

**74th Annual July 4<sup>th</sup>**



*Presented by the Mounted Patrol  
of San Mateo County*



**2026  
Sponsor Packet**



## *Dear 2026 Rodeo Sponsors,*

Saddle up for excitement at the Woodside Junior Rodeo! The Mounted Patrol of San Mateo County, a 83-year old Woodside institution, proudly sponsors their 74th 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, especially 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,*  
Rodeo Chairman,  
Mounted Patrol of San Mateo County  
650-255-2386  
ARiccardi159@gmail.com

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

### **To apply to be a 2026 Woodside Junior Rodeo Sponsor, you can:**

A) Follow the hyperlink below, or use the QR code provided, to apply online

[ONLINE SPONSOR APPLICATION LINK HERE](#)



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 gaurenteed.
- Where space is limited, sponsor packages will take priority over a la carte advertising.
- Food booths will be subject to approval.
- Once sponsorships are received, you will be contacted for artwork.

# 2026 Woodside Junior Rodeo Sponsor Packages

## WJR Title Sponsor

## Contact Us for Pricing

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 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 all of your guests on July 3rd
- Rodeo admission passes for all of your guests
- VIP parking for multiple vehicles
- VIP seating, with lunch and drinks included

## Platinum Sponsor

**\$5,000**

- Announcer's booth arena sign
- Your logo on a flag carried 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 for two vehicles
- VIP seating with lunch and drinks included

## Gold Sponsor

**\$2,500**

- Arena sign advertisement
- Your logo on a flag carried 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 yourself and guests
- VIP parking for one vehicle
- VIP seating with lunch and drinks included

## Silver Sponsor

**\$1,000**

- Arena sign advertisement
- Half page ad in the rodeo program
- Repeatedly 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

\$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

\$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

\$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
- Sponsor will be announced during the chosen event during the rodeo
- Sponsor may present the champion buckle at the award ceremony (by request)
- 4 general admission rodeo passes and one parking pass

### Rodeo Royalty Sponsor

\$500

Choice of Rodeo Queen or Rodeo Princess 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
- Sponsor will be announced as the Royalty Sponsor during the grand entry
- 4 general admission rodeo passes and one parking pass

### Signage

Bucking Chute Sign	\$750
Arena Sign	\$400

### Rodeo Program Ads

Full Page Ad	\$450
Half Page Ad	\$250
Quarter Page Ad	\$150

### 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	Quarter Page Program Ad	\$125
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 Jon Hayward at [rodeo@mpsmc.org](mailto:rodeo@mpsmc.org).