

SPONSORSHIP LEVELS

MAJOR SPONSORSHIP:

CASH DONATION \$3,500 & ABOVE

- Three (3) arena banners seen by spectators, television & still cameras
- Complete logo privileges
 - BFI posters distributed nationwide
 - BFI Internet Site
 - BFI Souvenir program on sponsors/awards page
 - All BFI full & half page print advertisements
- Half page, black & white advertisement in the BFI Souvenir Program
- Six (6) months of pre-BFI advertising with company logo in *Ropers Sports News*
- Promotional announcements throughout the event
- Eight (8) complimentary tickets to the event & sponsor badges

BANNERS & LOGOS TO BE PROVIDED BY SPONSOR!

CASH DONATION \$2,500

- Two (2) arena banners seen by spectators, television & still cameras
- Logo privileges on some print material
- Recognition on the BFI Internet Site
- Quarter page, black & white advertisement in the BFI Souvenir Program
- Logo privileges on the sponsor/awards page of the program
- Recognition in BFI full page advertisements
- Six (6) months of pre-BFI advertising with company logo in *Ropers Sports News*
- Promotional announcements throughout the event
- Six (6) complimentary tickets to the event & sponsor badges

BANNERS & LOGOS TO BE PROVIDED BY SPONSOR!

STANDARD SPONSORSHIP:

CASH DONATION \$1,500

- One (1) arena banner in a specific location
- Six (6) months of pre-BFI advertising in *Ropers Sports News*
- Recognition in BFI full page advertisements
- Recognition in the BFI Souvenir Program & at the event
- Recognition on the BFI Internet Site
- Four (4) complimentary tickets to the event

BANNER TO BE PROVIDED BY SPONSOR!

CASH DONATION \$1,000

- Six (6) months of pre-BFI advertising in *Ropers Sports News*
- Recognition in BFI full page advertisements
- Recognition in the BFI Souvenir Program & at the event
- Recognition on the BFI Internet Site
- Two (2) complimentary tickets to the event

MARKETING & PROMOTION

PRINT

- Full page advertisements:
Ropers Sports News
All-Around
Super Looper
The Roping Pen
- Other advertisements:
Dally Times
Cascade Horseman
Nevada Rancher
Pro Rodeo Sports News
- Minimum of three (3) press releases distributed to over 20 major roping & Western publications
- Pre- & post-publicity that reaches over one million prospective customers
- Spectacular posters distributed to significant tack & feed dealers nationwide

INTERNET

- Complete interactive website including major sponsor logos, sponsor listing, products, press releases & contestant information
- Over **10,000 VISITORS** come to the BFI Internet Site the week of the BFI

PROFESSIONAL VIDEO TAPE

- The BFI is professionally video taped & marketed separately through numerous publications, Rodeo Video (a video & television production company), and at the National Finals Rodeo
- It is the **LARGEST SELLING** Team Roping video in America