

January 30,2010

ATTENTION: **RODEO FANS**

FROM: Kelly Doster  
Odessa College NIRA Rodeo Coach  
Director of Graham Center

SUBJECT: *Partnership Opportunities*

The 2010 27<sup>th</sup> Annual Odessa College NIRA Collegiate Rodeo is just around the corner March 25-27, 2010. The Odessa College Rodeo has provided an enjoyable weekend for the citizens of the Odessa and Midland area while maintaining a positive impact on the community. The Odessa College Rodeo continues to support local community activities and raises funds that provide scholarships to attend Odessa College and participate in our outstanding rodeo program.

The Odessa College Rodeo Club is proud to present ***Mack Alitizer's Bad Company Rodeo, Pro Rodeo's Rockin'est Show. This year is the 30th Anniversary Tour.*** Three decades of top stock, world champion cowboys, loyal fans, great rock & roll music and wild fun have created the flamboyant party atmosphere that has set the rodeo world on fire and has made Bad Company rodeos the premier events in professional rodeo today.

Each year the Odessa College Rodeo club strives to raise more money so that we may continue the tradition of supporting our scholarship program. It is thru partnerships with local businesses that our Rodeo and scholarship program can continue to prosper.

Enclosed is an outline of the partnerships opportunities that are available. As you can see Odessa College NIRA Collegiate Rodeo is priced to encourage participation by businesses of all sizes.

Please consider these partnership opportunities as a starting outline. There are always additional opportunities that can be explored. I would be happy to meet with you to customize a package to meet your marketing goals. If you have any questions, please ***contact me*** at 432-770-5455 or you may e-mail me at [kellydoster@yahoo.com](mailto:kellydoster@yahoo.com)

Don't miss the opportunity to be a part of the 2010 27<sup>th</sup> Annual Odessa College NIRA Collegiate Rodeo Tour of Bad Company Rodeo. ***Thanks again for considering the OC NIRA Rodeo!***

***See you at the Rodeo!***



**27<sup>th</sup> ANNUAL NIRA ODESSA COLLEGE RODEO**  
**SPONSORSHIP PACKAGES**  
 2010 March 25, 26 & 27



<b>Rustler de los Ganados</b>	\$1500.00
1) Advertising on all promotional posters	Ticket _____
2) Ad- 1 page black & white in rodeo program	bareback _____
3) Arena Banner	calcfroping _____
4) VIP tickets	steerwrestling _____
5) Announcer spots during event per performance	breakaway _____
6) VIP parking	saddlebronc _____
7) Sponsor Flag	goat tying _____
8) VIP Room	team roping _____
	barrel racing _____
	Bullriding _____
 <b>Rapido Paisano</b>	 \$1000.00
1) Ad- 1 page black & white in rodeo program	
2) Arena Banner	
3) Announcer co spots during event per performance	
4) VIP Tickets	
5) Sponsor Flag	
6) VIP Room	
 <b>The Head Hauncho-</b>	 \$600.00
1) Ad- 1 page black & white in rodeo program	
2) Arena Banner	
3) 6 Announcer spots per performance	
4) VIP Tickets	
5) Sponsor Flag	
6) VIP Room	
 <b>Uno Diablo-</b>	 \$550.00
1) Ad- ½ page black & white in rodeo program	
2) 2 Arena Banners on center out gate	
3) 5 Announcer spots per performance	
4) 15 Rodeo Tickets	
5) VIP Room	
 <b>Alto Uno Diablo-</b>	 \$500.00
1) Ad- ½ page black & white in rodeo program	
2) Arena banner above center out gate	
3) 4 Announcer spots per performance	
4) 10 Rodeo Tickets	
5) Sponsor Flag	
6) VIP Room	
 <b>Eyes of Tejas-</b>	 \$450.00
1) Ad- 1 page black & white in rodeo program	
2) Crow's Nest sign/banner (announcer both)	
3) 10 Rodeo Tickets	
4) 4 Announcer spots per performance	
5) Sponsor Flag	

<b>El Jefe, Sr.-</b>	\$400.00
<ol style="list-style-type: none"> <li>1) Ad- ½ page black &amp; white in rodeo program</li> <li>2) Arena banner over out gate</li> <li>3) 2 Announcer spots per performance</li> <li>4) 6 Rodeo Tickets</li> <li>5) Sponsor Flag</li> </ol>	
<b>Dos Amigos- Men's Team Buckle &amp; Women's Team Buckle</b>	\$350.00
<ol style="list-style-type: none"> <li>1) Ad- ½ page black &amp; white</li> <li>2) 3 Announcer spots per performance</li> <li>3) Arena Banner</li> <li>4) 8 Rodeo Tickets</li> </ol>	
<b>Hot Conchos- 8 Men's &amp; 4 Women's</b>	\$350.00
<ol style="list-style-type: none"> <li>1) Ad- ½ page black &amp; white</li> <li>2) 3 Announcer spots per performance</li> <li>3) Arena Banner</li> <li>4) 8 Rodeo Tickets</li> </ol>	
<b>Cordelero Cowboy- Roping Box Sponsor Heading/Heeling</b>	\$350.00
<ol style="list-style-type: none"> <li>1) Ad- ½ page black &amp; white</li> <li>2) Roping Box Sign</li> <li>3) 4 Rodeo Tickets</li> <li>4) 3 Announcer Spots</li> </ol>	
<b>The Matador- Bull Fighter Sponsorship</b>	\$350.00
<ol style="list-style-type: none"> <li>1) Ad- ½ page black &amp; white</li> <li>2) Arena Banner</li> <li>3) 8 Rodeo Tickets</li> <li>4) Announcer spots during Bull Riding</li> </ol>	
<b>Dos Desperados- (2)</b>	\$300.00
<ol style="list-style-type: none"> <li>1) Ad- ½ page black &amp; white</li> <li>2) Arena banner over roping section gates</li> <li>3) Announcer spot per performance</li> <li>4) 6 Rodeo Tickets</li> </ol>	
<b>Six Star Vaqueros- Chute Sponsor</b>	\$300.00
<ol style="list-style-type: none"> <li>1) Ad- ½ page black &amp; white</li> <li>2) Chute Gate Banner</li> <li>3) 8 Rodeo Tickets</li> <li>4) 3 Announcer Spots</li> </ol>	
<b>El Jefe- (1) Out Gate Sponsor</b>	\$300.00
<ol style="list-style-type: none"> <li>1) Ad- ½ page black &amp; white</li> <li>2) 2 Out Gate Banners</li> <li>3) 4 Rodeo Tickets</li> <li>4) 2 Announcer spots per performance</li> </ol>	
<b>Bandera</b>	\$200.00
<ul style="list-style-type: none"> <li>• Arena Banner</li> <li>• 2 Rodeo Tickets</li> </ul>	

<b>El Presidente</b>	\$175.00
<ul style="list-style-type: none"> <li>• Ad- full page black &amp; white</li> <li>• 2 Rodeo Tickets</li> </ul>	
<b>El Capitan</b>	\$100.00
<ul style="list-style-type: none"> <li>• Ad- ½ page black &amp; white</li> </ul>	
<b>El Principal</b>	\$75.00
<ul style="list-style-type: none"> <li>• Ad- ¼ page black &amp; white</li> </ul>	
<b>Muchos Amigos</b>	\$50.00
<ul style="list-style-type: none"> <li>• Ad- business card black &amp; white</li> </ul>	
<b>El Corazon of OC (Friends &amp; EXES)</b>	\$25.00
<ul style="list-style-type: none"> <li>• Ad- listing in program</li> </ul>	