



Waller County Fair Sponsorship Form

DIAMOND TRAIL (\$10,000)

(1) Rodeo Box, (1) Corporate Sponsors Flag, 3ft x 5ft signs to hang at the front and back gates, (2) participants to ride in the Fair Parade and Grand Entry Parade, Corporate PRCA sponsorship including LED replay board exposure, (30) general admission tickets, (6) executive VIP area passes, (2) VIP parking passes, (1) 4ft x 8ft sign to hang in Livestock barn, (2) 3ft x 5ft banners to hang in various places around the fairgrounds, and Company PR announcements.

GOLDEN LARIAT (\$7,500)

(1) Rodeo Box, (2) participants to ride in the Fair Parade and Grand Entry, (1) 3ft x 5ft sign to hang on the front or back gate, (1) PRCA Rodeo event sponsorships including LED replay board exposure, (25) general admission tickets, (10) season passes, (6) executive VIP area passes, (2) VIP parking passes, (1) 4ft x 8ft sign to hang in the livestock barn, (2) 3ft x 5ft banners to hang in various places around the fairgrounds, and Company PR announcements.

SILVER SPUR (\$5,500)

(1) Rodeo Box, (2) participants to ride in the Fair Parade and Grand Entry (optional)
Sponsor 50% of (1) PRCA Rodeo Event, LED replay board exposure, (15) general admission tickets, (5) season passes, (4) executive VIP room passes, (1) VIP parking pass, (1) 3ft x 5ft banner to hang around the fairgrounds, and Company PR announcements.

BRONZE BOOT (\$3,500)

Bucking Chute or 50% of (1) PRCA Rodeo event sponsorship, LED replay board exposure, (2) VIP passes, (1) VIP parking pass, (5) general admission passes, (5) season passes, (2) 3ft x 5ft banners to hang in various places around the fairgrounds.

*****Sponsors are responsible for all banners, flags, signage, etc.*****
VIP passes are good for all 4 days of Fair & Rodeo Events

Please give us advance notice if your company will participate in the 2021 WCFA Parade Saturday Sept. 25

Radio stations include: KTEX, Texas Mix 105.3, KSTAR, and Aggie 96

For Sponsorship questions and Packages please contact:

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Crystal Januhowski @ 713.775.9848
crystal@crystalclearmktg.com

Sponsor Name: _____	Contact: _____
Address: _____	Phone: _____
Payment Method: _____	CC Exp: _____ Code: _____
Authorized Signature: _____	Check No: _____

A' la carte Sponsorships

- \$10,000 Corporate Sponsor - See Diamond Trail Package
- \$10,000 Eliminator Calf Roping Challenge Sept. 28, 2021
- \$5,500 PRCA Rodeo Event Sponsor (9 Qty.)
- \$5,500 Extreme Bulls & Bullfighters Spectacular (3 Qty.)
- \$2,500 Youth Rough Stock Rodeo Corporate Sponsor (1 Qty.)
- \$2,500 Corporate VIP Building Sponsor
- \$2,000 Barrel Sponsor (1 Qty.)
- \$1,500 Bull Fighter Sponsor (1 Qty.)
- \$1,500 Pick-Up Men Sponsor (1 Qty.)
- \$1,500 Funny Man & Announcers Sponsor (1 Qty.)
- \$1,500 PRCA Rodeo Photographer
- \$1,500 National Media Writer
- \$500 Rodeo (5x10) Banner Sponsor (3 Qty.)
- \$500 Mutton Bustin' Event Sponsor
- \$500 Club Member
- \$750 PRCA Event Sponsor (10 Qty.)
- \$250 Rodeo Roping Boxes (4x8) Banner (4 Qty.)



New to the WCFA (PRCA)

- \$7,500 LED Video Scoreboard
- \$1,500 Leader-board Sponsor
- \$1,500 Kiss Cam Sponsor



Descriptions of A' la carte

VIP Building Corporate Sponsor - Be one of the exclusive sponsors who cater to over 100 companies who support the WCFA, signage in our VIP facility and company featured at (1) of our (4) main entertainment nights, includes (4) season passes, (2) VIP passes and (1) VIP parking pass.

Eliminator Calf Roping Challenge - (8) of the top PRCA & ERA professional calf ropers in the country compete in a 6-round eliminator challenge.

Extreme Bulls & Bullfighters Spectacular - Enjoy a night of some of the most entertaining rodeo action possible. Become a corporate sponsor of our Main Event the first Saturday of the 2021 Fair & Rodeo. See and hear your corporate name during our event, on all marketing posters, and radio commercials. The package will come with VIP Passes and Parking.

Youth Rough Stock Rodeo Corporate Sponsor - Sponsor the ONLY youth rough stock finals rodeo in Texas on September 25, 2021. A champion will advance to the National Finals in Vegas in December 2020, (2) VIP access badges, (1) VIP parking pass, (1) week of a radio advertisement.

Barrel Sponsor - Company brand is shown on barrels used during the rodeo events.

Bull Fighter Sponsor - Price includes shirts for the bullfighters with your company logo worn during the PRCA events and PR announcements during the bull riding events.

Pick-Up Men Sponsor - Price includes shirts with your company logo worn during the PRCA events and PR announcements during the events as they enter and exit the arena for three different events.

FunnyMan and Announcer Sponsor - Price includes shirts with your company logo worn during and after PRCA events, and PR announcements during the Rodeos.

PRCA Rodeo Photographer - National PRCA photographer James Phifer will wear your company shirt with your logo for 4 days in our rodeo arena, VIP area, and entertainment pavilion and have (2) PR plugs during our rodeo event with your company name branded on it.

National Media Writer - National PRCA writer Ted Hardin will wear your company shirt with your logo for 4 days in our rodeo arena, VIP area, and entertainment pavilion and have (2) PR plugs during our rodeo event with your company name branded on it. Your company brand will feature on his local and national stories. (5 stories for the 2021 Waller County Fair & Rodeo)

5x10 Signage Sponsor – (1) Large banner will hang in an eye-appealing place to display your company inside the rodeo arena during the week-long rodeo.

PRCA Event Sponsor - Your name and announcements during the rodeo event of your sponsorship.

4x8 Signage Sponsors – Large banners will hang inside and outside the roping boxes to display your company brand during the week-long rodeo.

LED Video Scoreboard - Over 6 hours of exposure to all rodeo and fair fans during our PRCA events.

Kiss Cam - Company announcements during kiss cam, twice every night of PRCA Rodeo.

Leader Board Sponsor - Corporate sponsor of PRCA Rodeo leader board.

500 Club - We will post the business or personal name on 100 Club 4x8 board during the fair. Your money will go directly towards our Jr. Livestock Auction and you will have the opportunity to win (2) of the 100 Club animals. We will display your company logo or business card in our yearly media guide (1/3-page ad) distributed to local business's 2 - 4 weeks before the fair.

Your company name will display on both sides of a trash can for advertising during the 2021 Waller County Fair & Rodeo. Receive a sticker for your business displaying your support of the 2021 Waller County Fair & Rodeo, and the youth of Waller County. You will receive a 2021 “Gold Buckle Sponsor” cap for membership of the 500 club.

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