



MARIPOSA COUNTY FAIR RODEO ROYALTY PROGRAM 2019

Advertising/Sponsorship Opportunities

The following packages are for advertising in the Mariposa County Fair Rodeo Royalty Memory Book which are given out at the Rodeo on September 1, 2019. The program pages are 8 1/2 x 11, with an approximate 1/4" border. Advertisements are in Black and White.

We accept photo ready art ads as specified below. If you are a returning sponsor and want to use an ad from last year, simply indicate that on your sign up sheet. If you are having graphic design work done for your ad through our designer, Shayna, any additional fees that are paid to her are NOT part of the sponsorship/advertising promotion mentioned herewithin.

While your sponsorship provides you with an advertisement in the memory book, please know that the funds go towards offsetting the costs of the Royalty Program as well as helping to provide added money for the Fair Rodeo with the net proceeds for the year going to the Friends of the Fairgrounds Foundation. The Friends of the Fairgrounds Foundation is a non profit organization who is dedicated to insuring that the Fairgrounds stays open, now and for future generations to enjoy. The Friends of the Fairground Foundation is the administrator of the Rodeo Royalty Contest. The Rodeo Royalty Contest is run by a volunteer sub-committee of the Friends of the Fairgrounds Foundation.

The Royalty Competition takes place on August 10, 2019, starting with Horsemanship element at 8am Mariposa Fairgrounds Gold Bowl Arena. Rodeo Royalty Dinner 6:00 pm. Crowning will take place prior to the Mariposa Fair Rodeo on Sunday September 1, 2019.

King of the Cowboys (\$575+):

- Full Page (see ad details) + Listing in the Dinner Program
- Sunday Fair & Rodeo Tickets for 2 (\$40 value)
- Admission to Royalty dinner for 2 (\$30 value)
- Flag. Returning sponsors do not have to purchase flags if there is a flag already in our inventory. New sponsors can have the option of purchasing a flag or not. Text flags in block letters run about \$90- \$120 and logo styled flags run about \$150- \$175. These figures are at cost through Mariposa Signs. Flags must be purchased through the contest to insure uniformity in size and style. The cost of the flag is an additional cost to this sponsorship.

Re Ride (\$500.00):

Re Ride sponsorship is only available for those sponsors who have been an on going sponsor and that have a flag in the FOF inventory.

- 1/2 page (see ad details) + Listing in the Dinner Program
- Flag ran at the rodeo (Re Ride sponsors do not receive any tickets as part of their package).

Top Hand (\$300 +):

- 1/2 page (see ad details) + Listing in the Dinner Program
- Admission to Royalty dinner for 2 (\$30 value)

Bronc Buster (\$150 +):

- 1/4 page (see ad details) + Listing in the Dinner Program

You Go Girl (\$50.00):

- Business card size (see ad details)

Note: Sponsors under \$50: will no longer be mentioned by name in the program. **Special Sponsorships:** A limited amount of special sponsorships are available. We can customize a sponsorship for you, just give us a call and let's talk about what you would like to do! Call Carol at 209-966-8150/ 209-347-7759 for details.

PAYMENT & AD DEADLINE AUGUST 1, NO EXCEPTIONS

Ad Details: In order to ensure that your files are print ready we recommend that you upload them in PDF format. When you generate a print ready PDF your computer will use the settings in Adobe Acrobat Distiller or any other PDF generating programs you may use. Please make sure that these are set properly before generating your PDF file. We also accept .JPG (JPEG), .EPS and .TIF (TIFF) file types. Use a minimum resolution of 300 dpi for images. Send your ad to: Shayna at mariposarodeographics@gmail.com in order to secure your spot in the program. If we receive money but no advertisement we will list your name in the program under the appropriate sponsorship level. If we receive an ad and no money your ad WILL NOT RUN in the program. If you don't have photo ready art or need help customizing your ad, for an additional fee Shayna can design something for you. Upon receiving your ad, Shayna will email you a confirmation.

Revised 2/20/19

**2019-2020 MARIPOSA COUNTY FAIR RODEO ROYALTY CONTEST
ADVERTISING/ SPONSORSHIP FORM**

Note: the Mariposa Friends of the Fairgrounds is a 501©3 non- profit charitable organization Taxpayer ID # 45-2737603

Name of Sponsor: _____

Contact Person: _____

Mailing Address: _____

Telephone Numbers: (____) _____ or (____) _____

Email Address: _____

Check one:

- King of the Cowboys \$575+
- Re Ride \$500+
- Top Hand \$300 +
- Bronc Buster \$150+
- You Go Cowgirl \$ 50+

- Check here if you are a prior advertiser and want to run your ad from last year

Name of Contestant: _____

(if not sponsoring a contestant leave blank and be a direct sponsor)

Make your payment to:

Mariposa Friends of the Fairgrounds Foundation

Mail to:

attention: Carol Suggs P.O. Box 5008-202 Mariposa CA 95338

