



Redding Rodeo 2019 Mutton Bustin' Sponsorship

Price for this Sponsor Package is \$3500.

The Redding Rodeo will provide the following for the 2019 Mutton Bustin' sponsor.

1. Sponsor's name will be displayed on electronic scoreboard.
2. Special (expanded) recognition by the program announcer.
3. An arena sign (4' x 8') will be posted in the arena, on the gates protecting the Mutton Bustin chute area from the main arena.
4. Sponsor's name and logo will be displayed on the Mutton Bustin' section of the Redding Rodeo Association web site.
5. Display a Sponsor's sign (4' x 8') on the inner side of the gates protecting the Mutton Bustin' chute area from the main arena area. This will allow a Sponsor sign will always be visible to the main grandstand.
6. Sponsor's name and logo will be presented in the Rodeo Souvenir Program Book on the Mutton Bustin page.
7. Sponsor has the right to furnish and distribute additional promotional items to the Mutton Bustin participants, at no charge to the Redding Rodeo Association.
8. Sponsor may designate one (1) staff member or delegate to assist with awarding buckles and other items to participants in the arena concluding each performance.
9. Sponsor shall receive two (2) Rodeo Flats seating area tickets for each nightly performance of Redding Rodeo.
10. 15 General Admission tickets.
(choice of day is at the discession of Redding Rodeo Association).
(Sponsor may purchase any additional tickets, if desired, at normal retail pricing).

Sponsor acknowledges that this sponsorship is nonexclusive and other sponsors' names, logos or service marks may be displayed on signs, awards including buckles or promotional materials.

Sponsor Name -- _____

Sponsor Address -- _____

Approved by Redding Rodeo Association

Signature Date

Approved by the Sponsor

Signature Date

* The RRA will provide up to \$500.00 toward the sign for **first time sponsors**.

Any custom artwork to the sign, or replacement of the original sign, will be provided at the expense of the sponsor, at the sole discretion of the RRA.

Sign placement is at the sole discretion of the Redding Rodeo Association and may be modified to conform to PRCA requirements.

Sponsor agrees to pay the Redding Rodeo Association the Sponsor Fee of \$3500. as described above, based upon this sponsorship.

Sponsor payment is due to RRA before May 1, 2019. A Late Fee of 1 1/2% per month (18% per year) will be assessed on all unpaid balances after May 1, 2019.

**All payments should be mailed to:
Redding Rodeo Association
P.O. Box 992048
Redding, CA 96099**

All materials (text, art work, logos, etc) that are included on signs or ads must be delivered to Redding Rodeo Association before March 1, 2019 (Due Date). Redding Rodeo Association is not responsible for completeness of sign if materials are not received by Due Date.

Sponsor hereby grants to the Redding Rodeo Association a limited license to display Sponsor's name, brand names, trademarks, service marks, and Logos ("Proprietary Marks") in connection with the advertising and promotional activities specified herein or otherwise used pursuant to this agreement.

To the extent a party is responsible, each party agrees to indemnify, defend and hold harmless the other party and its affiliates, and the directors, officers, successors, assign, contractors, agents and employees of each from and against any and all damages, losses, claims, judgments or actions of whatever kind or nature, including reasonable attorney's fees and costs (hereinafter collectively "Claims"), arising out of or otherwise connected with the Rodeo or arising out of or otherwise connected with the breach of any of the terms of this Agreement, except to the extent that any such Claims arise out of the acts or omissions of the indemnified party.