

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

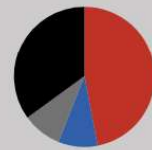


AUTHENTIC COMMUNITY CONNECTION

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	\$12,000 - UCCU
"AMERICA 250" PARTNER	\$7,000 - Olympia
GOLDEN SPURS PACKAGE (3)	\$3,000 – ONE AVAILABLE Rocky Mtn Power, Holiday Inn
SILVER SADDLE PACKAGE (6)	\$2,000 – AVAILABLE Lee's Marketplace, Intermountain Ornamental, Rent-A-Dump
DEALERSHIP SPONSOR (includes barrel racing)	\$6,000 – Blackridge Fleet
INTERACTIVE JUMBOTRON EXPERIENCE	\$4,000 – AVAILABLE
PREMIUM SEATING SPONSOR	\$2,000 – AFS Flooring
INSTANT REPLAY SPONSOR	\$5,000 – Smith and Edwards
MONEY CALF SPONSOR	\$2,200 – Discount Tire
SPECIALTY ACT SPONSOR	\$2,000 – IFA Country Store

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 – 3 AVAILABLE – Les Schwabb, All West Fiber, Thirst
BUCKING CHUTE GATE (6)	\$2,000 – EDGE Homes, Grease Monkey, DAI Utah, State Farm/Olsen - TWO AVAILABLE
ROPE GATE	\$2,600 – ACE Hardware
MEDIA AND MUSIC SPONSOR	\$1,500 – V6 Media
RODEO FUEL ZONE SPONSOR	\$1,500 – Intermountain Ornamental
DIGITAL PROGRAM SPONSOR	\$1,000 – The Pub @ Herriman
LEADERBOARD SPONSOR	\$1,500 - AVAILABLE
RODEO COMMUNITY DINNER SPONSOR (10)	\$1,000 – AVAILABLE
FRIENDS OF THE RODEO (8)	\$1,000 – AVAILABLE
PETTING ZOO	\$1,000 – AVAILABLE
MECHANICAL BULL	\$500 – Thompson Family Chiropractic

INCLUDES:

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

INDIVIDUAL EVENTS ★ ★ ★

BAREBACK RIDING	\$1,700 – Les Schwabb
STEER WRESTLING	\$1,700 – AVAILABLE
TEAM ROPING	\$1,700 – Discount Tire
SADDLE BRONC BREAKAWAY	\$1,700 – Boulder Corridor Dental
TIE-DOWN ROPING	\$1,700 – AVAILABLE
BARREL RACING	n/a
BULL RIDING	\$1,700 – Reams Boots

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.

