

THE UNIVERSITY OF GEORGIA'S BLOCK AND BRIDLE  
CLUB PRESENTS:



**2023**

# SPONSORSHIP GUIDE

THE GREAT SOUTHLAND STAMPEDE RODEO

## Dear Potential Sponsor,

On behalf of the Great Southland Stampede Rodeo (GSSR), we would like to invite you to take part in a tradition that is forty-eight years in the making. On March 23, 24, 25, 2023, The University of Georgia's Block and Bridle Club will host the 48th Annual Great Southland Stampede Rodeo, an event executed entirely by college students. The GSSR has made some monumental leaps in the past couple of years, raising its stature in the community and in the rodeo industry. For the past several years, the GSSR has been recognized on the national level at the **International Professional Rodeo Association (IPRA) Finals, where it received several awards for Indoor Rodeo of the Year**. Our organization recently decided to change sanctions to the National Cowboy Pro Rodeo Association (NCPRA) from the International Professional Rodeo Association (IPRA) to ensure the highest quality experience for attendees. Each year features an ever-increasing turnout, **with a full house each night and over 350 cowboys and cowgirls in competition**. We strive to set our standard of excellence even higher and motivate our organization to reach new heights.

The Great Southland Stampede Rodeo would not be successful without the gracious support of businesses and families in our surrounding communities. With the support of our generous sponsors, we are able to give charitable donations to **local 4-H and FFA chapters, Athens Regional Women's Health Clinic, and the VA Medical Center**. In addition to our donations, we host a Special Events Rodeo for over 1,300 elementary school children. Our primary goal, through this event, is to promote the importance of agriculture and the role that it plays in developing values of hard work and dedication. With your help, we can continue to expand our rodeo and the positive impact that it has on the community.

We take great pride in knowing that this age-old tradition brings families and friends together in fun and fellowship. The most rewarding part of The Great Southland Stampede Rodeo is not the praise or the profit, but the happiness that we see across each person's face as they fill seats in our arena. Knowing that we have made a positive impact makes all of our hard work and dedication worth the time that we invest. In addition to the joy that this event brings to each of our committee members, it also provides us with invaluable experience in leadership, business etiquette, and in the agricultural industry. With your help, we can continue to build the impact that we are able to have on our university and community. We hope that you will take part in this tradition of good old-fashioned hard work.

Within our sponsorship guide, you will find information regarding your sponsorship opportunities and the benefits that come with each contribution. We will do everything in our power to ensure that you are satisfied with your investment in our event. With that being said, we welcome you with open arms to become an integral part of our rodeo family. The future of the GSSR is bright and we hope that you will join us in making The 48th Annual Great Southland Stampede Rodeo the best one yet! Welcome to our rodeo family, and as always, go dawgs!

Sincerely,

**Braelin Smallwood Rodeo Chairman**  
**Grayson Kirby Rodeo Co-Chairman**  
**Madi Welch Sponsorship Chairman**  
**[gssrodeo.sponsor@gmail.com](mailto:gssrodeo.sponsor@gmail.com)**







# **PLATINUM \$7,500**

- **10 tickets per night (30 total)**
  - > **Can purchase up to 12 extra tickets**
- **10 GSSR t-shirts**
- **Company/Organization name will appear in all GSSR advertising**
- **Exclusive sponsorship rights**
  - **Can choose to be a recognized sponsor of one of the following: Rodeo clown, pickup-men or specific event (ex: team roping, bull riding, etc)**
- **Company Logo featured on front cover of the rodeo program**
- **Two full-page ads in the program**
- **Bucking chute advertisement**
  - **Company will be announced each time an animal is released from this bucking chute**
- **Advertisement shown on jumbotron screen:**
  1. **Anytime mentioned by announcer, logo appears on the screen**
  2. **Logo appears in corner of screen on live video shots and mentioned by MIC**
  3. **Can have short video commercials played** (videos are provided by sponsor, if there is no video, will become a particular event sponsor)
  4. **Camera Operator sponsor** (camera operator can wear logo t-shirt provided by sponsor)
- **Up to four banners hung inside the venue and up to four outside of the venue**
- **Verbal recognition, by announcer, during all three nights of performance**



# **GOLD \$5,000**

- **8 tickets per night (24 total)**
- > **Can purchase up to 10 extra tickets**
- **Advertisement shown on jumbotron screen**

## **1. Pick an event to sponsor**

- |                              |                                |
|------------------------------|--------------------------------|
| > <b>Bull riding</b>         | > <b>Team Roping</b>           |
| > <b>Saddle bronc riding</b> | > <b>Tie down Roping</b>       |
| > <b>Barrel Racing</b>       | > <b>Bareback bronc riding</b> |
| > <b>Breakaway roping</b>    |                                |

**2. Sponsor announced any time there is an instant replay and have logo appear on corner of all replays**

**3. Logo/pictures on slide-show that is shown throughout rodeo nights**

- **Company/Organization name will appear in all GSSR advertising**
- **One full-page ad in the program**
- **Up to three banners hung inside the venue and up to two outside of the venue**
- **Verbal recognition, by announcer, during all three nights of performance**
- **8 Great Southland Stampede Rodeo t-shirts**

# **SILVER \$3,500**

- 6 tickets per night (18 total)
  - > Can purchase up to 8 extra tickets
- Full-page print ad in the program
- Advertisement shown on jumbotron screen
  1. Logo/pictures on slide-show that is shown throughout rodeo nights
  2. Pick an event to sponsor:
    - > Bull riding                      > Team Roping
    - > Saddle bronc riding   > Tie down Roping
    - > Barrel Racing              > Bareback bronc riding
    - > Breakaway roping
- Up to two banners hung inside the venue and one outside of the venue
- Verbal recognition, by announcer, during all three nights of performance
- 6 Great Southland Stampede Rodeo t-shirts

# **BRONZE \$2,500**

- 4 tickets per night (12 total)
  - > Can purchase up to 8 extra tickets
- ½ page print ad in the program
- Up to two banners hung inside the venue and up to one outside of the venue
- Verbal recognition, by announcer, during all three nights of performance
- 4 Great Southland Stampede Rodeo t-shirts

## **4 STAR \$1,000**

- 8 tickets total
- Can purchase up to 6 extra tickets
- ½ page print ad in the program
- Up to two banners hung inside the venue
- Verbal recognition, by announcer, during all three nights of performance
- 4 Great Southland Stampede Rodeo t-shirts

## **3 STAR \$500**

- 6 tickets total
- Can purchase up to 6 extra tickets
- ¼ page print ad in the program
- One banner hung inside the venue
- Verbal recognition, by announcer, during all three nights of performance
- 4 Great Southland Stampede Rodeo t-shirts

## **2 STAR \$250**

- 4 tickets total
- > Can purchase up to 4 extra tickets
- Business card-sized ad in the program
- One banner hung inside the venue
- Verbal recognition, by announcer, all three nights of performance
- 2 Great Southland Stampede Rodeo t-shirts

## **1 STAR \$100**

- 2 tickets total
- > Can purchase up to 4 extra tickets
- Listed in the Program
- Verbal recognition, by announcer, during all three nights of performance
- 2 Great Southland Stampede Rodeo t-shirts





# IMPORTANT INFORMATION

- I acknowledge that if I don't turn in a logo by February 25th 2023, then my company will not be listed in the program
- I acknowledge that Thursday night is College/Greek Night!
- NO TICKET ROLLOVER
- Sponsors cannot purchase additional tickets on the night of the rodeo
- Sponsors that would like to purchase extra tickets must pre-order, they can NOT be ordered the night of



I, \_\_\_\_\_, agree that my signature ensures payment of the above-stated amount to the Great Southland Stampede Rodeo. Checks should be made payable to Great Southland Stampede Rodeo. I understand that advertising materials such as logos and business cards are due to the Great Southland Stampede Rodeo by **February 20, 2023**. Banners are to be delivered by **March 15, 2023**. Graphics for advertisements should be emailed to [gssrodeo.program@gmail.com](mailto:gssrodeo.program@gmail.com). I also understand that all sponsorship funds are to be paid in full and turned in with this contract by **March 1, 2023**.

**PLEASE SELECT ONE:**

☐ I have a banner with GSSR from the previous year

☐ I do not wish to provide a banner

☐ I will provide a banner

Attending: ☐ Thursday ☐ Friday ☐ Saturday

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**\*\*Please keep a copy of this contract for your records\*\***

An invoice will be provided to you for your records at the event.

Please mail checks and completed contracts to:

Animal and Dairy Science Building

Attn: Sponsorship Chairman (Madi Welch)

425 River Road

Athens, GA 30602

Sponsor Representative Signature:

\_\_\_\_\_

Date: \_\_\_\_\_

Rodeo Representative Signature:

\_\_\_\_\_

Date: \_\_\_\_\_

**FOR GSSR USE ONLY**

Date Received:

\_\_\_\_\_

GSSR Initials: \_\_\_\_\_ Amount Paid:

\$ \_\_\_\_\_ Method of Payment: Cash or

Check #: \_\_\_\_\_

Trade-out Amount:

\_\_\_\_\_

\_\_\_\_\_

