

SPONSORSHIP OPPORTUNITIES



ARCADIA
★ ★ ★ ALL-FLORIDA ★ ★ ★
CHAMPIONSHIP
RODEO



Arcadia All-Florida Championship Rodeo, Inc.
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Connect and follow us on our website and Facebook:
www.ArcadiaRodeo.com
<https://www.facebook.com/arcadiaallflorida.championshiprodeo/>

Arcadia All-Florida Championship Rodeo, Inc., is a Florida Non-profit 501(c)(3) Corporation. Donations are deductible for income tax purposes to the extent allowed by law.

OUR TEAM

Office Manager

Pat Lindsay

Executive Board of Directors

Don T. Hall - President

Weldon Campbell - 1st Vice President

Will Wise - 2nd Vice President

Jimmy Fussell - Secretary

Carl McKettrick - Treasurer

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Mark Johnson



The Arcadia All-Florida Championship Rodeo is a 501(c)3 non-profit volunteer driven organization that was established in 1952 by the Arcadia Rodeo Association, which evolved from a group of American Legion Members who held the first rodeo in 1929. It is the oldest rodeo organization in the state of Florida, and benefits all of Arcadia and DeSoto County.

The Arcadia All-Florida Championship Rodeo Association is made up of members of the local community. These members volunteer their time and energy to make each of the events enjoyable for all. We want to say thank you to each of these members for their devotion to the Association and the community as a whole.

Mission Statement

- To produce the best family-oriented rodeo entertainment possible
- To preserve and promote our area's rich heritage
- To enhance our community's economic welfare

History

The Arcadia Rodeo started in 1928 when the American Legion wanted to raise money to help pay for a new building. A local businessman, who was a member of the American Legion, asked a prominent rancher (Zeb Parker) if a rodeo could be held to raise money. Mr. Parker agreed it could be done and offered to furnish the stock for free.

In preparation for this event, special arrangements were made to bring in a group of Seminole Indians. The American Legion and the Lion's Club volunteered to sponsor a parade. Two thousand Shriners were expected to march in the parade. The Governor of Florida, Doyle E. Carlton, notified officials he would be attending the rodeo and the Wauchula band provided the music. The first rodeo was such a success that the American Legion was able to pay off the mortgage on the new building in four years.

During the early thirties (even though the local economy was devastated by the national depression) the rodeo continued as people struggled to simply earn enough to afford the necessities of life. During these years the rodeos were held in the Limestone

Community of DeSoto County, where the interest in rodeo was kept alive.

In 1938 at the urgings of his son (Billy Welles) and a friend (Gerald Taylor- a local rancher and businessman), Ed Welles agreed to promote and finance the rodeo. The Arcadia rodeo became an annual event at the Welles' arena until the sudden death of Ed Welles on June 11, 1950. However, the tradition of rodeo was so firmly entrenched in the hearts of so many DeSoto Countians that on January 10, 1952, at a meeting of the Rotary Club, what would become the Arcadia All-Florida Championship Rodeo, Inc. as we know it today was reactivated.

The rodeo continued at the Welles' arena until 1959 when the arena was moved to the Fenton Arena located on Heard Street. In 1973 the Arcadia All-Florida Championship Rodeo joined the ranks of the Professional Rodeo Cowboys Association (PRCA).

In 2018 we had our grand opening at the new, state of the art, Mosaic Arena, located at 2450 NE Roan Street, Arcadia. The Arcadia All-Florida Championship Rodeo has evolved from its pioneer beginnings when local cowboys and ranchers matched their skills for the entertainment of local audiences to a national sport, drawing top cowboy athletes from all over the nation. Cowboys are now competing for points to qualify for the "Super Bowl" of rodeo: The National Finals held annually in Las Vegas.

Future

This new arena has enabled us to have an even greater impact on our community and economic generator. We have expanded our events to other equestrian disciplines such as reining, cutting, indoor polo and dressage, and have further expanded into non- rodeo/equestrian events such as Demolition Derby, Monster Trucks, concerts and expos. This has brought in out-of-town attendees from all over the state and at times, the nation. This has injected more money to the area, which is subsequently circulated within the economy, with the greatest beneficiaries of the Rodeo being local restaurants, stores and civic organizations.



YOUTH SUPPORT

Youth Support

The Arcadia All-Florida Championship Rodeo provides over \$60,000 in donations including scholarships to local graduating seniors. We are proud to be the largest fundraiser each year for the DeSoto Junior Reserve Officers' Training Corps (JROTC) and Boy Scouts Troop 39. The Arcadia Rodeo Association does not only give monetary contributions to the DeSoto 4-H and FFA but provide an opportunity for students to learn about Florida agriculture, ranching and cowboy heritage.

In 2008, the Arcadia Rodeo Association created the Arcadia Youth Rodeo Association (AYRA). The AYRA allows local youth, ages 4 to 18, to compete for points and prizes. Participants must keep at least a C grade average and log 20 volunteer hours in order to compete. The AYRA has grown to be the second largest youth rodeo organization in the state of Florida.

Through the generous support of corporate partners, committed donors and volunteers, the Rodeo provides financial support for Florida youth who participate in the AYRA. Events organized by the AYRA attract more than 500 participants each. With the use of the Mosaic Arena, we:

- Provide the opportunity to expand the AYRA activities and participation
- Attract more families to Arcadia
- Expand the number of college scholarships awarded
- Provide greater sponsorship opportunities

SPONSORSHIP LEVELS

Annual Title Sponsor

\$100,000

Annual Premium Sponsor

\$25,000

Annual Corporate Sponsor

\$10,000

Ticket Sponsor

\$8,000

Chute Gate Sponsor

\$6,000

Event Sponsor

\$3,000

Section Sponsor

\$2,000

Arena Banner

\$1,500

Gate Sponsor

\$2,000



ANNUAL TITLE SPONSOR

Term: January through December

Investment: \$100,000.00

The Title Sponsor is our most prestigious sponsorship. This sponsor will be a part of every aspect of our media relations. We will provide the following for this sponsorship package:

- Your company's name or logo will be displayed and announced in all media (i.e. television, radio, print and Internet) as "The (your company) Arcadia All-Florida Championship Rodeo...", and in radio advertisements it will be announced "Come to the (your company) Arcadia All-Florida Championship Rodeo...". The Sponsor will be announced and displayed prominently in all press releases as the "Title Sponsor" at any news conferences or promotional engagements conducted to promote the Rodeo Association.
- Sponsor's logo will be featured on a flag in the opening ceremonies at each performance.
- Sponsor will have a full-page, color advertisement in the rodeo program.
- Sponsor's name will be featured on two 4' x 16' banners that will be mounted inside the Mosaic Arena for a full calendar year.
- Sponsor is permitted to distribute promotional material at each event with the consent of the Rodeo Association. Space will be made available for a display booth on the premises. The Rodeo Association must approve content and size of display.
- Sponsor will be permitted to use the Arcadia Rodeo theme for promotions outside the rodeo events with prior agreement between the Sponsor and the Rodeo Association.



- Sponsor will receive 16 complimentary tickets and VIP access for the fall and spring rodeo events on the day of your choosing and the Bulls & Bands Event.
- Copies of television ads, radio ads and print materials will be provided upon request 60 days following the event.

The Annual Title Sponsor will provide the following:

- Color camera-ready artwork at contract signing.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.



ANNUAL PREMIUM SPONSOR

Term: January through December

Investment: \$25,000.00

Our Premium sponsorship opportunity is limited to 4 partners. It provides a year round presence in the arena and on all media platforms. We will provide the following for this sponsorship package:

- Your company's name or logo will be displayed and announced in all media (i.e. print and Internet) as "sponsored in part by..."
- Sponsor's logo will be featured on a flag in the opening ceremonies at each performance.
- Sponsor will have a full-page, color advertisement in the program.
- Sponsor's name or logo will be featured on a large 5' x 6' sign that will be mounted inside the Mosaic Arena for a full calendar year.
- Sponsor is permitted to distribute promotional material at each event with the consent of the Rodeo Association. Space will be made available for a display booth on the premises. The Rodeo Association must approve content and size of display.
- Sponsor will be permitted to use the Arcadia Rodeo theme for promotions outside the rodeo events with prior agreement between the Sponsor and the Rodeo Association.
- Sponsor will receive 14 complimentary tickets and VIP access for the fall and spring rodeo events on the day of your choosing and the Bulls & Bands event.



- Copies of print materials will be provided upon request 60 days following the event.

The Annual Premium Sponsor will provide the following:

- Color camera-ready artwork at contract signing.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.



ANNUAL CORPORATE SPONSOR

Term: January through December

Investment: \$10,000.00

Our Annual Corporate Partners have a constant presence inside the Mosaic Arena. For this Sponsorship Level, the Rodeo Association will provide the following:

- Sponsor will be included in digital and print advertising.
- Sponsor's name or logo will be featured on a large 5' x 6' sign that will be mounted inside the Mosaic Arena for a full calendar year.
- Sponsor will have a full-page, color advertisement in the rodeo program.
- Sponsor is permitted to distribute promotional material at each event with the consent of the Rodeo Association. Space will be made available for a display booth on the premises. The Rodeo Association must approve content and size of display.
- Sponsor will be permitted to use the Arcadia Rodeo theme for promotions outside the rodeo events with prior agreement between the Sponsor and the Rodeo Association.
- Sponsor will receive 12 complimentary tickets and VIP access for the fall and spring rodeo events on the day of your choosing and the Bulls & Bands event.
- Copies of print materials will be provided upon request 60 days following the event.

The Annual Corporate Partner will provide the following:

- Color camera-ready artwork at contract signing.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.

TICKET SPONSOR

**Term: March & October Rodeos'
and Bulls & Bands Event
Investment: \$8,000.00**



The Rodeo Association online ticketing system allows us to send messages direct to our customers utilizing advertising space included on each email and advanced ticket sold. For this Sponsorship Level, the Rodeo Association will provide the following:

Ticket sponsor logo and message will be included on all online advanced sales tickets with the option to change the message two times per sales period. The spring sales period is November through March, the fall sales period is July through October and the Bulls and Bands sale period is May through September. The three year average for online ticket sales is 35,000 annually.

- Sponsor's name or logo will be featured on a 3' x 8' banner placed inside the arena. Announcer recognition during all events.
- Sponsor will have a half-page, color advertisement in the rodeo program.
- Sponsor is permitted to distribute promotional material at each event with the consent of the Rodeo Association. Space will be made available for a display booth on the premises. The Rodeo Association must approve content and size of display.
- Sponsor will be permitted to use the Arcadia Rodeo theme for promotions outside the rodeo events with prior agreement between the Sponsor and the Rodeo Association.
- Sponsor will receive 10 complimentary tickets for the fall and spring rodeo events on the day of your choosing and the Bulls & Bands event.

The Ticket Sponsor will provide the following:

- Color camera-ready artwork at contract signing.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.



CHUTE GATE SPONSOR

**Term: March & October Rodeos'
and Bulls & Bands Event**

Investment: \$6,000.00

The Annual Chute Gate Sponsorship is an exciting option because when the chute gate opens, the company's name is announced. The company logo is often featured in photographs of the cowboys & bucking stock because of its location. For this sponsorship level, the Rodeo Association will provide the following:

- Sponsor's name or logo will be included in digital and print advertising related to the March and October Rodeos and the Bulls & Bands event.
- Sponsor name & logo will be featured on the front of one chute gate. The announcer will recognize your chute as "the Sponsor Name chute gate" whenever a contestant & bucking animal comes out of that chute.
- Sponsor will have a half-page, color advertisement in the rodeo program.
- Sponsor is permitted to distribute promotional material at each event with the consent of the Rodeo Association. Space will be made available for a display booth on the premises. The Rodeo Association must approve content and size of display.
- Sponsor will be permitted to use the Arcadia Rodeo theme for promotions outside the rodeo events with prior agreement between the Sponsor and the Rodeo Association.
- Sponsor will receive 8 complimentary tickets for the fall and spring rodeo events on the day of your choosing and the Bulls & Bands Event.
- Copies of print materials will be provided upon request 60 days following the event.

The Annual Chute Gate Sponsor will provide the following:

- Color camera-ready artwork at contract signing.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.

EVENT SPONSOR

**Term: March & October Rodeos'
and Bulls & Bands Event**

Investment: \$3,000.00



***Saddle Bronc Riding * Bareback Riding * Calf Roping * Team Roping * Steer Wrestling
Barrel Racing * Bull Riding * Mutton Bustin***

The Event Sponsor is another popular sponsorship level. The announcers will refer to your chosen event as the “Sponsor Name” i.e. Saddle Bronc Riding. For this sponsorship the Rodeo Association will provide the following:

- Sponsor’s name or logo will be displayed in all digital and printed material pertaining to the chosen event (i.e. Advertising and Contestant Sheet).
- A flag with your company logo will be featured with a rider circling the arena at the beginning of your event and the event prior to yours.
- A 3’ x 8’ banner with the sponsor name and/or logo will be displayed in the arena.
- Sponsor will be permitted to use the Arcadia Rodeo theme for promotions outside the rodeo events with prior agreement between the Sponsor and the Rodeo Association.
- Sponsor will have a half-page, color advertisement in the rodeo program.
- Sponsor will receive 6 complimentary tickets for the fall and spring rodeo events on the day of your choosing and the Bulls & Bands Event.

The Event Sponsor will provide the following:

- Color camera-ready artwork at contract signing.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.



SECTION SPONSOR

**Term: March & October Rodeos'
and Bulls & Bands Event**

Investment: \$2,000.00

The Annual Section Sponsor is a fun opportunity where your company will represent a chosen section and the spectators in that section. The announcers will refer to the chosen section as the “Name of Company” section or seating area. *For an additional \$1,000 you can upgrade to a Premium Section Sponsor and have a permanent sign on the concourse for the year.* For this sponsorship, the Arcadia All-Florida Championship Rodeo will provide the following:

- Sponsor's name or logo will be included on digital and print advertising related to the March & October Rodeos and the Bulls & Bands Event.
- Sponsor's logo & company name will be featured on a 4' x 6' banner.
- Sponsor will have a half-page, color advertisement in the rodeo program.
- Sponsor will be permitted to use the Arcadia Rodeo theme for promotions outside the rodeo events with prior agreement between the Sponsor and the Rodeo Association.
- Sponsor will receive 4 complimentary tickets for the fall and spring rodeo events on the day of your choosing and the Bulls & Bands Event.

The Annual Section Sponsor will provide the following:

- Color camera-ready artwork at contract signing.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.

GATE SPONSOR

**Term: March & October Rodeos'
and the Bulls & Bands Event**

Investment: \$2,000.00



The Gate Sponsors have six options; the North or South entrance gate, the East or West return gate or the Concourse side of the South or West gates. For this sponsorship the Arcadia All- Florida Championship Rodeo will provide the following:

- Sponsor's name or logo will be included on digital and print advertising related to the March & October Rodeos and the Bulls & Bands Event.
- Sponsor's name or logo will be displayed on a 4' x 6' banner, provided by the Sponsor, placed on the gate of their choice.
- Sponsor will have a half-page, color advertisement in the rodeo program.
- The announcer will recognize the "Name of Sponsor" return gate during the rodeos.
- Sponsor will be permitted to use the Arcadia Rodeo theme for promotions outside the rodeo events with prior agreement between the Sponsor and the Rodeo Association.
- Sponsor will receive 6 complimentary tickets for the fall and spring rodeo events on the day of your choosing and the Bulls & Bands Event.

The Gate Sponsor will provide the following:

- A 4' x 6' banner for displaying inside the arena.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.



ARENA BANNER SPONSOR

**Term: March & October Rodeos'
and the Bulls & Bands Event**

Investment: \$1,500.00

- Sponsor's name or logo will be displayed on a 3' x 8' banner (provided by the Sponsor) placed prominently inside the arena during the March and October Rodeos.
- The Sponsor will be permitted to use the Arcadia Rodeo theme for promotions outside the rodeo events with prior agreement between the Sponsor and the Rodeo Association.
- Sponsor will receive 4 complimentary tickets for the fall and spring rodeo events on the day of your choosing and the Bulls & Bands Event.

The Arena Banner Sponsor will provide the following:

- A 3' x 8' banner for displaying inside the arena.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.

OTHER WAYS TO SUPPORT US

Become a Donor

Our Arena is continuing to grow and develop as the premier open air event venue in Southwest Florida. There are two additional phases of construction that will add additional meeting spaces, restrooms, VIP areas and our highly anticipated William G. "Kayo" Welles Florida Cowboy Museum. If you are interested in becoming a donor please visit ArcadiaRodeo.com/Donate/.

Become a Volunteer

The Arcadia Rodeo Association is a volunteer supported organization with only three full time staff members. The association is always looking for willing and able volunteers to help with events, concessions, facility maintenance, ticket office sales, etc. If you are interested in becoming a volunteer call 863-494-2014, email admin@arcadiarodeo.com or visit ArcadiaRodeo.com for the application.

