



## **Redding Rodeo 2016 Arena or Chute Signs only Advertising options**

**The Redding Rodeo offers the following options for an Arena Sign sponsor.**

1. Sponsor will receive a 24 inch by 78 inch Chute Gate arena sign. This sign will be placed on one of the 10 bucking chute gates or the stock exit gates.  
Price for this option is \$2000.
  
2. Sponsor will receive a 4 foot by 8 foot arena sign. This sign may be placed at any spot around perimeter of the arena, generally visible to the Main Grandstand seating section.  
Price for this option is \$1000.
  
3. Sponsor will receive a 4 foot by 4 foot arena sign. This sign may be placed at any spot around perimeter of the arena, generally visible to the Main Grandstand seating section.  
Price for this option is \$500.

**Sponsor chooses to purchase Sign Option # \_\_\_\_\_ as listed above.**

Approved by the RRA President or Sponsorship Committee Chairman

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Approved by the Sponsor

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
**Sponsor Name**

\_\_\_\_\_  
**Sponsor Mailing Address**

**Sponsor's web location URL:** www.\_\_\_\_\_

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

The RRA will provide up to \$200.00 toward the sign for first time sponsors. Any custom artwork on 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. Signs will be displayed through the end of Rodeo Week 2016. After May 31, 2016, said sign may be removed, or relocated at the sole discretion of the Redding Rodeo Association.

Sponsor agrees to pay the Redding Rodeo Association Ad fee as described above, based upon type of sign.

Sponsor payment for ad 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**

All materials (sign text, art work, logos, etc) that are included in the sign must be delivered to Redding Rodeo Association before April 1, 2016 (Due Date). Redding Rodeo Association is not responsible for completeness of sign if materials are not received by Due Date.

A higher value sign may be substituted at the sole discretion of the Redding Rodeo Association.

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.