



# **Sponsor Opportunities**







## Premier Partner \$10,000

Make a total donation/advertising contribution of \$10,000 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 \$10,000 worth of placement according to your needs and desires and availability from sponsorship opportunities.
- 50 complimentary adult rodeo tickets.
- 6 passes to the Gala and 6 All-Access passes for all rodeo and dance events.
- You will also receive 6 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](http://www.xitrodeoreunion.com)

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

**THURSDAY**  
Seth Ward and the Silence  
Sponsored by R & R

**FRIDAY**  
Chancey Williams  
Sponsored by JBS Pork

**SATURDAY**  
The Great Divide  
Sponsored by Quality Dairy Construction

**SCHEDULE OF EVENTS**

**Saturday, July 30**  
10:00 a.m. - 1:00 p.m. 4th of July Parade (see location)

**Saturday, July 31**  
7:00 a.m. - 10:00 a.m. 4th of July Parade (see location)

**Sunday, August 1**  
10:00 a.m. - 1:00 p.m. 4th of July Parade (see location)

**Wednesday, August 4**  
10:00 a.m. - 1:00 p.m. 4th of July Parade (see location)

**Thursday, August 5**  
10:00 a.m. - 1:00 p.m. 4th of July Parade (see location)

**Friday, August 6**  
10:00 a.m. - 1:00 p.m. 4th of July Parade (see location)

**Saturday, August 7**  
10:00 a.m. - 1:00 p.m. 4th of July Parade (see location)







## Corporate Partner \$7,000

Make a total donation/advertising contribution of \$7,000 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 \$7,000 worth of placement according to your needs and desires and availability from sponsorship opportunities.
- 30 complimentary adult rodeo tickets.
- 4 passes to the Gala and 4 All-Access passes for all rodeo and dance events.
- You will also receive 4 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 • www.dalharts.org • Chamber of Commerce • (806)244-5646

**Thursday, Friday, & Saturday ★ August 3, 4, 5 2017 ★ Dalhart, TX**



**2017 XIT DIRECTORS**

LEFT TO RIGHT - Julie Brown, Seth Masters, Steven Yeager, Charlie Griggs, Winston Gilmore, Christina Olson, Stewart Rogers, Jake Burns, Clayton Caraway, Jeremy Lutz



**Kids Nickel Scramble**  
Amateur Barrel Racing  
Ranch Bronc Riding  
PRCA Rodeo



**2016 Little Mr. & Miss**  
Abel DeLeon  
Mallory Sanderson



**SCHEDULE OF EVENTS**

**Saturday, July 22**  
10:00 a.m. *Little Mr. & Miss, XIT Parade* - the Coliseum

**Sunday, July 23**  
7:30 a.m. to 9 a.m. *Jr. Rodeo Entries Open*  
10:00 a.m. *Rodeo Start*  
Entry Fees: Ages 0-8: \$5.00, 7-16: \$15.00 Per Event  
4 Different Age Classes (0-6, 7-9, 10-12, 13-16)

**Sunday, July 30**  
XIT Team Roping 4 ho 1800 team prog after 1  
\*Books open at 9:00 a.m. and rope at 10:00 a.m.

**Wednesday, August 2**  
\*6:00 p.m. *PRCA Steer Roping and Timed Event Stack*

**Thursday, August 3**  
9:00 a.m. - 5:00 p.m. *XIT Museum Open House* Featured Artist: Becky Castleberry  
1:00 p.m. *Queen Contest in Arena* - Fairchild Insurance  
4:00 - 6:00 p.m. *From Pink Cow to Feed - 4th Floor*  
4:00 - 6:00 p.m. *Watermelon Feed - 5th Floor and Wiggins Watermelons*  
\*7:00 p.m. *PRCA Rodeo* - \$10 - Adults; \$5 - 12 Years & Under; under 3 free  
XIT Family Night - 12 & under free  
9:00 p.m. *Dance* Featuring: Cody Bryan Band, \$10.00 per person at the Coliseum

**Friday, August 4**  
9:00 a.m. - 5:00 p.m. *XIT Museum Open House* Featured Artist: Becky Castleberry  
1:00 - 6:30 p.m. *Antique Tractor Show & Pull* behind XIT Rodeo Arena  
4:00 - 6:00 p.m. *From Pink Cow to Feed - 4th Floor*  
\*7:00 p.m. *PRCA Rodeo* - \$10 - Adults; \$5 - 12 Years & Under; under 3 free  
(ough Enough to Hear Pink)  
9:00 p.m. *Dance* Featuring: Charlie Robinson, \$15.00 per person

**Saturday, August 5**  
7:00 a.m. *Join Nishit XIT 1 Mile Fun Run* Call 244-6521 for Registration Information  
7:30 a.m. *Join Nishit XIT 5K Run* Call 244-6521 for Registration Information  
8:00-9:30 a.m. *XIT Breakfast & Brunch* Senior Citizens Center  
9:00 a.m. - 5:00 p.m. *XIT Museum Open House* Featured Artist: Becky Castleberry  
10:00 a.m. *Street Parade* - Denrick Avenue  
12:00 p.m. *Exhibitors Contest* - Rita Blanca Lake Picnic Pavilion  
1:00 p.m. - 6:30 p.m. *Antique Tractor Show & Pull* behind XIT Rodeo Arena  
1:30 p.m. *12th Annual Hot Shop* at old KCA campground  
4:00 - 6:00 p.m. *World's Largest Free BBQ*  
9:00 p.m. *Dance's* *Concealed in Arena*  
\*7:00 p.m. *PRCA Rodeo* - \$10 - Adults; \$5 - 12 Years & Under; under 3 free  
9:00 p.m. *Dance* Featuring: Shooter Jennings, \$20.00 per person  
\*Current Coggins papers Required for all horses

**Cody Bryan Band**



**THURSDAY**

**Charlie Robison**



**FRIDAY**

**Shooter Jennings**



**SATURDAY**















## Nightly Rodeo Sponsor (only 3 available) Thur \$2,500 Fri \$3,500 Sat \$4,500

The Nightly Rodeo Sponsor with a total contribution of \$2,500, \$3,500 or \$4,500 receives special recognition by being the corresponding Nightly Sponsor.

- Announcer Recognition
- Special Recognition on our Rodeo Poster and Schedule of Events
- Will get recognition on the nightly Rodeo Tickets
- Recognition in the Rodeo Program
- Social Media Recognition
- \$200 - \$400 of your contribution will convert to complimentary adult rodeo tickets.

## Major Sponsor \$5,000

This third tier sponsor with a total major contribution of \$5,000 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 \$5,000 worth of placement according to your needs and desires and availability from sponsorship opportunities.
- 20 complimentary adult rodeo tickets.
- 2 passes to the Gala
- You will also receive 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.





# **Nightly Feed Sponsor Thur \$1,500 Fri \$2,500 Sat \$3,500**

## **This Sponsorship Opportunity**

Will receive recognition at the nightly feed, during the rodeo on the video board and in the rodeo programs. Special Recognition on our social media pages.

# **Video Board Sponsor \$3,000**

## **This Sponsorship Opportunity**

Sponsor gets a 30 second video with sound to play between events. Media to be provided by the Sponsor.



# **Rodeo Event Sponsor \$2,000**

## **This Sponsorship Opportunity**

Gets recognition for sponsoring an event during the performance and in the rodeo program. Banner will be carried by one of the queens or queen candidates before the event.







## **Dance Sponsors \$2500 Thurs, \$5000 Friday, \$5,000 Saturday**

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. Recognition on the poster and on dance tickets and video board during nightly rodeo performances is also included.



## **Band Sponsors \$3,000 (NEW)**

**This is a new sponsorship opportunity.**

These sponsors will get a 3x6 banner prominently displayed on the backdrop adjacent to the stage on both Friday and Saturday night.

Will receive an ad on tickets.



## **Outside Dance Sponsor: \$1,000 for 1 Banner**

**This is a new sponsorship opportunity.**

Sponsor will receive 4x8 banners prominently displayed on perimeter fence around the coliseum.





## Announcer Sponsor \$2,500

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 1-\$750 or 2-\$1000

Sponsor will receive a 3' by 6' banner placement above the grandstands full of spectators or inside of the arena. Being inside the grounds allows your banner to catch the eye of everyone inside the venue while they are watching the event.





## **BBQ Area Sponsor: \$2,000**

This is a new category. Sponsor will receive a 4x8 banner prominently displayed at the entrance to the BBQ area.

## **Senior Tent Sponsor: \$1,500**

Sponsor will receive their banner on the Senior Tent located between the area and feed area.

## **BBQ Pit Sponsor \$1,000 (1 available)**

Sponsor will receive recognition by having their 4' by 8' banner placed at the BBQ Pit Thursday through Saturday as guests visit the BBQ Pit area throughout the weekend.

## **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!



## **Feed Line Sponsor \$2,000**

Sponsor will receive a banner on one of the feed lines.

## **Drink Trailer Sponsor: \$2,000**

Sponsor will receive a banner on one of the two trailers that sell drinks in the feed area.

## **Fire Lighting Sponsor \$1,000 (1 available)**

Sponsor will receive recognition by having their 4' by 8' banner placed at the entrance of the the Pit Lighting on Thursday Night. This is a popular event that many XIT fans come to watch.

## **Bar & Beer Garden Sponsor \$2,000 (5 Available)**

Sponsor will receive recognition by having their 4' by 8' banner placed at one of the three primary bar locations as guests walk up to purchase drinks these banners will catch their eye. This is a very busy and high traffic area for rodeo fans.

## **Hospitality Beer Sponsor \$TBD**

This sponsor will have the exclusive beer served to contestants and VIPs in the Hospitality Area.



## **Drink & Concession Ticket Sponsor \$5,000**

Sponsor will get their logo on the tickets used to purchase concessions.

## **Overall Hospitality Sponsor \$5,000**

This Sponsor will receive recognition in the Hospitality Area for VIP and contestants, recognition on social media, video board, program and during the rodeo events.

## **Concessions Sponsor \$1,000**

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.

## **Ticket Booth Sponsor \$1,000**

Sponsor gets their banner on the 4 concession ticket booths.

## **Pork Chop Cooker Sponsor \$500**

These sponsors will receive a 3' by 6' banner placement.



## **Bull Fighter Sponsor \$3,000**

Sponsors receive recognition for sponsoring the bullfighter during the rodeo and in the rodeo program.

## **Stock Contractor Sponsor \$3,000**

Sponsors receive recognition for sponsoring the stock contractor during the rodeo and in the rodeo program.

## **Bucking Chute Sponsors \$3,000**

Sponsors receives their logo on a placard on one of the bucking chutes.

## **Specialty Act Sponsor \$3,000**

Sponsors receive recognition for sponsoring the specialty act during their performance and in the rodeo program.



## **Nickle Scramble Sponsor \$1,500**

Sponsor receives recognition during the event and in the rodeo program.





## **Perimeter Fence 1-\$750 or 2-\$1,000**

These sponsors will receive a 4' by 8' banner placement on the perimeter fence for all to see as they enter either the North, South & West 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 \$400 to \$1,750**

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.

- Whole Centerfold (2 pages) = \$1,750
- Centerfold (1 page) = \$1,000
- Full = \$800
- Half = \$600
- Quarter = \$400

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.



## **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.





## **Queen Sponsor \$5,000**

Sponsor receives recognition for sponsoring the queen contest in social media posts, during the queen contest and when the queen is crowned.

## **Queen Crown Sponsor \$600**

In exchange for providing the queen crown, the sponsor receives recognition during the queen contest and when the queen is crowned.



## **Hoopie Sponsor \$3,000**

Sponsor receives their banner on the Hoopie during all parades the XIT Directors attend..





# Volunteer Information

- We LOVE our Volunteers! We could not do what we do without them.
- A few of volunteers opportunities include:
  - Wood Stacking for the BBQ Pit
  - Throwing meat into the pit
  - Removing meat out of the pit
  - Ticket and Gate Volunteers
  - Refilling coolers for contestants and volunteers
  - Working in the Hospitality Hut
  - And so much more!

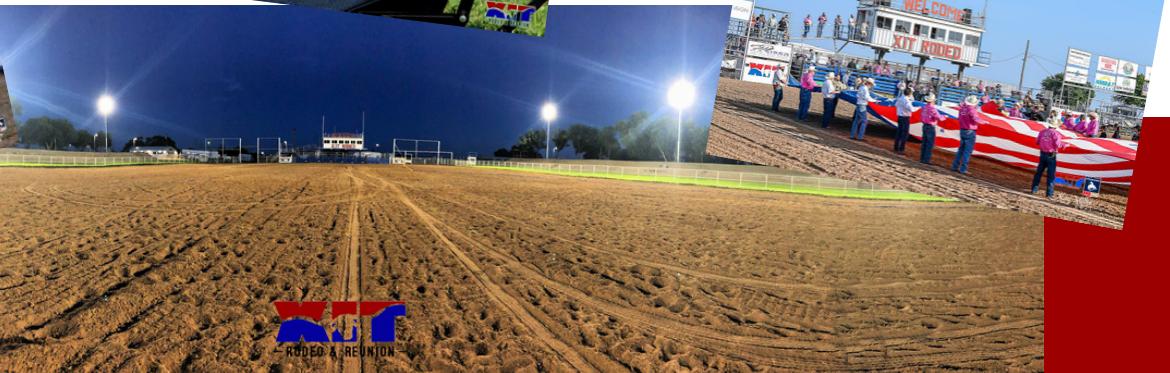


You can learn more about our volunteer opportunities by sending an email to [hospitality@xitrodeoreunion.com](mailto:hospitality@xitrodeoreunion.com) or click [HERE](#) for a Volunteer Form



## 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

[www.xitrodeoreunion.com](http://www.xitrodeoreunion.com)

[info@xitrodeoreunion.com](mailto:info@xitrodeoreunion.com)

Dalhart, TX

