



# 73rd 4<sup>th</sup> of July Jr. Rodeo



*Presented by the Mounted Patrol of  
San Mateo County*



## *Dear 2025 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 73rd 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. 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

***Ben Damon,***  
Captain,  
Mounted Patrol of San Mateo County  
MPSMC Office: 650-851-8300

### **To apply to be a 2025 Woodside Junior Rodeo Sponsor, you can:**

A) Use the QR code to access our webpage.... And pay online....



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.



# 4<sup>th</sup> of July Woodside Jr. Rodeo

## Sponsor Packages

### WJR Title Sponsor (Only 1)

**\$10,000**

You will be listed and named as the primary sponsor for the 2025 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 a guest on July 3rd
- Rodeo admission passes for you and your guests (up to 12)
- VIP parking (4 veh)
- VIP seating, with lunch and drinks included

### Platinum Sponsor

**\$5,000**

- 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 guest (up to 8)
- VIP parking (2 vhe)
- VIP seating with lunch and drinks included

### Gold Sponsor

**\$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 (up to 6)
- VIP parking (1 veh)
- VIP seating with lunch and drinks included

### Silver Sponsor

**\$1,000**

- Arena sign advertisement
- Half page ad in the rodeo program
- Announced as a 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)

\$1,000

- 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             | \$400 |

### Rodeo Program Ads

|              |       |
|--------------|-------|
| Full Page Ad | \$450 |
| Half Page Ad | \$250 |

### 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    | \$5,000    | Arena Sign                     | \$400 |
| Gold Sponsor        | \$2,500    | Full Page Program Ad           | \$450 |
| Silver Sponsor      | \$1,000    | Half Page Program Ad           | \$250 |
| Pig Scramble        | \$1,000    |                                |       |
| Tractor Sponsor     | \$1,000    | 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.