



**Redding Rodeo 2019
Admission Ticket Sponsor Package
Package Cost \$2,200.00**

The Admission Ticket Sponsor Package includes the following direct benefits:

Direct Rodeo Exposure

1. Sponsor's name to be displayed on the electronic score board.
2. Sponsor's name or logo will be posted on the Rodeo Association web page.
(www.reddingrodeo.com)

Rodeo Advertising

1. Sponsor will be presented in the Rodeo Program book as a Sponsor.
2. Sponsor will have his Company Name or Logo or Coupon printed or displayed on the electronic (eTicket) Admission Ticket as advertising for the Sponsor. This will be the EXCLUSIVE advertising on the Admission Ticket.
3. Dues to space and technology limitations on the 2 inch by 5.5 inch thermal printed paper tickets, a Sponsor Name or Logo will not be printed. As a substitute, a 4 foot by 8 foot sign, provided by Redding Rodeo Association, will be posted in the arena, advertising Sponsor's Name and Logo.

Approved by the RRA President or Sponsorship Committee Chairman

Signature

Date

Approved by the Sponsor

Signature

Date

Sponsors Mailing Address

Sponsor's web location URL: www._____

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

Sponsor agrees to pay the Redding Rodeo Association \$2,200.
Sponsor payment of \$2,200.00 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 96099-2048**

All materials (ad text, art work, logos, etc) that are included in the ad must be delivered to Redding Rodeo Association before December 31, 2018 (Due Date). Redding Rodeo Association is not responsible for completeness of ad 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. 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.