

Choice of Rodeo Queen or Rodeo Princess assigned on a first-come, first-served basis

- Half page ad in the rodeo program with priority placement
- Sponsor will be announced as the Royalty Sponsor during the grand entry
- Sponsor may present the Queen/Princess buckle at the awards ceremony
- 4 general admission rodeo passes and one parking pass

Signage

Bucking Chute Sign (5)	\$750
Arena Sign	\$350

Rodeo Program Ads

Full Page Ad	\$450
Half Page Ad	\$250
Quarter Page Ad	\$125

Vendor Opportunities

Full Booth (10' x 20')	\$200
Half Booth (10' x 10')	\$100



Sponsorship Application

If you prefer a paper application to the online form, please return this page with full payment to:

Mounted Patrol of San Mateo County
Attn: Rodeo Sponsorships
521 Kings Mountain Road
Woodside, Ca 94062



Sponsor/Business Name: _____

Name of Contact: _____

Address: _____

Contact Phone: _____

Contact Email: _____

Please circle your level of interest:

WJR Title Sponsor	Contact Us	Bucking Chute Sign	\$750
Platinum Sponsor	\$4,000	Arena Sign	\$350
Gold Sponsor	\$2,500	Full Page Program Ad	\$450
Silver Sponsor	\$1,000	Half Page Program Ad	\$250
Pig Scramble	\$1,000	Quarter Page Program Ad	\$125
Tractor Sponsor	\$750	Full Vending Booth (10' x 20')	\$200
Rodeo Event Sponsor	\$500	Half Vending Booth (10' x 10')	\$100
Royalty Sponsor	\$500		

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Thank you for your generous support of our event!

For any questions, please contact Anthony Riccardi at 650-255-2386 or ARiccardi159@gmail.com.