

FORT HERRIMAN PRCA RODEO

SPONSORSHIP OPPORTUNITIES

MAY 28 - 30, 2026



Join the Legacy, Build the Future

Be part of the energy, excitement, and community pride.



Join us in celebrating America's 250th anniversary through rodeo – one of our country's oldest and most enduring sports.



WHY SPONSOR THE FORT HERRIMAN PRCA RODEO?



REACH THOUSANDS

Our event draws 9,000 attendees over 3 nights plus 15,000 expected views with the [Cowboy Channel](#)



HIGH-IMPACT VISIBILITY

Package options to receive exposure on social media, newsletters, video boards, arena banners, and city billboards

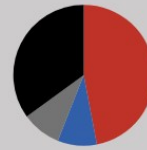


AUTHENTIC COMMUNITY CONNECTION

Engage with the local Herriman community while supporting a beloved city tradition



CITY ENGAGEMENT



TICKET SALES BY CITY

Herriman - 47%
Riverton & Bluffdale - 8.5%
West Jordan & South Jordan - 9%
Other Cities - 35.5%



MONTHLY CITY NEWSLETTER

Distributed to over 14,000 households



SOCIAL MEDIA FOLLOWING

30,000+ Followers on Facebook, Instagram, X



CITY BILLBOARD

20,000 average daily traffic impressions

TAKE THE NEXT STEP TO BECOMING A PARTNER

- RODEO TICKETS
- HIGH ENERGY CROWD ENGAGEMENT
- FIRST RIGHT OF REFUSAL
- VIP PERKS
- BRAND EXPOSURE



1 SUBMIT INTEREST: Contact Mindy Kleman with Herriman City or inform any Rodeo Committee Member of your interest

2 EXPLORE OPPORTUNITIES: Learn about our sponsorship packages, including branding, event day perks and custom options tailored to your goals

3 MAKE IT OFFICIAL: Complete the sponsorship agreement process and submit payment to secure your spot



mkleman@herriman.gov



Herriman City, Utah



Herriman.gov

SPONSOR PACKAGES




PREMIUM SPONSORSHIPS ★ ★ ★

 DIAMOND PRESENTING "AMERICA 250" PARTNER GOLDEN SPURS PACKAGE (3)	\$12,000 - UCCU \$7,000 - Olympia \$3,000 - <u>ONE AVAILABLE</u> Rocky Mtn Power, Holiday Inn
SILVER SADDLE PACKAGE (6)	\$2,000 - <u>AVAILABLE</u> Lee's Marketplace, Intermountain Ornamental, Rent-A-Dump
DEALERSHIP SPONSOR (includes barrel racing)	\$6,000 - <u>Blackridge Fleet</u>
INTERACTIVE JUMBOTRON EXPERIENCE	\$5,000 - <u>AVAILABLE</u>
PREMIUM SEATING SPONSOR	\$2,000 - <u>AFS Flooring</u>
INSTANT REPLAY SPONSOR	\$5,000 - <u>Smith and Edwards</u>
MONEY CALF SPONSOR	\$2,200 - <u>Discount Tire</u>
SPECIALTY ACT SPONSOR	\$2,000 - <u>IFA Country Stores</u>

INCLUDES:

- Pre-rodeo advertising
- Banner placement at event
- Pre-show logo placement
- Digital program placement
- Logo on ticketing website
- Plus more!

SUPPORT SPONSORSHIPS ★ ★ ★

 "AMERICA 250" HOT FLAG SHOWCASE (6)	\$1,000 with flag creation or \$800 if provided - <u>AVAILABLE</u>
BUCKING CHUTE GATE (6)	\$2,000 - <u>EDGE Homes, Grease Monkey, DAI Utah, Expert Auto Glass & Tint, State Farm/Olsen, ONE AVAILABLE</u>
ROPE GATE	\$2,600 - <u>ACE Hardware</u>
MEDIA AND MUSIC SPONSOR	\$1,500 - <u>V6 Media</u>
RODEO FUEL ZONE SPONSOR	\$1,500 - <u>Intermountain Ornamental</u>
DIGITAL PROGRAM SPONSOR	\$1,000 - <u>The Pub @ Herriman</u>
LEADERBOARD SPONSOR	\$1,000 - <u>Les Schwab Tires</u>
SPONSOR APPRECIATION LOUNGE	\$2,000 - <u>AVAILABLE</u>
RODEO COMMUNITY DINNER SPONSOR (10)	\$1,000 - <u>AVAILABLE</u>
FRIENDS OF THE RODEO (8)	\$1,000 - <u>AVAILABLE</u>
PETTING ZOO	\$1,000 - <u>AVAILABLE</u>
MECHANICAL BULL	\$500 - <u>Thompson Family Chiropractic</u>

INCLUDES:

- Banner or logo placement at rodeo
- Pre-show logo placement
- Plus more!

INDIVIDUAL EVENTS ★ ★ ★

BAREBACK RIDING	\$1,700 - <u>AVAILABLE</u>
STEER WRESTLING	\$1,700 - <u>EDGE Homes</u>
TEAM ROPING	\$1,700 - <u>Discount Tire</u>
SADDLE BRONC BREAKAWAY	\$1,700 - <u>Boulder Corridor Dental</u>
TIE-DOWN ROPING	\$1,700 - <u>EDGE Homes</u>
BARREL RACING	n/a
BULL RIDING	\$1,700 - <u>Reams Boots</u>

INCLUDES:

- Hot flag run at the start of event
- Screen overlay logo placement
- Pre-show logo placement
- Digital program thank you
- Plus more!



REACH OUT TODAY for a detailed breakdown of what each sponsorship level offers
Mindy Kleman, City Events & Sponsorships | mkleman@herriman.gov or text 801-856-5559



ACT FAST — SPACE IS LIMITED!

After first right of refusals, sponsorships are first-come, first-served, with some categories already filling up. Secure your spot now to be part of this incredible event.



SPONSOR BENEFITS



AVAILABLE SPONSORSHIPS



HERRIMAN CITY



AMERICA 250 HOT FLAG SHOWCASE SPONSORSHIPS

Quantity Available: 6

Created in honor of America's 250th anniversary, the America 250 Hot Flag Showcase is a featured mid-rodeo presentation celebrating rodeo as one of **the nation's oldest and most enduring sports**. This high-energy, patriotic moment recognizes select community partners through in-arena action that highlights heritage, pride, and local support.

\$1,000 per Sponsor | Included Benefits:

- One Hot Flag rider carrying a sponsor-branded flag during the America 250 Hot Flag Showcase, presented nightly following the Breakaway Roping event
- Flag rider completes the arena run and holds center arena with a brief verbal sponsor acknowledgment
- Sponsor logo displayed on the jumbotron during the showcase
- Participation in a high-visibility America 250 ceremonial moment shared with a live sold-out rodeo audience

Additional Notes

- Flag creation included
- Sponsors who already have a qualifying Hot Flag from the previous year may participate for **\$800**

Positioning Note

Hot Flag Showcase Sponsors are recognized as part of the America 250 celebration, supporting a larger patriotic tribute led by the America 250 Commemorative Sponsor and Herriman City.

INTERACTIVE JUMBOTRON EXPERIENCE 20 Years of Rodeo Fans

Exclusive | Quantity Available: 1

Created for the 20th Anniversary of the Fort Herriman PRCA Rodeo, this interactive activation celebrates the fans who have made the rodeo a tradition.

\$5,000 | Included Benefits:

- Exclusive recognition
- Fan-submitted photos, messages, and live video moments featured on the jumbotron during pre-show and select rodeo segments
- Rodeo clown and announcer interaction introducing Smile Cam fan moments
- Sponsor branding displayed on screen alongside fan-submitted content and the official 20th Anniversary Rodeo logo

Positioning Note

This sponsorship celebrates 20 years of rodeo fans and community connection, delivering a fun, high-energy experience that complements - without overlapping - the patriotic America 250 commemorative elements.

**This interactive activation is sponsor-supported and will be implemented upon sponsorship commitment.*



SPONSOR BENEFITS



AVAILABLE PREMIUM SPONSORSHIPS

SILVER SADDLE

Quantity Available: 3 of 6

Saddle up for success and let your company shine. A high-visibility, multi-channel branding package ideal for businesses seeking consistent exposure before and during the rodeo.

\$2,000 | Benefits:

- Logo and link on event website
- Logo in City newsletter to 14,000 households in 1-2 monthly editions
- Logo included in digital program
- Arena banner placement (3'x5')
- Video board pre/post-show: joint logo placement and a 10 sec graphic ad on loop
- Video board – joint logo placement during rodeo breaks
- Logo featured in the post-event sponsor appreciation email sent to all attendees.

AVAILABLE SUPPORT SPONSORSHIPS

INDIVIDUAL EVENT SPONSORSHIP

Secure your spot at the heart of rodeo excitement by becoming the exclusive sponsor of one of our thrilling individual events, becoming an integral part of the rodeo narrative.

CURRENTLY AVAILABLE FOR 2026:
Saddle Bronc Riding

\$1,700 each | Benefits:

- Flag run through arena prior to individual event start
- Logo overlaid on video board during individual event
- Special “Presented by” graphic introducing the event
- Verbal mention made at the start and during the event
- Video board pre/post show: 10 sec graphic ad on loop
- Logo and link on event website



SPONSOR RODEO TICKETS & HOSPITALITY SEATING - 2026

Sponsors will enjoy an enhanced premium experience in 2026, featuring an exclusive reserved seating section and hosted dinner each night of the Fort Herriman PRCA Rodeo.

How Sponsor Hospitality Works

- Sponsors RSVP guests online in advance
- Guests check in at Sponsor Will Call and receive a night-specific lanyard
- Lanyard grants access to reserved sponsor seating and dinner
- Sponsors may split tickets across nights

What's Included

- Reserved seating in the sponsor-only section by the hospitality tent
- Dinner included for each registered guest from 6:00 – 8:00 PM.
- Additional reserved sponsor access with dinner will be available for purchase.

Sponsor Spend	Reserved Seating Tickets and Dinner
\$1,000	2
\$2,000	4
\$3,000	6
\$4,000	8
\$5,000	10
\$6,000	14
\$7,000	18

Additional Reserved Guest Access

Sponsors may have the option to purchase additional reserved sponsor access, pending night availability.

- \$75 per additional guest

RODEO TICKETS INCLUDED IN EVERY SPONSORSHIP!

SPONSOR BENEFITS



AVAILABLE SUPPORT SPONSORSHIPS

RODEO FUEL ZONE SPONSOR

Exclusive | Quantity Available: 1

The **Rodeo Fuel Zone** is where fans refuel, recharge, and gather between events. This sponsorship positions your brand at the heart of the rodeo experience — connecting with families and fans as they grab food, relax, and spend time together.

SOLD

\$1,500 | Benefits:

- Exclusive designation as the Rodeo Fuel Zone Sponsor, presented by [Sponsor Name]
- Sponsor logo featured on Food Court signage and welcome banner
- Verbal acknowledgment once per night, directing fans to the Rodeo Fuel Zone
- Logo inclusion on event website and food court promotional materials
- Opportunity for booth presence or activation near the food court area
- 2 reserved seating rodeo tickets with dinner, plus the option to purchase additional tickets

FRIENDS OF THE RODEO

Quantity Available: 4 of 8

Buckle up for this sponsorship – a journey from the ticketing website to the exciting Rodeo Arena.

\$1,000 | Benefits:

- Logo and link on event website
- South arena banner placement (3'x5')
- Video board pre/post show: joint logo on loop
- Logo included on appreciation banner
- 2 reserved seating rodeo tickets and dinner plus option to purchase more



SPONSOR APPRECIATION LOUNGE – REFRESHMENT SPONSOR

Exclusive | Quantity Available: 1

The **Sponsor Appreciation Lounge** provides a welcoming space for rodeo partners and their guests to relax, connect, and recharge throughout the event. This sponsorship supports a dedicated non-alcoholic refreshment area, helping ensure our sponsors feel valued and well cared for during the rodeo experience.

\$2,000 | Benefits:

- Recognition as the Sponsor Appreciation Lounge – Refreshment Sponsor
- “Refreshments Provided by [Company Name]” signage within the sponsor hospitality lounge
- Sponsor logo featured on welcome signage outside and inside the tent
- One arena banner placement (3'x5')
- 2 reserved seating rodeo tickets with dinner, plus the option to purchase additional tickets

♥ Why This Sponsorship Matters

This sponsorship directly supports the comfort and experience of the partners who make the rodeo possible, aligning your brand with hospitality, appreciation, and community connection.

RODEO COMMUNITY DINNER SPONSOR

The Rodeo Community Dinner Tent serves as a central hospitality space for the Fort Herriman PRCA Rodeo, welcoming contestants and their families, volunteers, city staff, sponsors, and key partners. This high-capacity tent serves approximately 500 meals per night, helping create a welcoming, supportive environment for everyone involved in making the rodeo possible.

\$1,000 each – Multiple Available | Benefits:

- Logo included on a shared banner inside and outside the dinner tent.
- Video board pre/post show: joint logo on loop
- Logo inclusion on event appreciation banners
- West arena banner placement (3'x5') with visibility on the jumbotron and during Cowboy Channel broadcasts
- 2 reserved seating rodeo tickets with dinner, plus the option to purchase additional tickets

♥ Why This Sponsorship Matters

This sponsorship supports a shared gathering space that brings together the people who make the Fort Herriman PRCA Rodeo a success — fostering connection, appreciation, and community.



RODEO TICKETS INCLUDED IN EVERY SPONSORSHIP!