



**2016 Fernley
Senior Pro Rodeo**

**Sponsorship
Opportunities**

**August 12th & 14th
Timed Events**

**Full Rodeo
August 12th Day
August 13th Night
August 14th Day**

Sponsorship Opportunities

The Rodeo is (literally) fun for all ages; and with your support, the 2016 Rodeo can be the epitome of a giddy-up good time for the whole family and we're asking you to be a part of it.

Your sponsorship will not only make the Rodeo possible, but we hope that it will also provide your business with a superb opportunity to increase awareness and sales. And along with the appreciation and gratitude that comes with supporting this great event, your sponsorship will gain your business recognition as a true community partner and supporter of our Western Lifestyle and Heritage.

We thank you for taking the time to consider this excellent opportunity, let's RODEO!

Title Sponsor \$2,500

Full page, color ad in the program

Arena banner – 3x8 feet

5 promotional mentions each day

Logo on all marketing materials

Logo and link on FernleyRodeo.com

50 general admission tickets

Marketing value: \$1,400.00

Calcutta \$2,000

Full page, color ad in the program

Arena banner – 3x8 feet

5 promotional mentions each day

Logo on all marketing materials

Logo and link on FernleyRodeo.com

25 general admission tickets

Marketing value: \$1,225.00

Event Naming* \$1,000 (14 available)

The event will be named for the sponsor

Example: The United Auto Sales Steer Roping Competition

Sponsor will be announced throughout the named event

Half page, color ad in the program

Arena banner – 3x8 feet

2 promotional mentions each day

Logo and link on FernleyRodeo.org

15 general admission tickets

Marketing value: \$755.00

Arena Banner \$250 (20 available, 3X6)

Logo and link on FernleyRodeo.org

6 general admission tickets

Marketing value: \$142.00

For more information on sponsorship opportunities, please call

Hank Kelsey 775-980-9286

Greg Mason 775-825-6555 / cell 775-287-1582

Event Descriptions –

Bareback Riding

Bareback riding, developed in the rodeo arena many years ago, consistently produces some of the wildest action in the sport. A bareback rider begins his ride with his feet placed above the break of the horse's shoulder. If the cowboy's feet are not in the correct position when the horse hits the ground on its first jump out of the chute, the cowboy has failed to "mark out" the horse properly and is disqualified.

Barrel Racing

Although barrel racing may look less nerve-wracking than some other Senior Pro Rodeo events, it certainly is not for the faint-hearted. The horsemanship skills and competitive drive in this fast-and-furious event make it a crowd favorite.

Bull Riding

Unlike the other rough stock contestants, bull riders are not required to spur. That's no surprise, as it's usually impressive enough just to remain seated for seven seconds on an animal that may weigh more than a ton and is as quick as a cat. A bull rider will be disqualified for touching the animal, himself or his equipment with his free hand.

Calf Roping

Like bronc riding, calf roping is an event that was born on the ranches of the Old West. Sick calves were roped and tied down for medical treatment. Success in calf roping depends largely on the teamwork between a cowboy and his horse. The luck of the draw is also a factor. A calf that runs fast or kicks hard can foil a roper's finest effort.

Ribbon Roping

Ribbon roping is a sanctioned Senior Pro Rodeo roping event involving a team consisting of a cowboy and cowgirl. The roper tosses a loop on the calf, while his partner, the ribbon runner waits in the arena. As soon as the roper dismounts from his horse and makes contact with the calf, the cowgirl runs to the calf and snatches the ribbon tied to the calf's tail. The ribbon runner then races back to the finish line. This is a very popular event with rodeo fans. World Champions are crowned during the Senior National Finals Rodeo.

Saddle Bronc Riding

Rodeo's "classic" event, saddle bronc riding, has roots that run deep in the history of the Old West. Ranch hands would often gather and compete among themselves to see who could display the best style while riding wild or unbroke horses. It was from this early competition that today's saddle bronc event was born.

Steer Wrestling

Wrestling a steer requires more than just brute strength. The successful steer wrestler, or bulldogger, is strong, to be sure, but he also works on the principles of leverage. The steer wrestler, mounted on horseback, starts behind a barrier, and begins his chase after the steer has been given a head start. If the bulldogger leaves the box too soon and breaks the barrier, he receives a 10-second penalty.

Team Roping

If a team roping header isn't quick with a rope, you won't find him at the Senior National Finals Rodeo. Headers must run on instinct and have cat quick reflexes. To win money at most Senior Pro rodeos, team roping headers must leave the box and rope their steer in less time than it takes to open a bag of pretzels.

Ladies Breakaway

Ladies breakaway roping is a newly-sanctioned event for NSPRA. Similar to tie down roping, success depends greatly on the teamwork of the contestant and her horse. The difference is that the ladies do not rope hard and fast. The tail end of the cowgirl's rope is tied with string to the saddle horn, the loop of the rope must pass over the head of the calf, come tight to the calf and break the rope away from the contestant's saddle horn.

*** Mutton Bustin'**

A crowd favorite and the chance for our little buckaroos and buckarettes to follow in the tradition of rodeo. Contestants must be between 5 and 7 years of age and weigh no more than 65 lbs. Each get a ride of their life when the chute opens and the mutton bolts.