

A cowboy in a tan hat and dark vest is riding a dark brown horse that is bucking. The cowboy is leaning back with one arm raised. The horse has white markings on its face and legs. In the background, a crowd of spectators is visible in bleachers.

HIGH DESERT STAMPEDE

Coastal

Redmond, Oregon

2021 Partner Information Packet

March 25-27, 2021

Photo: WT Bruce

2021 Partner Opportunities

We are excited to bring the nation's fastest growing Professional Rodeo Cowboy's Association (PRCA) rodeo to Redmond, March 25-27, 2021. The rodeo will be held in the First Interstate Bank Center indoor arena on the Deschutes County Fair and Expo grounds. In just a few short years, we are already being recognized as a top 60 rodeo within the nation (out of more than 750)! This recognition includes live international video streaming of our event along with numerous scheduled and on-demand replays.

As local business owners, we understand how valuable your advertising dollars are. We've established ourselves as a well-known and well-run rodeo that draws top caliber athletes and fans to Central Oregon in a big way. The High Desert Stampede burst onto the scene offering a premier rodeo production that showcases some of the most elite athletes and animal athletes of the rodeo world in a whole new way. We kickoff the west coast rodeo action at the end of March in Redmond, Oregon every year.

Your partnership supports the legacy of the High Desert Stampede, Pro-Rodeo, and the dreams of our rodeo athletes.



Central Oregon Rodeo Heritage

PRCA - ProRodeo showcases the worlds top athletes and animal athletes in a cohesive unique rodeo experience. Our first High Desert Stampede was the highest paying two day rodeo event ever produced in the entire Northwest. This allows us to continue “Bringing You The Stars”, spoiling Central Oregon rodeo fans and rodeo newcomers with extreme talent and engaging entertainment year after year.

Rodeo today consists of the seven traditional disciplines and one new exciting addition, breakaway roping:

1. Bareback Bronc Riding
2. Saddle Bronc Riding
3. Team Roping
4. Bull Riding
5. Steer Wrestling
6. Tie-Down Roping
7. Barrel Racing
8. Breakaway Roping

We also include Rascal Rodeo, Rodeo Rhett Roundup, Family and Military & First Responder's nights in our annual events.



Unprecedented Advertising

We understand that your advertising dollars are important. So, we work tirelessly to advertise and promote the High Desert Stampede and in turn, acknowledge you, our community partners! By partnering with us, we promote you and your brand and the community recognizes that you help bring this event to the area. It's a win-win.

Channel	Buy + Promo	Impressions
TV	\$25,750	708,000
Radio	\$50,000	1,636,600
Print/Digital	\$ 2,125	1,306,411
Web/Social	\$ 3,500	244,918
In Arena Exposure (2 day attendance)		10,200
Totals:	\$81,375	3,906,129

Your exposure lasts well beyond the rodeo as your signage appears in media both locally and nationally for years.



How do you get involved?

Now that you know who we are, what we do and why you should get involved, how do you? We've made that easy -

1. High Desert VIP Exclusive Jacket Club (Limit 10)

Whether you're coming for the party, the networking or the status, this package is for you. Purchase access to the hottest room in the arena with private VIP bar and arena dirt level access for four. Dinner and 20 drink tokens/night on us plus you get one custom embroidered annual commemorative jacket exclusive only to club members!

\$1,500

2. Become a Community Partner

Advertise at and through our event by selecting one of the limited number of packages detailed on the following pages. Higher level packages create greater return on your advertising dollars and provide bigger and better experiences during the rodeo while entry level packages focus on delivering advertising for your business.

E-mail sponsors@highdesertstampede.com

\$250-\$30,000

3. Volunteer! Bottom line, our rodeo is a community group of super fun people. Come see a new side of the rodeo and join our ranks in delivering the High Desert Stampede to our Central Oregon community. Whether you're looking for volunteer experience to put on your college application or seeking a new way to support your local community, volunteering with us is a great way to get involved. Follow our social media channels for networking invitations soon after the first of each year!

Partnership by the Level

Premier (Limit 5)

\$10,000+ Level

:30 TV Commercial on Scoreboard 3x before both perfs

Branding on all ad spots, eblasts, webpages & social posts

Arena Banner (each side)

Website promotion

Social Media acknowledgement and promotion

Scoreboard acknowledgement during event

Name on day sheet insert

20 High Desert VIP Room tickets

40 drink tokens and VIP Room no-line bar access

8 General Admission Tickets

10' x 10' Vendor Exhibit Booth

Ability to distribute promotional materials to the audience

Annual Engraved Trophy Brand

Title Sponsor

Presenting Sponsor (2)

Friday Family Night

Saturday Military & First Responders

See your branding with Coastal's on everything!



March 25-27, 2021
Redmond, Oregon

Platinum (Limit 7)

Arena Banner

Branding on paid TV spots within region

Website promotion

Social Media acknowledgement and promotion

Scoreboard acknowledgement during event

Name on day sheet insert

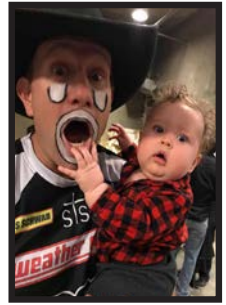
16 High Desert VIP Room tickets

24 drink tokens

4 General Admission Tickets

10' x 10' Vendor Exhibit Booth

Ability to distribute promotional materials to the audience



Sponsor the High Desert VIP Room (2) \$5,000

Stampede Room Corp. Takeover (2) - \$7,500

Gold+ (Limit 9)

\$4,000 - \$4,999 Level

Arena Banner

Branding on paid TV Spots within region

Website promotion

Social Media promotion

Reader board during event

Name on day sheet insert

12 High Desert Room VIP tickets (16 drink tokens)

2 General Admission Tickets

Ability to distribute promotional materials to the audience

Opening Act | VIP Food Sponsor (2)

Dirt Sponsor | Apparel Sponsor | Barrelman

RV Trailer Sponsor | Pickup Men

Gold (Limit 11)

\$3,000 - 3,999 Level

Corex Arena Banner or Chute Banner
Branding on paid TV Spots within region
Website promotion
Social Media acknowledgement and promotion
Reader board during your event
Name mentioned during your rough stock events
Name on day sheet insert

8 High Desert Room VIP tickets

Bulls | Saddle Bronc | Bareback
Chute Sponsor | Audio/Video Production (2)
Bull Fighters | Timed Event End

Silver+ (Limit 15)

\$2,000 - \$2,999 Level

3x8 Corex Secondary Banner
Branding on paid TV Spots within region
Website promotion
Social Media acknowledgement and promotion
Reader board during your event
Name mentioned during your timed events
Name on day sheet insert

4 High Desert Room VIP tickets

Steer Wrestling | Tie-Down | Team Roping
Barrels | Breakaway Roping | Rascal Rodeo (2)
Rodeo Rhett Roundup (2)

Silver (Limit 25)
\$1,000 - \$1,999 Level

3x8 Corex Arena Banner

Website promotion

Social Media acknowledgement and promotion

Reader board during event

Name mentioned during all timed events

Name on day sheet insert

4 tickets for GA Sponsor Seating - Friday Performance

O Say Can You Sing Sponsor (3)
Audio/Video Production (4)
Partner Basket Sponsor (2)

Bronze (Limit 50)
\$999 and below Level

Website promotion

Social Media acknowledgement and promotion

Name on day sheet insert

2 tickets for GA Sponsor Seating - Friday Performance

Mezzanine Banner | Entry Yard Sign

Specialty Packages

We have a number of special opportunities and packages not specifically named here. Make sure to ask your High Desert Stampede representative which package fits your needs best!



Potential Packages

Stampede VIP Room
Family Night Sponsor
Sponsor an Event (8 available)
Chute Sponsor
Day Sheet Program Sponsor
VIP Main Course, Appetizer & Sides Sponsor
Exclusive Apparel Sponsor
After Party Sponsor
Tractor Sponsor
Arena Dirt Sponsor
Equipment Rental Sponsor
Trailer/RV Sponsor
Print Sponsor
Official Beverage Sponsor
Ticket Sponsor
Sign Production Sponsor
Stock Sponsor
Kickoff Party Sponsor
Scoreboard Sponsor
Volunteer Sponsor
Corporate Event Room Sponsor
Volunteer Shirt Sponsor

Rodeo Fans - Your Customers

Pro Rodeo has a fan base of over 31 Million

Gender:

49% Male

51% Female

Age:

26% - 18-34

53% - 25-54

49% - 50+

Race:

66% Caucasian

22% Hispanic

7% African American

Income:

57% earn \$50,000+

37% earn \$75,000+

20% earn \$100,000+

ProRodeo Fans compared to the national average:

241% more likely to hunt

155% more likely to own an ATV

98% more likely to go camping

961% more likely to go horseback riding

410% more likely to go downhill skiing

As ProRodeo fans...

53% are married

47% have children

65% own their home

59% have attended some college

24% graduated from college

**Source: 2016 Scarborough Research via ProRodeo.com*

Thank you!

Thank you for your partnership last year! Without the generous support of community partners like you, we could not have produced this premier Central Oregon event!

We appreciate your consideration as we look to make 2021 bigger and better than we've ever been before!



2021 High Desert Stampede Board of Directors

From left to right: Lane Lehrke, Denis Fast, Dan Swearingen, Jerry Bannon, Greg Ego, Janell Dalton and Chad Morris



2020-2021 Partners

Coastal

Title Sponsor

Platinum Sponsors



Gold Sponsors





Silver Sponsors



Green Is Life



JOHN DEERE



GT Always Working



PF SUPPLY
TOOLS. ANCHORS. SAFETY.

Bronze Sponsors



NEWSTALK



Thank You!






**Thank you for
your consideration!**

**Contact us to reserve
your partnership**

sponsors@highdesertstampede.com
www.highdesertstampede.com



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