

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

**THE GREAT
SOUTHLAND
STAMPEDE RODEO**



**SPONSORSHIP
GUIDE 2025**



Dear Potential Sponsor,

On behalf of the Great Southland Stampede Rodeo (GSSR), we invite you to join a tradition that has been 50 years in the making. From **March 13-15, 2025**, the University of Georgia's Block and Bridle Club will host the 50th Annual Great Southland Stampede Rodeo, an event entirely executed by college students.

In recent years, the GSSR has made significant strides, raising its profile in both the community and the rodeo industry. We've been recognized nationally at the International Professional Rodeo Association (IPRA) Finals, receiving multiple awards for Indoor Rodeo of the Year. Recently, we switched our sanctioning body to the National Cowboy Pro Rodeo Association (NCPRA) to ensure the highest quality experience for our attendees. Each year, we see an increasing turnout, with approximately 4,500 attendees coming from a range of ages and diverse backgrounds. Our goal is to continually raise our standards and motivate our organization to achieve new heights.

The success of GSSR is largely due to the generous support of businesses and families in our community. Thanks to our sponsors, we are able to make charitable donations to local 4-H and FFA chapters, the Athens Regional Women's Health Clinic, and the VA Medical Center. We also host a Special Events Rodeo for over 1,300 elementary school children, promoting the importance of agriculture and the values of hard work and dedication. With your support, we can continue to expand our rodeo and its positive impact on the community.

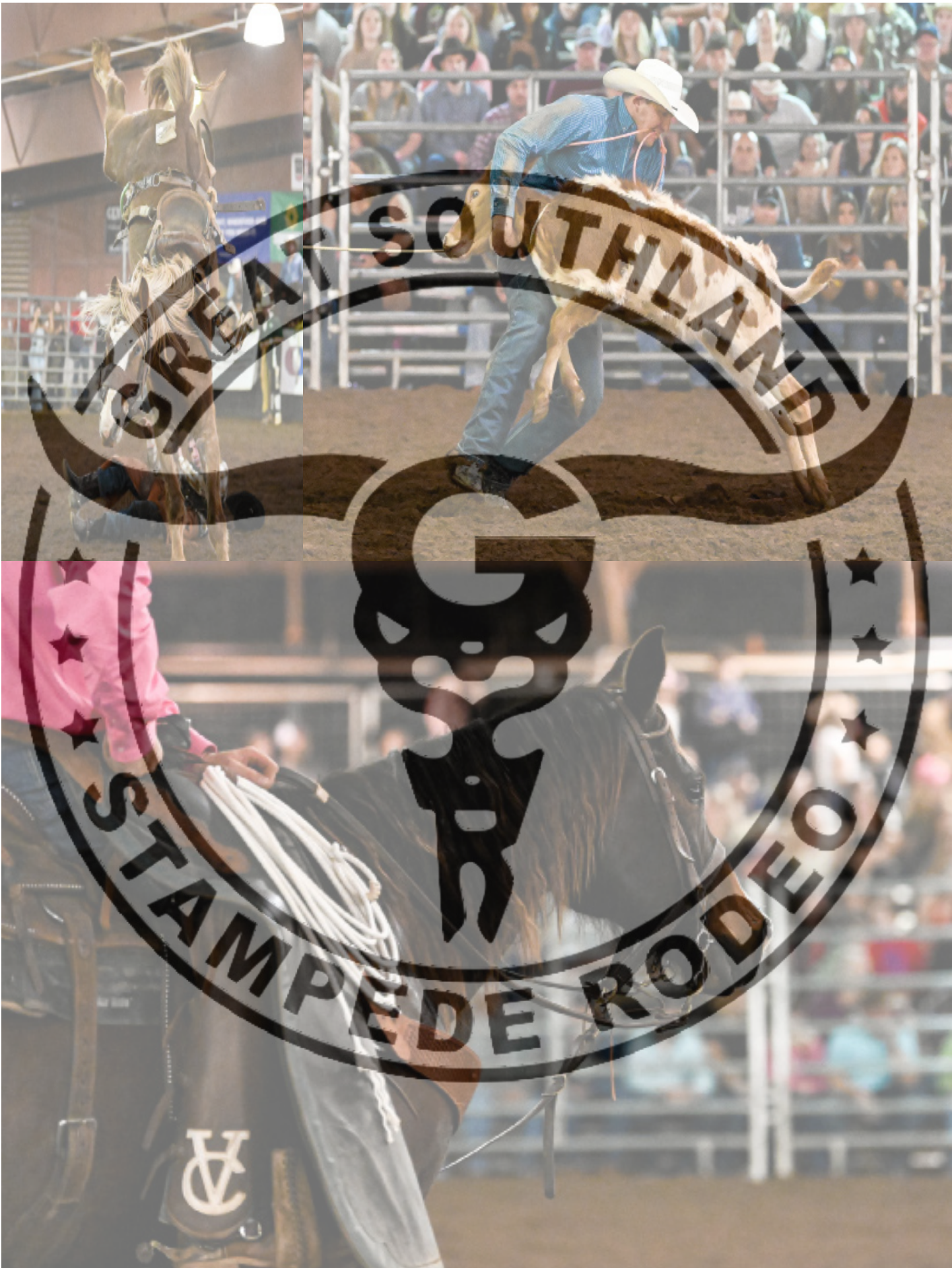
We take pride in knowing that this cherished tradition brings families and friends together in fun and fellowship. The most rewarding part of GSSR is not the praise or the profit, but the joy we see on the faces of our attendees. The positive impact we make validates all the hard work and dedication we as students invest in the event. This event also provides invaluable experience in leadership, business etiquette, and the agricultural industry for our committee members. With your help, we can continue to enhance our impact on the university and citizens.

We hope you will join us in this tradition of good old-fashioned hard work. Within our sponsorship guide, you will find information on sponsorship opportunities and the benefits of each contribution. We are committed to ensuring you are satisfied with your investment in our event. 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 you will join us in making the 50th Annual Great Southland Stampede Rodeo the best one yet!

Welcome to our rodeo family, and as always, go Dawgs!

Sincerely,

Alyssa Ashurst, Rodeo Chairman
Sam Lovvorn, Rodeo Co-Chairman
Mary Anna Bentley, Sponsorship Chairman
gssrodeo.sponsor@gmail.com





Family & Friends: \$125

- 4 tickets total
- Name listed in the program
- 2 Great Southland Stampede Rodeo t-shirts

Alumni: \$125

- 4 Tickets Total
- Name & graduation year listed in the program
- 2 Great Southland Stampede Rodeo t-shirts

2 Star: \$250



- 4 tickets total
- Business card-sized advertisement in the program
- Verbal recognition on night of attendance
- 2 Great Southland Stampede Rodeo t-shirts

3 Star: \$500

- 6 tickets total
- Business card-sized advertisement in the program
- 1 banner hung inside the venue
- Verbal recognition on night of attendance
- 4 Great Southland Stampede Rodeo t-shirts



4 Star: \$1,000

- 6 tickets total
- 1/2 page print advertisement in the program
- 2 banners hung inside the venue
- Verbal recognition on night of attendance
- 4 Great Southland Stampede Rodeo t-shirts





Bronze: \$2,500

- **8 tickets total**
- **1/2 page print advertisement in the program**
- **2 banners hung inside the venue**
- **1 banner hung outside the venue**
- **Verbal recognition, by announcer**
- **8 Great Southland Stampede Rodeo t-shirts**

Silver: \$5,000



- 8 tickets total
- **Full-page** print advertisement in the program
- Jumbotron advertisement options 1-3 shown
- 3 banners hung inside the venue
- 2 banners hung outside the venue
- Verbal recognition, by announcer
- 8 Great Southland Stampede Rodeo t-shirts



Silver Jumbotron Advertisement Options

1. Pick an event to sponsor:

Bull Riding, Team Roping, Saddle
Bronc Riding, Tie Down Roping,
Barrel Racing, Bareback Bronc
Riding, Breakaway Roping

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

3. Logo/pictures on slideshow that is
shown throughout rodeo nights

Gold: \$7,500



- **10** tickets total
- **2 Full-page** print advertisements in the program
- Jumbotron advertisement options **1-4** shown
- **4** banners hung inside the venue
- **4** banners hung outside the venue
- Bucking chute advertisement
 - *Company will be announced each time an animal is released from this bucking chute
- **Exclusive Sponsorship Rights**
- Verbal recognition, by announcer
- **10** Great Southland Stampede Rodeo t-shirts



Gold Jumbotron Advertisement Options

1. Anytime mentioned by the announcer, the 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

(continued on next page)

Exclusive Sponsorship Rights Breakdown



- Can choose to be a recognized **sponsor** of one of the following:

 - *Rodeo clown, pickup-men,
Specific Event

 - (ex: team roping, bull riding, etc.)

- Company/Organization name will appear in **all** GSSR advertising

- Company Logo featured on the **front cover** of the rodeo program



Important Information



- I acknowledge that if I don't turn in a logo by **February 17th, 2025** then my company will not be listed in the program
- I acknowledge that if I don't turn in a banner by **March 5th, 2025** then my company will not be represented by banner
- 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 UGA Block and Bridle.

I understand that advertising materials such as logos and business cards are due to the Great Southland Stampede Rodeo by **February 17, 2025**. Banners are to be delivered by **March 5, 2025**. Graphics for advertisements should be emailed to

gssrodeo.program@gmail.com

I also understand that all sponsorship funds are to be paid in full and turned in with this contract by **February 17, 2025**.

PLEASE COMPLETE THE FOLLOWING

- Banner:

- ☐ I have a banner with GSSR from the previous year
- ☐ I do not wish to provide a banner
- ☐ I will provide a banner

- Attending:

(refer to package for total number of tickets and please specify how many tickets for each night)

- ☐ Thursday ☐ Friday ☐ Saturday

- T-shirts:

(refer to selected package to see number of shirts provided and specify number of each size in boxes below)

- ☐ Small ☐ Medium ☐ Large ☐ X-Large ☐ 2X ☐ 3X

Important Contract



****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

460 Barnett Shoals Rd.
Apt. G3
Attn: Sponsorship Chairman (Mary Anna Bentley)
Athens, GA 30605

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: _____