



April 7, 2021

Greetings!

The 2021/103rd Annual "World's Fastest" Livermore Rodeo rides into Livermore Valley Stadium on Friday – Sunday June 11-13! 15,000-20,000 spectators crowd into the stadium on the second weekend in June to witness this historic event!

Budget-Friendly and effective advertising options await you! At the 2021 rodeo we will be offering video advertising options, along with a new addition of advertising spaces on fences in front of the arena!

There are many other options during the event to advertise your event or business and we welcome you to take a peak at the enclosed options for this year. Please note that there are strict deadlines to make, you can find those deadline dates on the next enclosed page, or at www.livermorerodeo.com/advertisingform. There, you may also select your advertising options, and upload your advertising art. Please contact our advertising department at ads@livermorerodeo.com to set up credit card payment arrangements, or with any questions you may have.

We look forward to working with you as we welcome the 103rd year of the World's Fastest Rodeo to Livermore Valley Stadium!

Warm regards,

A handwritten signature in black ink, appearing to read 'Bryan Fagundes'.

Bryan Fagundes
Member, Board of Directors
Livermore Stockmen's Rodeo Association

Enclosure



IMPORTANT ADVERTISEMENT DEADLINE DATES

Souvenir Program Ads

Payment & Art must be submitted by/postmarked by

April 9, 2021

NO EXCEPTIONS

EMAIL ART TO: program@livermoreroдео.com OR BY MAIL.

ART SPECS CAN BE FOUND ON NEXT PAGE

Video Advertising (Limited Space)

Payment / Orders must be submitted by:

June 1, 2021

Videos must be submitted by:

June 8, 2021

NOTE: First Come, First Serve

VIDEO LINKS CAN BE DELIVERED TO: ads@livermoreroдео.com

Fence Sign/Special Advertising (Limited Space)

Payment / Orders must be submitted by:

June 1, 2021

Sign must be delivered to Livermore Valley Stadium by:

June 8, 2021

NOTE: First Come, First Serve

Event Sponsor/Event Buckle

Payment / Orders must be submitted by:

April 9, 2021

NOTE: First Come, First Serve

PLEASE SEE NEXT PAGE FOR ADVERTISING OPTIONS



2021 Livermore Rodeo Sponsorship Application



We accept credit card payments.
Please contact: ads@livermoreroдео.com

SPECIAL SPONSORSHIPS

VIP Sponsor	For information, visit www.livermoreroдео.com/vipsponsorship
Arena Sponsor	For information, visit www.livermoreroдео.com/vipsponsorship
Event Sponsor	\$1,100 Arena Flag (Sponsor provides 3' x 5' flag) plus company announcement & program listing
Event Buckle	\$ 550 Company name in program (First come, first serve. Only 7 Buckles available)
Queen Sponsor	\$ _____ Or item _____ . Name included in program

SPECIAL ADVERTISING (Submission period closes June 8, 2021)

Chute Sign	\$1,100	Renewal list is first served. Wait list from fence signs. 2' x 7' wood sign (15 available)
Arena Fence Sign	\$ 550	3' x 6' vinyl banner (sponsor to provide banner) Limited Space available
Arena Frontage Sign	\$ 450	3' x 6' vinyl banner (sponsor to provide banner) Limited Space available
Gate Front Entrance Sign	\$ 550	2' x 7' vinyl banner (sponsor to provide banner) May apply for up to 3 spaces (6 available)
Front Entrance Fence Sign	\$ 400	2' x 7' vinyl banner (sponsor to provide banner) Limited Space available
Social Media Blast	\$ 100	Available year-round for sponsors & advertisers. Contact: ads@livermoreroдео.com

PLEASE NOTE! Sponsor to provide vinyl banner or sign. Signs must be delivered to Livermore Valley Stadium by June 8, 2021. All fence and front entrance signs inquiries & application period close once space is full or on June 1, 2021. NO EXCEPTIONS!

SOUVENIR RODEO PROGRAM ADVERTISING (Submission period closes April 9, 2021)

Full Page	\$ 660	Artwork within 7-3/8" W x 9-7/8" H
1/2 Page	\$ 330	Artwork within 7-3/8" W x 4-7/8" H
1/4 Page	\$ 250	Artwork within 3-1/2" W x 4-7/8" H
1/8 Page	\$ 150	Artwork within 2-1/2" W x 2-3/8" H (Business Card size)

Use same ad/artwork as 2019 or previous program (indicate size above)

PLEASE NOTE! Artwork/Design is NOT included in price. Additional fees apply for resizing and design work. All souvenir program artwork & payment due no later than April 9, 2021 NO EXCEPTIONS! See cover page for further information.

VIDEO JUMBOTRON ADVERTISING (Submission period closes June 8, 2021)

30 Second Video	\$1,100	Rotations start: June 11 @ 5pm prior to Xtreme Bulls, & June 12-13 @ 11am prior to rodeo
15 Second Video	\$ 750	Rotations start: June 11 @ 5pm prior to Xtreme Bulls, & June 12-13 @ 11am prior to rodeo
15 Second Still Image	\$ 500	Rotations start: June 11 @ 5pm prior to Xtreme Bulls, & June 12-13 @ 11am prior to rodeo

PLEASE NOTE! Video Production NOT included in price. Video Production is available, additional fees apply. All video jumbotron ads must be received no later than June 8, 2021. Please find further instructions on cover page.

DAY SHEET SPONSOR (Submission period closes June 8, 2021)

Saturday ONLY	\$ 165	2"W x 2"H Logo and/or printed name on front
Sunday ONLY	\$ 165	2"W x 2"H Logo and/or printed name on front
Both Rodeo Days	\$ 300	2"W x 2"H Logo and/or printed name on front

_____ Amount Enclosed

Please mail completed form and check to:

LSRA Advertising Committee - PO Box 180 - Livermore, CA 94551
Or contact ads@livermoreroдео.com, or see www.livermoreroдео.com/advertise

COMPANY _____ CONTACT NAME _____

ADDRESS _____ EMAIL _____

CITY/STATE/ZIP _____ PHONE _____