



Sponsorship Packages



Interested in Partnering with Us?

We would welcome the opportunity to connect.

Please contact

Casadee Hudson: 435-755-1761

casadee.hudson@cachecounty.gov

or

Lamont at (435) 770-0128



Partner with Us to Celebrate Community, Culture, and the Cowboy Way!

As we prepare for this year's Cache County Fair and Rodeo, we are proud to celebrate America 250 and the 147th anniversary of the Cache County Fair and Rodeo—a tradition deeply rooted in our community and agricultural heritage.

This long-standing event continues to thrive thanks
to the incredible support of our sponsors.

We are excited to once again host a PRCA Cinch Playoff Series Rodeo, featuring top athletes competing for NFR qualification and the Governor's Cup, with nationwide exposure through the Cowboy Channel. Due to strong community demand, the rodeo will continue as a four-night event, connecting sponsors with a large, engaged audience.

We invite you to be part of this historic celebration through our Sponsorship Program, offering meaningful opportunities for visibility, community impact, and partnership with one of Cache County's most cherished traditions.

Thank you for your continued support. We look forward to
celebrating this milestone year together.



Interested in Becoming a Sponsor?

Step 1: Email Casadee with your business name and the sponsorship package you'd like.

Step 2: You'll receive a sponsorship agreement via DocuSign.

Step 3: Shortly after, an invoice with payment instructions will be emailed to you.

Step 4: Submit payment anytime—immediately or prior to June 1.

Mail payments to:

Cache County Fairgrounds

Attn: Rodeo

490 S 500 West

Logan, UT 84321

We can't wait to partner with you and showcase your business at one of
Cache County's most celebrated events. Have questions? We're happy to help—just reach out!

Casadee (435)755-1761 casadee.hudson@cachecounty.gov or Lamont (435)770-0128

Sponsor of the Night

Cache County's Premier Sponsorship

There is a limit of 4 Sponsors for this level, one per night. As the Sponsor of the Night, your business doesn't just support the Rodeo—you become the heartbeat of the evening. This is our most prestigious sponsorship, offering more visibility, recognition, and exclusive access than any other Sponsor.

Hospitality Tent Legacy

The Hospitality Tent has become a vital part of the Cache County Rodeo tradition. Each night before the rodeo, it serves as the gathering place where rodeo contestants, performers, producers, and key event staff come together to enjoy a hot meal and prepare for the evening ahead.

As the Sponsor of the Night, your business takes center stage in this meaningful tradition—providing dinner for up to 300 participants and helping fuel the people who make the rodeo happen. It's a unique opportunity to show appreciation, support Western heritage, and be recognized as a champion of both the sport and the community behind it.

Unmatched Exposure & Recognition

- Frequent Announcer Mentions - Your business name is featured repeatedly throughout the evening by our Rodeo Announcer, reaching thousands of attendees with every spotlight moment.
- Logo on Every Instant Replay - Your business is the Sponsor of the Night.
- TV-Level Acknowledgment - Our Rodeo is proudly featured on the Cowboy Channel and available on-demand year-round. Your sponsorship reaches not just our local crowd, but a national audience of rodeo fans, amplifying your brand far beyond Cache Valley.

Premium Marketing Benefits

- Full-Page Ad in the official Rodeo Book
- Logo displayed on the Day Sheets
- 8 Rodeo Tickets for each evening
- Social media recognition across Cache County Fair & Rodeo platforms
- One Banner Board in the arena
- Your Logo Displayed on the screen during every replay

Titanium Sponsor Package

The Titanium Sponsor package offers businesses an excellent opportunity for visibility and community engagement.

With the starting investment of \$3,000 you will receive:

1. Featured Commercial

- A 30-second commercial displayed on the Scoreboard and on social media platforms

2. Full Page Ad

- A full-page advertisement in the Rodeo Book distributed to attendees.

3. Arena Banner Boards

- One Banner Boards with your Logo displayed in the arena for the entire week of the event. (County Provided)

4. Social Media Recognition

- Feature and recognition on the Cache County Fair & Rodeo social media platforms.

5. Marketing Materials

- Company logo included on rodeo posters and promotional flyers.

6. Grandstand Seating

- 8) *Eight* grandstand seats of your choice per evening, Wednesday through Saturday.

7. Announcer Mentions

- The Rodeo Announcer will incorporate quotes or phrases about your business during each night of the Rodeo.

8. Event Sponsorship Recognition

- Recognition as a sponsor for one event, such as:
Barrels, Bulls, Broncs, Roping, or Steer Wrestling

This sponsorship level ensures high visibility, association with the Cowboy Channel, Cache County community, and tailored promotional opportunities to spotlight your business.

Platinum Sponsor Package

The Platinum Sponsor package is an exceptional way to showcase your business while supporting a valued community event.

With an investment of \$2,000 to \$2,999, sponsors receive the following benefits:

1. Full Page Ad

- A full-page advertisement in the Rodeo Book, reaching thousands of attendees.

2. Arena Banner Board

- One Banner Board with your logo displayed in the arena for the entire week of the event. (County Provided)

3. Social Media Recognition

- Promotion on the Cache County Fair & Rodeo social media platforms, amplifying your brand's visibility.

4. Grandstand Seating

- 6) *Six* grandstand seats of your choice per evening, Wednesday through Saturday.

This package offers significant promotional value and ensures your business is prominently recognized as a key supporter of the community.

Gold Sponsor Package

Supporting the Cache County Rodeo as a Gold Sponsor is more than an opportunity to advertise—it's a way to contribute to a cherished community tradition that brings families and neighbors together to celebrate western heritage and culture.

With an investment of \$1,000 to \$1,999, sponsors receive the following benefits:

- **Half-Page Ad in the Rodeo Book**
 - Your business will be prominently featured in the Rodeo Book, which serves as a keepsake and guide for attendees throughout the event and beyond.
- **Arena Banner Board**
 - Display your brand with pride on (1) one banner board, strategically placed in the arena where thousands of eyes will see it throughout the week's festivities. (County Provided)
- **Grandstand Seating**
 - Enjoy the Rodeo with (4) four premium grandstand seats of your choice *each* evening from Wednesday through Saturday. These prime seats let you host guests, reward employees, or simply experience the excitement of the event firsthand.

This sponsorship tier combines visibility and engagement to create meaningful connections between your business and the community.

Silver Sponsor Package

Becoming a Silver Sponsor of the Cache County Fair & Rodeo is a fantastic way to showcase your business while contributing to a beloved community event.

With an investment of \$700 to \$999, sponsors receive the following benefits:

- **Quarter-Page Ad in the Rodeo Book**
 - Your business will be featured in a quarter-page ad within the Rodeo Book, a key resource for attendees that they refer to throughout the event and often keep as a souvenir.
- **Grandstand Seating**
 - Enjoy the thrill of the Rodeo with (2) two premium grandstand seats of your choice for every evening from Wednesday through Saturday. Whether hosting special guests, rewarding employees, or enjoying the event yourself, these seats ensure an unforgettable experience.
- **Banner Board**

County will purchase *one* Banner Board with your logo. Placement could be on the outside or inside of the arena.

This tier offers a balance of visibility and engagement, giving your brand a presence at one of Cache County's most anticipated traditions.