

The Tehachapi Mountain Rodeo Association is proud to announce the 47th Tehachapi Mountain PRCA Rodeo scheduled for August 18th, 19th & 20th. These annual events are held at the Tehachapi Rodeo Grounds. Bad Bulls held on July 4th is in conjunction with the community fireworks display and the TMRA PRCA Rodeo is held in conjunction with the annual Tehachapi Mountain Festival. Both promise action packed activities full of family fun!

The Tehachapi Mountain PRCA Rodeo is a Dodge Truck and Coors Rodeo and features some of the finest cowboys and cowgirls in the California Pro Rodeo Circuit. These athletes will gather in Tehachapi to compete against some of the toughest stock in professional rodeo for over \$21,000.00 in prize money.

Approximately 30,000 visitors escape to this mountain top community each year to attend the Rodeo and Festival. An estimated 6,500 people are expected to attend the events related to the rodeo and circulate \$75-\$100 thousand throughout the business community of Tehachapi.

With the wide range of sponsorship packages, it is possible for everyone to help carry on a piece of our Western Heritage that has existed for over 130-years in the US. Multiple event packages are available and the Association can work with you in creating custom sponsorships to meet your companys' needs.



## 2011 TEHACHAPI MOUNTAIN PRCA RODEO

In its humble beginning, the Tehachapi Rodeo began as a youth rodeo and evolved into an adult amateur rodeo. In 1985, the rodeo joined the ranks of what now includes over 900 rodeos in 48 states and 4 Canadian Provinces as a pro rodeo sanctioned by the PRCA (Professional Rodeo Cowboy's Association) and is celebrating it's 16th year as a Dodge Truck sponsored Rodeo.

In its 47 years, the Tehachapi Rodeo has evolved into one of the finest rodeos on the California Pro Rodeo Circuit. The Tehachapi Mountain Rodeo Association was formed in 1997 and included a dozen members who came together and spent approximately 6 months of the year in preparation for this four-day event.

Today the Association boasts a much larger membership as well as a large group of tireless volunteers who work year round in preparation for three major events annually. TMRA is part of a working partnership with the Tehachapi Hospital Foundation and Main Street Tehachapi to help build a better community and a new hospital.

Additionally a goal of the Association is to provide quality family style entertainment at affordable prices. They are motivated by a deep love for our community, the sport of professional rodeo and our western heritage and the desire to educate our youth on the "Western Way of Life."



### THIS YEARS EVENTS

**June 4, 2011**

Spring "Poker" Trail Ride

**July 4, 2011**

TMRA Benz Bad Bulls Professional Bull Riding

**August 18-20, 2011**

Tehachapi Mountain PRCA Rodeo



## TEHACHAPI MOUNTAIN RODEO ASSOCIATION Bad Bulls Tour & PRCA Rodeo



**DODGE**

**Proud Sponsor Since 1995**

Tehachapi Mountain Rodeo Association

A 501 (C)(3) Non Profit Organization

PO Box 63 ~ Tehachapi, CA ~ 93581

(661) 557-7336 ~ facebook: TMRA

www.tehachapiprorodeo.com

Facebook: Tehachapi Mountain Rodeo Association

**\$5000**

**"GOLD BUCKLE" PARTNER**

There are only a limited number of these "Custom" exclusive partnerships available. For your contribution of \$5000 or more your company will receive the following benefits:

- Sponsorship Exclusivity
- Included in ALL Rodeo Advertising, displayed on our website and our facebook
- Company flag to be displayed at Rodeo Queen Riding Competition, Sponsor Dinner, Parade, during Grand Entry and posted during all events.
- Company Banner to be displayed on chute gate, out gate or in gate during all events
- Public address system announcement during each performance
- Full page ad in the souvenir program
- Company Name listed in all advertising
- Listing on Big Screen to be viewed at sponsor dinner and all Rodeo performances.
- Listing on Sponsor Appreciation Page in program
- Right to display merchandise in 12 x 12 vendor area. Sponsor must provide tables, canopies, etc.
- Upon request, rodeo celebrity appearance at business
- Option to be a ticket outlet
- 16 VIP passes to Bad Bulls, 18 VIP Rodeo. Good either night. Parking is not provided. Your Parking fees are a fundraiser for The Tehachapi Police Explorer Post
- Entrance for 6 into our new, hosted "Gold Buckle" seating area for each performance, where you will have the "best seats in the house" to enjoy the rodeo and bad bulls. These are in addition to your regular VIP tickets
- Sponsor Appreciation Gift
- A 60 second video spot to be shown during all rodeo performances. Must provide a DVD ready video

**\$1000**

**"STAMPEDE" PARTNER**

There are only a limited number of these exclusive partnerships available. For your contribution of \$1000 or more your company will receive the following benefits:

- Company flag carried into arena (sponsor to provide flag) during event of your choice. Event selection available on a first come first serve basis
- Flag to be displayed during Rodeo, (Sponsor to provide flag)
- Public address system announcements during event
- Half page ad in souvenir program
- Listing on Big Screen to be viewed at sponsor dinner and all Rodeo performances.
- Listing on Sponsor Appreciation Page in program
- Company Name included in advertising
- 8 VIP passes to Bad Bulls, 10 VIP for Rodeo. Good either night. Parking is not provided. Your Parking fees are a fundraiser for The Tehachapi Police Explorer Post
- Sponsor Appreciation Gift
- A 45 second video spot to be shown during all rodeo performances. Must provide a DVD ready video.

**\$2000**

**"RANGE BOSS" PARTNER**

There are only a limited number of these "Custom" exclusive partnerships available. For your contribution of \$2000 or more your company will receive the following benefits:

- Included in ALL Rodeo Advertising, displayed on our website and our facebook
- Company flag to be displayed at Rodeo Queen Riding Competition, Sponsor Dinner, Parade, during Grand Entry and posted during all events.
- Company Banner to be displayed on chute gate, out gate or in gate during all events
- Public address system announcement during each performance
- Full page ad in the souvenir program
- Company Name listed in all advertising
- Listing on Big Screen to be viewed at sponsor dinner and all Rodeo performances.
- Listing on Sponsor Appreciation Page in program
- Right to display merchandise in 12 x 12 vendor area. Sponsor must provide tables, canopies, etc.
- Upon request, rodeo celebrity appearance at business
- Option to be a ticket outlet
- 12 VIP passes to Bad Bulls, 14 VIP for Rodeo. Good either night. Parking is not provided. Your Parking fees are a fundraiser for The Tehachapi Police Explorer Post
- Sponsor Appreciation Gift
- A 60 second video spot to be shown during all rodeo performances. Must provide a DVD ready video

**\$500**

**"CHUCK WAGON" PARTNER**

For your contribution of \$500, your company will receive the following benefits:

- Quarter page ad in souvenir program
- Listing on Sponsor Appreciation Page in program
- 6 VIP passes to Bad Bulls, 6 VIP for Rodeo. Good either night. Parking is not provided. Your Parking fees are a fundraiser for The Tehachapi Police Explorer Post
- Banner displayed in Arena (Sponsor must provide banner not over 5 feet in length)
- A 30 second video spot to be shown during all rodeo performances. Must provide a DVD ready video.



**\$1500**

**"WRANGLER" PARTNER**

There are only a limited number of these exclusive partnerships available. For your contribution of \$1500 or more your company will receive the following benefits:

- Company Banner to be displayed on chute gate, out gate or in gate during all events
- Company Flag to be displayed during event
- Public address system announcements during event
- Half page ad in souvenir program
- Listing on Big Screen to be viewed at sponsor dinner and all Rodeo performances.
- Listing on Sponsor Appreciation Page in program
- Company Name included in advertising
- 10 VIP passes to Bad Bulls, 12 for rodeo.. Good either night. Parking is not provided. Your Parking fees are a fundraiser for The Tehachapi Police Explorer Post
- Sponsor Appreciation Gift
- A 60 second video spot to be shown during all rodeo performances. Must provide a DVD ready video.



**\$250**

**"RUSTLER" PARTNER**

For your contribution of \$250, your company will receive the following benefits:

- Eighth page ad in souvenir program
- Listing on Sponsor Appreciation Page in program
- 4 VIP tickets to Bad Bulls, 4 VIP Rodeo Tickets. Good either night. Parking is not provided. Your Parking fees are a fundraiser for The Tehachapi Police Explorer Post
- Public mention during each performance

**\$100**

**"BUCKAROO" PARTNER**

For your contribution of \$100, your company will receive the following benefits:

- Business card ad in souvenir program
- Listing on Sponsor Appreciation Page in program

**"VIDEO ONLY" PARTNER**

\$250 for a 60 second spot, \$150 for a 30 second spot. Must be DVD ready.