



Sponsor Opportunities





Corporate Partner \$6,000

Make a total donation/advertising contribution of \$6,000 or more to help keep the tradition of the XIT Rodeo & Reunion alive while receiving valuable recognition for your business.

Corporate Partners receive added recognition as follows:

- During our radio ads that run on several stations in the region up to the days of the event
- On our information website and Facebook page
- In our print advertisements including newspaper ads that will run across the area
- During radio promotional events
- Ad placement on our Annual commemorative XIT Rodeo & Reunion Posters that are "plastered" in public locations all over the tri state area including Toot-n-Totum locations throughout the panhandle to help encourage people to come out and support this strong western life tradition.
- All this in addition to \$6,000 worth of placement according to your needs and desires and availability from sponsorship opportunities.
- \$600 of your contribution will convert to complimentary adult rodeo tickets.
- Also 2 VIP passes to the directors Hospitality Hut for drinks, snacks, opportunities to watch the rodeo on a flat screen TV, and rubbing elbows with rodeo contestants and personnel.



www.xitrodeoreunion.com

Thursday, Friday, & Saturday ★ August 5, 6, 7 2021 ★ Dalhart, TX

THURSDAY
Seth Ward and the Silence

Sponsored by R & B

FRIDAY
Chancey Williams

Sponsored by JBS Park

SATURDAY
The Great Divide

Sponsored by Quality Dairy Construction

SCHEDULE OF EVENTS

Saturday, July 24
10:00 a.m. - 5:00 p.m. 2021 XIT Rodeo & Reunion (see website)

Saturday, July 25
10:00 a.m. - 5:00 p.m. 2021 XIT Rodeo & Reunion (see website)

Sunday, August 1
10:00 a.m. - 5:00 p.m. 2021 XIT Rodeo & Reunion (see website)

Wednesday, August 4
10:00 a.m. - 5:00 p.m. 2021 XIT Rodeo & Reunion (see website)

Thursday, August 5
10:00 a.m. - 5:00 p.m. 2021 XIT Rodeo & Reunion (see website)

Friday, August 6
10:00 a.m. - 5:00 p.m. 2021 XIT Rodeo & Reunion (see website)

Saturday, August 7
10:00 a.m. - 5:00 p.m. 2021 XIT Rodeo & Reunion (see website)



Major Sponsor \$4,000

This second tier sponsor with a total major contribution of \$4,000 or more receives special recognition by being on our Annual Commemorative Rodeo & Reunion

Poster.

- These posters are “plastered” in public locations all over the tri state area including Toot-n-Totum locations throughout the panhandle to help encourage people to come out and support this rich western life tradition.
- Social Media Recognition
- This is in addition to \$4,000 worth of placement according to your needs and desires and availability from sponsorship opportunities.
- \$400 of your contribution will convert to complimentary adult rodeo tickets.



Dance Sponsor \$2,500

Sponsor will receive placement of banners near main entry and inside dance on Thursday, Friday, or Saturday night. They will also receive advertisement placed in Rodeo Program with the section dedicated to entertainment and dances. Your logo will appear on the dance ticket that every attendee receives.



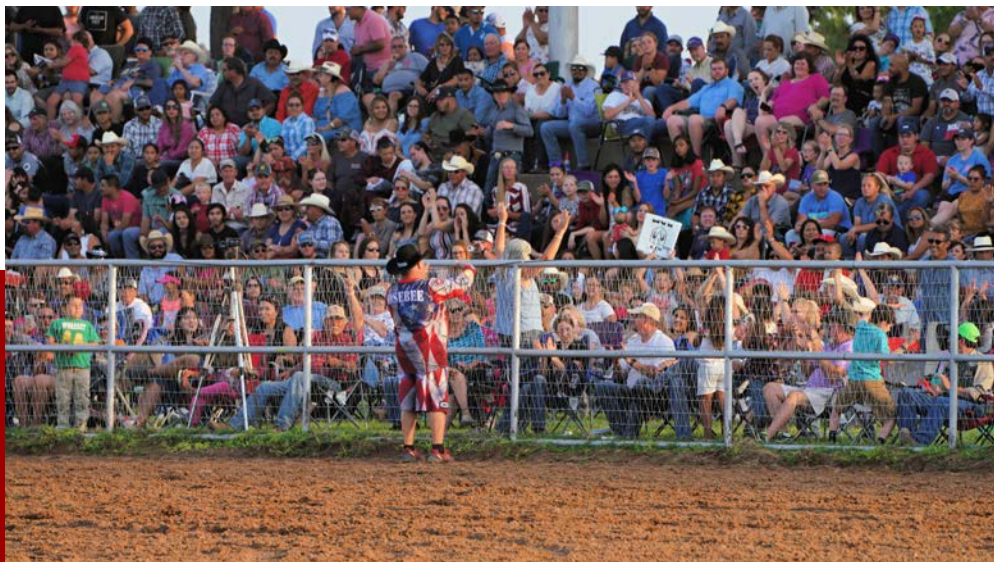
Announcer Sponsor \$2,000

Sponsor will receive placement of a 4'x8' banner in one of the five premier positions above the bucking shoots, below the sound system perch, north or south of the announcer booth, and on the west side of the arena where old video board used to be. This location is the most visible location in the arena.



Replay Sponsor \$2,000

You will be the sponsor for any replay during a certain event. This spot will show your name and logo anytime there is a replay on our new HD digital scoreboard. This scoreboard will be placed in the southwest corner of the arena.



Grandstand Banner 2-\$1000 or 1-\$700

Sponsor will receive a 3' by 6' banner placement above the grandstands full of spectators.

Being inside the grounds allows your banner to catch the eye of everyone inside the venue while they are watching the event.



Concessions Sponsor \$800

Sponsor will receive recognition by having their 3' by 6' banner placed at one of the three primary concession stands as guests walk up to purchase refreshments and snacks these banners will catch their eye. This is a very busy and high traffic area for families and people of all ages.

Perimeter Fence 2-\$750 or 1-\$500

These sponsors will receive a 3' by 6' banner placement on the perimeter fence for all to see as they enter either the north or south entry gates to the rodeo arena.

Also with all the events during the day these spots are ideal during the feeds, dance, tractor pull, and before the rodeo.





Rodeo Program Ads \$600 to \$100

Put your advertisements right next to all the information spectators are reading during the whole performance. Choose from one of four ad sizes including full, half, quarter and one eighth page positions.

- Full = \$600
- Half = \$400
- Quarter = \$200
- Eighth = \$100

Please provide us with color or black and white jpeg or adobe file so we can send it to our printing press. If you need help with a logo we would love to help! We will provide a proof for approval before print.

Bar-B-Que Donors \$50 & Up

Help be apart of the **World's Largest Free BBQ Feed** in the world!

Meat prices are always fluctuating and thanks to local sponsors we always receive the best price on meat but serving 10,000 pounds of meat is not cheap! Please choose one of four sponsorship levels or even feel free to give more:

Platinum-\$500 and up, Gold-\$250, Silver-\$100, or Bronze-\$50. All donors will be recognized in the local newspaper after the rodeo according to your level of sponsorship. Help keep the tradition alive!



Rodeo Event - Added Money Donors \$50 & Up

Help be apart of the all the excitement of the **Rodeo in the world!**

Added money equals the best cowboys and cowgirls travel to compete in Dalhart, TX! Please choose one of four sponsorship levels or even feel free to give more:

Platinum-\$500 and up, Gold-\$250, Silver-\$100, or Bronze-\$50. All donors will be recognized during the rodeo.



Some Interesting Facts...

- The World's Largest BBQ - 10,000 pounds of meat cooked each year.
- For the 3B Farms Watermelon Feed, we bring in 5,600 pounds of Watermelon.
- For the JBS Pork Chop Feed we grill an average of 3,500 pounds of pork chops.
- Over 15,000 people enjoy the PRCA Rodeo & The World's Largest Free BBQ each year.
- 60% of the people visit Dalhart, TX from places like the TX Panhandle, Western OK, Southwest KS, Southeast CO, and Northwest NM and other places from all over the world.



CONTACT US

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Dalhart, TX

