



## **Redding Rodeo 2016 Platinum Sponsor Package**

Package Cost \$5,000.00

**The Platinum Sponsor Package includes the following direct benefits:**

### **Direct Rodeo Exposure**

1. Public address recognition as a sponsor of the Redding Rodeo Association.
2. Sponsor's name to be displayed on the electronic score board.
3. A sign\* or logo to be posted in the arena.
4. Display for the Sponsor's flag at Pre-Rodeo functions such as the Media Events, Parades and other appropriate times.
5. Sponsor's flag will be presented in the arena at the discretion of the Rodeo Committee.
6. Sponsor's name or logo will be posted on the Rodeo Association web page. ([www.reddingrodeo.com](http://www.reddingrodeo.com))
7. Sponsor will be included in print advertising by way of logo or name.
8. Sponsor will be given a three quarter (3/4) page ad in the souvenir Rodeo Program book as a Platinum Sponsor.

### **Tickets**

1. Sponsor will receive 6 Rodeo Flats Bleacher seating\*\* tickets for the Friday performance.
2. Sponsor will receive 10 box seat tickets\*\* for the Wednesday night performance.
3. Sponsor will receive 10 general admission seats\*\* for both the Wednesday and Thursday night performances.
4. Sponsor will receive 4 tickets to the Kick Off Steak BBQ Dinner and Dance.

Approved by the RRA President or Sponsorship Committee Chairman

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Signature

Date

Approved by the Sponsor

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Signature

Date

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### **Sponsors Mailing Address**

**Sponsor's web location URL:** [www.\\_\\_\\_\\_\\_](http://www._____)

(For inclusion as a link from the RRA web site to Sponsors web site)

\* The RRA will provide up to \$500.00 toward the flag and sign for first time sponsors. Any custom artwork to the flag or sign, or replacement of the original flag or 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.

Signs will be displayed through the end of Rodeo Week 2016. After May 31, 2016, said signs may be removed, or relocated at the sole discretion of the Redding Rodeo Association.

\*\* An equal or higher value seating location may be substituted at the sole discretion of the Redding Rodeo Association.

Sponsor agrees to pay the Redding Rodeo Association \$5,000.

Sponsor payment of \$5,000.00 is due to RRA before May 1, 2016. A Late Fee of 1 1/2% per month (18% per year) will be assessed on all unpaid balances after May 1, 2016.

**All payments should be mailed to:**

**Redding Rodeo Association  
P.O. Box 992048  
Redding, CA 96099-2048**

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. Sponsor further represents that it has the legal right to use and authorize the use of the above.

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.