

2022 McCoy Rodeo
Sponsorship Opportunity



McCoy Rodeo

We thank you for taking the time and consideration to link arms with us during the upcoming Pro Rodeo in your local community. We take great pride in not only producing a rodeo that will consist of some of the world's greatest professional cowboys and cowgirls, award-winning specialty acts, and champion caliber bucking bulls and horses, but most of all incredible first-class, live entertainment for all ages and from all walks of life. This is sure to be an action-packed event that will be a memorable experience for friends, family, and your customers --old and new!

Cord McCoy, along with his wife, Sara and daughter Tulsa started McCoy Rodeo in 2021. Cord has had a passion for the sport of rodeo, the western lifestyle, and being a cowboy since he was a young boy. For twenty years he traveled the country competing as a professional rodeo athlete at some of the most prestigious locations, earning numerous world championships and all-around titles. He understands what it takes to produce an upstanding event and is honored to share the sport he loves with the public.

As you will find, we have different levels of sponsorship opportunities. Please understand that we are open and eager to customize each package to better suit the needs of your business.

~McCoy Rodeo

BRONZE SPONSOR

\$500

Ticketing

- Two tickets to the “Kick Up Your Boots Pre-Party”
- Two Tickets to both Friday and Saturday night’s Rodeo (4 total)

Signage

- One 2’ by 4’ coroplast sign with logo to be displayed on perimeter fencing during the Rodeo (provided by McCoy Rodeo)

Added Value

- One announcement by the Rodeo Announcer during the Rodeo
- Invitation to Sponsor Hospitality Tent, Friday and Saturday night prior to the Rodeo
- Sponsor logo listed on the Sponsor Roster Banner @ the Main Entrance
- Sponsor logo listed on day sheet (handed out to spectators at entrance)
 - One framed Rodeo Commemorative Poster
- Sponsor logo listed on the Sponsor Roster page of the McCoy Rodeo website
 - Recognition on McCoy Rodeo social media accounts

SILVER “Let ‘Er Buck” SPONSOR

\$1,000

“Bucking Chute Sponsor”

Ticketing

- Four tickets to the “Kick Up Your Boots Pre-Party”
- Four tickets to both Friday and Saturday night’s Rodeo (8 total)

Signage

- One coroplast sign displayed on the outside of the bucking chute
(the most popular rodeo action will come from the bucking chutes)

Added Value

- Numerous announcements by Rodeo Announcer
- Invitation to Sponsor Hospitality Tent Friday and Saturday night prior to Rodeo
- Sponsor logo listed on the Sponsor Roster Banner @ the Main Entrance
- Sponsor logo listed on day sheet (handed out to spectators at entrance)
- One framed Rodeo Commemorative Poster
- Sponsor logo listed on the Sponsor Roster page of the McCoy Rodeo website
- Recognition on McCoy Rodeo social media accounts

Official Ticket Outlet

** Includes the additional option for your business to be an “official ticket outlet” for the rodeo for an additional \$500. Ticket pre-sales are \$5 cheaper than “at the gate” pricing, which will likely result in an increase of traffic into your business. Signage will be provided by McCoy Rodeo to place at your business to share the news that they can purchase their rodeo tickets at your location! McCoy Rodeo will promote your business as a ticket outlet. If adequate time is available—your business will be listed on the Rodeo poster that will be shared throughout the local area!!

(this option is limited to Silver/Gold sponsors on a first come first serve basis)

GOLD BUCKLE SPONSOR

\$1,500

“Event Sponsor”

*Events are available on a first come, first serve basis
and include the following options:*

- 1) Bareback Riding
- 2) Steer Wrestling
- 3) Local Youth Mutton Busting
- 4) Team Roping
- 5) Saddle Bronc Riding
- 6) Specialty Act
- 7) Calf Roping
- 8) Ladies Breakaway Roping
- 9) Local Youth Calf Scramble
- 10) Barrel Racing
- 11) Bull Riding

Signage

- One flag w/ business logo, presented horseback prior to one of the above events
- One four’ by four’ coroplast sign with logo displayed on the perimeter fencing (provided by McCoy Rodeo)

Ticketing

- Six tickets to the “Kick Up Your Boots Pre-Party”
- Six tickets to both Friday and Saturday night’s Rodeo (12 total)

Added Value

- Numerous announcements by Rodeo Announcer
- Invitation to Sponsor Hospitality Tent Friday and Saturday night prior to Rodeo
 - Sponsor logo listed on the Sponsor Roster Banner @ the Main Entrance
 - Sponsor logo listed on day sheet (handed out to spectators at entrance)
- One framed Rodeo Commemorative Poster
- Sponsor logo listed on the Sponsor Roster page of the McCoy Rodeo website
 - Recognition on McCoy Rodeo social media accounts

Official Ticket Outlet

** Includes the additional option for your business to be an “official ticket outlet” for the rodeo for an additional \$500 as described on page 3.

ALL-AROUND CHAMPION SPONSOR

\$5,000

“Presenting Sponsor”

Example:

Atlantic ProRodeo presented by YOUR BUSINESS NAME

Ticketing

- 12 VIP Private Tour Passes prior to event
- 12 tickets to the “Kick Up Your Boots Pre-Party”
- 12 tickets to both Friday and Saturday night’s Rodeo (24 total)

Signage

- One flag with business logo, presented horseback at opening ceremony
- One four’ by eight’ coroplast sign with logo displayed on the perimeter fencing (provided by McCoy Rodeo)
 - Overhead sign by the main gate

Added Value

- Numerous announcements by Rodeo Announcer
- Invitation to Sponsor Hospitality Tent Friday and Saturday night prior to Rodeo
 - Sponsor logo largely listed on the Sponsor Roster Banner @ the Main Entrance
 - Sponsor logo largely listed on day sheet (handed out to spectators at entrance)
 - One framed Rodeo Commemorative Poster
- Sponsor logo listed on the Sponsor Roster page of the McCoy Rodeo website
 - Recognition on McCoy Rodeo social media accounts
 - Option to be an official ticket outlet for no additional cost (more information about ticket outlet at the bottom of page 3)

WORLD CHAMPION SPONSOR

\$20,000

(minimum 5 year commitment)

“Official Title Sponsor”

Example:

The event would be named-

“YOUR BUSINESS NAME HERE Pro Rodeo”

- Business name included with all marketing (example- newspapers, radio, rodeo signage, tickets, and more)

Ticketing

- 20 VIP Private Tour passes prior to event
- 20 tickets to the “Kick Up Your Boots Pre-Party”
- 20 tickets to both Friday and Saturday night’s Rodeo (40 total)

Signage

- One flag with business logo, presented horseback at opening ceremony and prior to each 11 main events of the Rodeo
- One four’ by eight’ coroplast sign with logo displayed on the main arena gate (provided by McCoy Rodeo)
- Two four’ by four’ coroplast signs on perimeter fencing

Added Value

- Autograph Signing / Meet & Greet with Cord McCoy
- Numerous announcements by Rodeo Announcer
 - Company recognition at intermission
- Invitation to Sponsor Hospitality Tent Friday and Saturday night
 - Sponsor logo on Rodeo crew shirts
- Sponsor logo largely listed on the Sponsor Roster Banner @ the Main Entrance
 - Sponsor logo largely listed on day sheet (handed out to spectators at entrance)
 - One framed Rodeo Commemorative Poster
- Sponsor logo listed on the Sponsor Roster page of the McCoy Rodeo website
 - Recognition on McCoy Rodeo social media accounts

Advertising Examples

Photographs by Dale Hirschman



Contact Information

Please don't hesitate to contact us. We are eager and open to customize any of the packages to better suit the needs of your business. We look forward to working with you.

-Cord and Sara McCoy, and the entire McCoy Rodeo Team

Sara McCoy (712) 249-1161 or sbestmccoy@gmail.com

Cord McCoy (580) 399-9082 or cordmccoy@yahoo.com

www.mccoyrodeo.com

2022 McCoy Rodeo Tour

Ada ProRodeo Ada, Oklahoma April 1st and 2nd

Purcell ProRodeo Purcell, Oklahoma April 22nd and 23rd

Tulsa Time Invitational Lane, Oklahoma April 30th

Duncan WRCA Ranch Rodeo Duncan, Oklahoma May 5th

Duncan ProRodeo Duncan, Oklahoma May 6th and 7th

Atoka ProRodeo Atoka, Oklahoma May 28th, and 29th

Atlantic ProRodeo Atlantic, Iowa June 3rd and 4th

Bowie ProRodeo Bowie, Texas October 1st