

Advertising Sponsorship



ROCKIN A ARENA



Rockin-A-Arena · 5303 Highway C · Palmyra, Missouri · Office (573)769-0123 · www.rockinaarena.com

Hey Y'all,

We are beginning our 2021 advertising sponsorship drive for Rockin A Arena. This year we are restructuring the charities we are donating/fundraising for as shown in the attachment. Rockin A is still committed to giving. Looking back on the previous year's successes we are excited about what we can continue to do! COVID-19 closed many doors, but it opened many others creating new opportunities to share Rockin A with other audiences.

We have been busily packing the ground preparing a track for Go Kart races (AJC Mid America Series), laying a dance floor for a formal fundraising event (Down Country's Rhinestones and Rodeo), and being chosen to host the PRCA Great Lakes Region Finals (a nationally televised event). We will be continuing our usual events and activities: Missouri High School Rodeos, Barrel Races, Team Roping, Birthday Parties, Timed Events, 4-H events, Baseball/Softball Practices, and Riding Clinics.

We are booking events for the remainder of this year and the beginning of next. This year we would like to highlight our Justin Moore and Colton Dixon concerts being held October 9th and October 10th in our back pasture. Our proceeds from this concert will benefit the Histiocytosis Association in honor of Tucker Anderson. We are also hosting an Ultimate Cowgirl competition in October as well as a Jackie Crawford Clinic. Some of the tentatively scheduled events are additional concerts, formal fundraisers, clinics held by nationally recognized cowgirls and cowboys, rodeos, and Go-Kart races.

Your sponsorship gift/advertisement helps Rockin A Arena give back to children and families in need. Please see the attached stories of Rockin A's children that inspire us to give. Your sponsorship also helps us give back to the tri-state community by allowing us to do in kind work and facility usage. We would like to invite you to join us in 2021! As a sponsor for the year, your business would receive the promotional and marketing benefits of any event, clinic, practice, etc. held in the arena.

Enclosed is your sponsorship packet with more information of how your generosity can help. Please review the information and feel free to contact us with any questions. We hope to hear from you soon to discuss opportunities for 2021.

Sincerely,

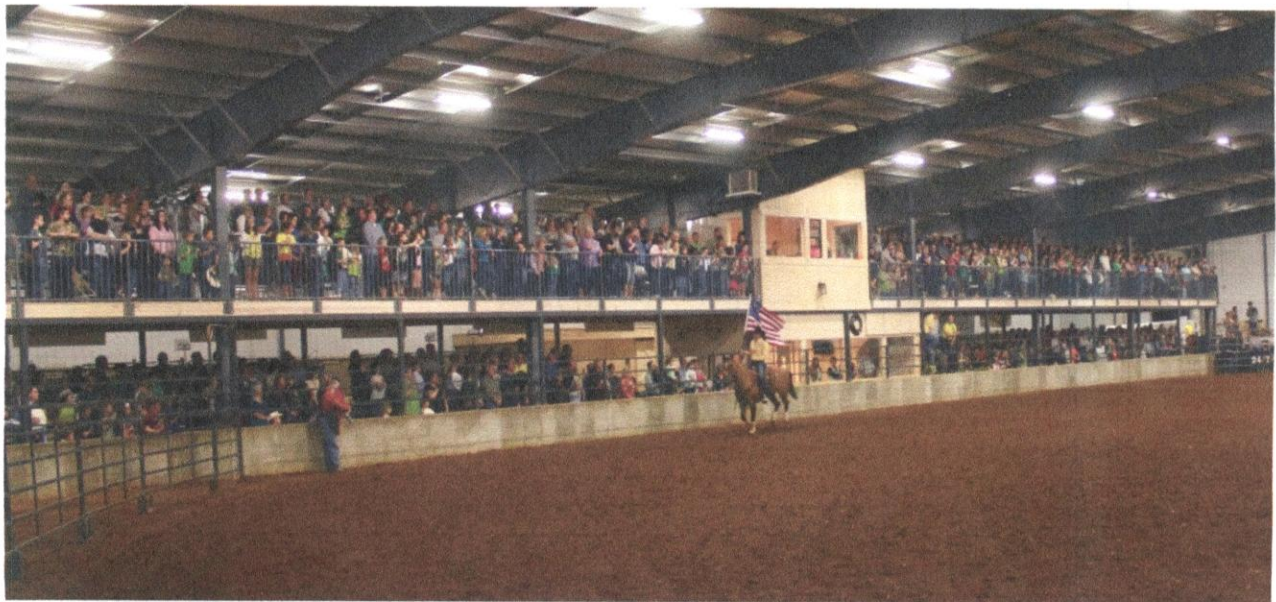
The Anderson Family

Rockin A Arena
Marketing and Promotions
info@rockinaarena.com

Your banner could be here ...



Who will see it????



***Banners are moved outside for major events such as concerts etc.**



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Corporate Level

\$5,000

- A custom Banner displayed on "**Center Gate**" or **Premium high traffic area** during rodeos (Banner provided 5'x8.5'), also outdoor gate placement for outdoor events
- Company name mentioned on **radio or local news advertisement** for each major Rockin A event
- Logo advertisement on **barrel wraps** displayed in arena during barrel races
- **Sponsorship plaque** displayed in prominent place at the arena
- Priority tickets to **any** major event sponsored by Rockin A (number to be determined depending on event)
- Opportunity to **promote your business** at Rockin A hosted events: host a **booth** during event, drive your truck or equipment into arena to toss **promotional items** (t-shirts, hats) into the crowd during breaks in rodeo action, etc. Great way to reach a large group of potential customers. This is your chance to be creative. We can help with ideas
- **Logo placement** on all promotional advertising including print, Rockin A Arena web site, social media, and T-Shirts
- Includes a **one full page ad** with **color** (outside back cover, inside front cover or first page) in any program created by Rockin A
- **Promotional announcements** throughout each event hosted by Rockin A Arena
- Premium **3'x10' Banner** placement for 1 year in arena

Diamond Level

\$3,500

- **Custom chute banner** (Banner provided 21"x8") placed on bucking chutes during rodeo.
- Company name mentioned on **radio or local news advertisement** for each major Rockin A event
- Logo advertisement on **barrel wraps** displayed in arena during barrel races
- **Sponsorship plaque** displayed in prominent place at the arena
- Priority tickets to **any** major event sponsored by Rockin A (number to be determined depending on event)
- Opportunity to **promote your business** at Rockin A hosted events: host a **booth** during event, drive your truck or equipment into arena to toss **promotional items** (t-shirts, hats) into the crowd during breaks in rodeo action, etc. Great way to reach a large group of potential customers. This is your chance to be creative. We can help with ideas!
- **Logo placement** on all promotional advertising including print, Rockin A Arena web site, social media, and T-Shirts
- Includes a **one full page ad** with **color** (outside back cover, inside front cover or first page) in any program created by Rockin A
- Promotional announcements throughout each event hosted by Rockin A Arena
- Premium **3'x10' Banner** placement for 1 year in arena

Platinum Level

\$1,500

- A **custom Chute Banner** (Banner provided 21"x8') placed on bucking chutes during rodeo. Your business is announced as chute sponsor during bronc and bull riding events and another **custom Banner** displayed in arena for 1 year (**Banner provided 3'x10'**)
- **Booth space** to promote your business at Rockin A events throughout the year
- **Complimentary tickets** for one Rockin A Sponsored event.
- Includes a **full-page ad** in any event program created by Rockin A
- **Logo placement** on promotional advertising for rodeos including print, Rockin A Arena website, and T-Shirts
- **Promotional announcements** throughout each event hosted by Rockin A Arena

Gold Level

\$1,000

- **Booth space** to promote your business at Rockin A events throughout the year
- **Complimentary tickets** for **one** Rockin A Arena event
- Includes a **full-page ad** in any event program created by Rockin A
- **Custom banner** displayed in arena for 1 year (Banner provided 3'x10')
- **Logo placement** on Rockin A Arena website, social media and event t-shirts
- **Promotional announcements** throughout each event hosted by Rockin A Arena

Silver Level

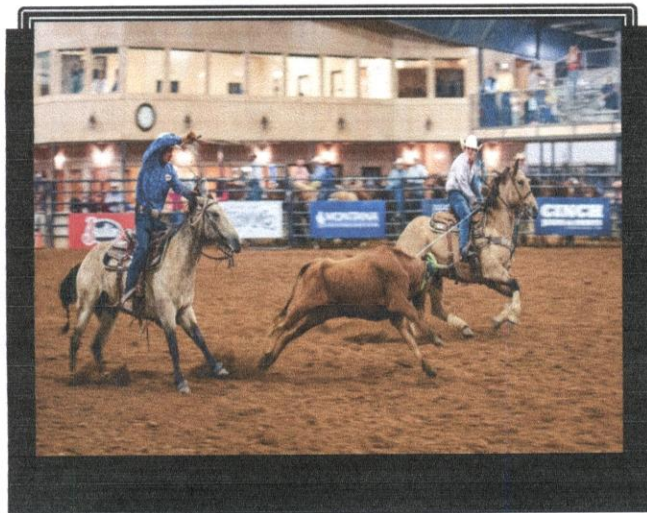
\$600

- **Custom Banner** provided (3'x10') banner will be provided for banner wall for 1 year
- Includes a **½ page ad** in any event program created by Rockin A
- **Logo placement** on Rockin A website
- **Promotional announcements** throughout each event hosted by Rockin A Arena

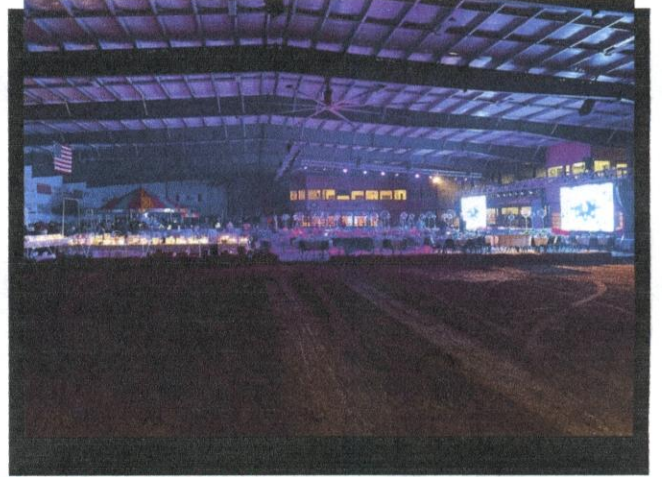
Bronze

\$300

- **Custom Banner** displayed in arena for 1 year (**half of a 3'x10' banner**)
- Includes a **¼ page ad** in any event program created by Rockin A
- **Logo placement** on Rockin A website



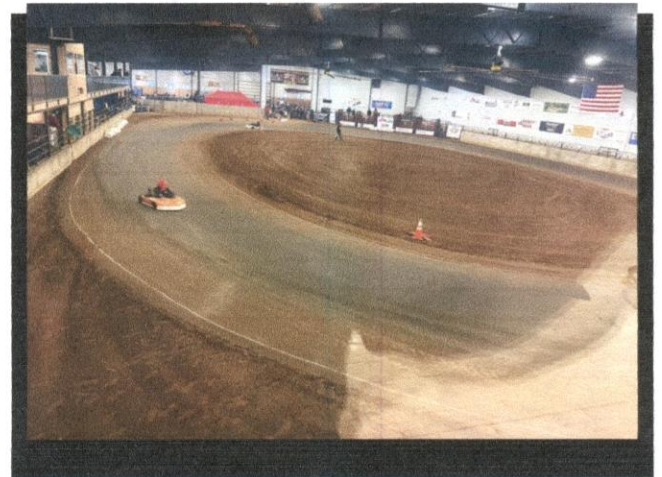
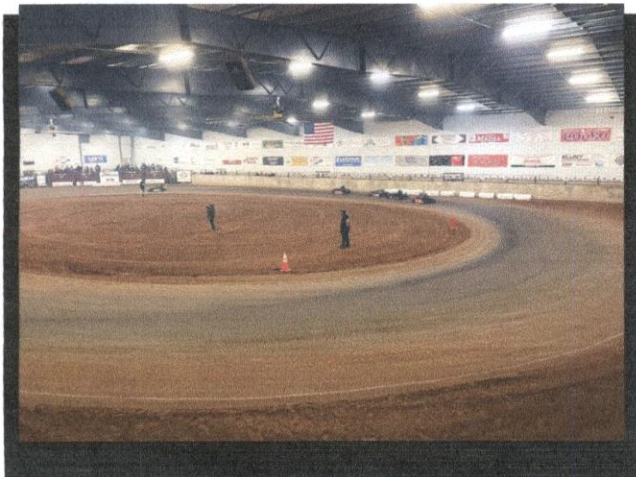
RODEO



RHINESTONE & RODEO



AJC MTD AMERICA SERIES





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Rockin A Arena is passionate about giving because of the generosity of community, friends, family and even strangers during times of need and are determined to help others.

In loving memory, the children that inspire Rockin A Arena's passion for giving:

Tucker Layne Anderson was diagnosed with his first disease, Hemophagocytic Lymphohistiocytosis (HLH) at 4 months and later with another type of histiocytosis, Langerhans Cell Histiocytosis (LCH). Having two types of histiocytosis is extremely rare. Despite his diagnoses, Tucker was an amazingly tough little guy who loved animals, playing with his trucks and cars, riding his four-wheeler, turtles, tater tots, the movie "Finding Nemo" and most of all his family. He was always willing to give a high five, blow a kiss, or read a story.

Shaun and Dawn Anderson lost their son due to complications recovering from his second bone marrow transplant on January 24th, 2006, just days before his 2nd birthday. Tucker faced all obstacles with bravery and courage, earning him the nickname "little man" by the staff of St. Louis Children's Hospital. He taught us to appreciate life, to savor every minute, and not take anything for granted. He taught us patience, to help others instead of thinking of ourselves, and not to worry about the future.

Tucker had a purpose on earth and although we would love to have him here with us in body, we know that he is here with us in spirit. He is now blowing kisses to all as he walks in a beautiful garden, holding the hand of someone Greater than us. Thank you, God, for sharing Tucker with us, our "Little Man".

Chase Patrick Anderson was diagnosed with Duchenne Muscular Dystrophy when he was 2 years old and later non-verbal autism. This did not hold him back from experiencing life in the fullest. He was a child full of curiosity, laughter, happiness, and a healthy amount of determination. He loved music, dance lights, fireworks, going to watch his sister Austee rodeo, playing/taunting his little sister Baylee, swimming at the YMCA with his mom, going to the movie theater with dad and much more. Chase lost his walking abilities at age 10. He preserved with a battery-operated wheelchair and became quite independent. Still loving life to the fullest, disappearing from the watchful eye of family and friends when there was something of his interest to be discovered...gummy bears. Through Chase, his family and community were given an example of perseverance, acceptance, forgiveness, and unconditional love.

Joel and Chloe Anderson lost their son Chase due to complications of Duchenne Muscular Dystrophy February 12, 2011, at the age of 16. Now he is dancing with his Grandma Kitty, soaring in a swing, or flying with the eagles and most definitely singing in a choir with the angles.

As his family, we are thankful for the joy and laughter Chase brought to our lives and the lives of others. He taught us to "Enjoy the Journey". Life is not about the destinations we experience, it's about the lives we touch along the way.



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2021 Rockin A Arena Sponsorship

Company Name: _____

Contact Person: _____

Address: _____

Phone/Fax: _____

Email: _____

Amount of Sponsorship or Donation: _____

Do you have a Company Logo: YES NO

Sponsorship Level

(Circle One)

Corporate

Diamond

Platinum

Gold

Silver

Bronze

Make check payable to:

Rockin-A-Arena, PO Box 246, Palmyra, MO 63461

For more information or questions contact:

Email: info@rockinaarena.com