

2023

# SPONSOR PARTNER



The Bucking Horse Sale Board of Governors is making plans for the 72<sup>nd</sup> Annual Miles City Bucking Horse Sale: May 18-21, 2023. The success of this event is credited largely to our sponsors, who lend their names and financial support to the event. The sponsorship money we raise each year goes to offset the cost of running the event.

By participating as a sponsor, your organization will benefit from extended exposure through media campaigns and promotional efforts directed toward the supporters of the Bucking Horse Sale. For a small donation, you'll be able to enjoy excellent exposure to the many visitors to our world-renowned event. Higher-level sponsors will also be offered a number of event passes which can be shared with your clients, co-workers, families, or friends.

So what does this mean for our sponsors-partners? This means that your products and services will be advertised and promoted to thousands of spectators. Based on the level of sponsorship your business will be advertised via:



- **Logo displayed on website**
- **Social media advertising**
- **Email blast**
- **Printed Advertising**
- **Banners on display**
- **PA Announcements**

The World-Famous Miles City Bucking Horse Sale is an action-packed 4 days with a wide variety of happenings and events. Starting with the Thursday Night Kick-Off Concert and continuing through the \$50,000 added MCBHS Match Bronc Ride on Sunday, you will enjoy a full slate of events that will leave no doubt as to why we are called Cowboy Mardi Gras!

We have different levels of sponsorships, as detailed in the enclosed sponsorship commitment form. You can select the level of participation that best meets your needs and be secure in the knowledge that your sponsorship will be used to help make this event a success, not only this year but for years to come.

We are counting on your support and will be happy to answer any questions you may have. Please return your signed sponsorship commitment form via email to [tracy.mcbhs@gmail.com](mailto:tracy.mcbhs@gmail.com). Thank you in advance for your willingness to support the Miles City Bucking Horse Sale efforts, which helps bring people and business to our community.

Sincerely,

Tracy L. Hauk  
Marketing Director  
Miles City Bucking Horse Sale



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# EVENTS

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## **Derby Day Racing – May 6 \* Tentative**

Full Day of Live Horse Races, tickets can be purchased online and at the gate, featuring LIVE simulcast of the entire card at Churchill Downs.

## **Mother’s Day Racing – May 14 \*Tentative**

Free Admission for all Mothers, tickets can be purchased online and at the gate, featuring LIVE simulcast of the entire card at Churchill Downs.

## **NEW Days of Racing**

Full Day of Live Horse Races, tickets can be purchased online and at the gate, featuring LIVE simulcast of the entire card at Churchill Downs.

## **Kick-Off Concert – May 18**

Get your Bucking Horse Sale weekend started with the Thursday Night Kick-off Concert to be determined. The concert is always a great way to kickstart the “Cowboy Mardi Gras” festivities.

## **Permit Challenge – May 19**

Rodeo Grand Entry, Wild Horse Race, Permit Challenge, Mutton Bustin’, Ranch Bronc Ride, Street Dance (Downtown), LIVE Pari-Mutual Horse Racing.

## **Trade Show – May 19-21**

Miles City Bucking Horse Sale Trade Show has grown into one of the premier expositions in the region. At the MCBHS Trade Show, you will find the latest fashions, Western Classics like boots and hats, jewelry, home decor, and much more!

## **Bucking Horse Sale – May 20**

The Bucking Horse Derby, which is designed to allow consignors the chance to showcase their most promising bucking stock in a futurity-style event. Following the Derby, an Open Bucking Horse Sale is held, LIVE Pari-Mutual Horse Racing.

## **One Day Match Bronc Ride – May 21**

MCBHS Match Bronc Ride is an official Pro Rodeo Cowboys Association (PRCA) sanctioned event. 32 of the top riders in the world will vie for \$50,000 in purse money. As one of the largest one-day events in the World, the Sunday Match Bronc ride is a must-see event for dedicated and casual rodeo fans alike. The match bronc ride also features pari-mutuel wagering and big money Calcutta’s, LIVE Pari-Mutual Horse Racing, Wild Horse Race Finals and Ranch Bronc Ride Finals.



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# SPONSORSHIP LEVELS

## \$10000 Hook 'Em High Sponsor

- Naming rights to ONE of the following events (first come first serve basis)
  - Kick Off Concert-Thurs
  - Permit Challenge-Fri
  - Bucking Horse Futurity-Sat
  - PRCA Matched Bronc Ride-Sun
- Choice of Out Gate, Center Gate (2) or sponsor Gate (4 gates total) available
- Daily Shirt sponsor
- Concert Dinner Event-4 passes
- VIP Seating-2 Seats, \$100 drink credit and \$100 swag credit
- General Admission- 6 passes
- News/Radio/Website Presence
- Flag in Grand Entry & Parade
- Ad on Big Screen
- Full Page color ad in prime location (inside front, page 2, inside back, back or middle, first come first serve basis)
- PA advertising - brief write up about your company will be announced at the event numerous times – tag lines work great here
- Advertising on all printed media – utilizing logo
- Logo and link on website sponsor page
- Logo and link on social media posts
- Logo and link on email blasts

## \$5000 Platinum Sponsor

- Sponsor Logo Jackets
- Concert Dinner Event-2 passes
- \$50 drink credit and \$50 swag credit
- General Admission- 6 passes
- News/Radio/Website Presence
- Flag in Grand Entry
- Banner in Arena
- Ad on Big Screen
- PA advertising - brief write up about your company will be announced at the event numerous times – tag line works great here
- Advertising on all printed media – utilizing logo
- Full Page Color Ad in program
- Logo and link on website sponsor page
- Logo and link on social media posts

## \$3000 Gold Level

- General Admission- 4 passes
- News/Radio/Website Presence
- Flag in Grand Entry
- Banner in Arena
- Half Page Color Ad in Program
- PA advertising - brief write up about your company will be announced at the event numerous times – tag line is great here
- Advertising on all printed media name mention
- Logo and link on website sponsor page
- Logo and link on social media posts

## \$1000 Silver Level

- General Admission-2 passes
- Quarter Page Color Ad in Program
- Logo and link on website sponsor page
- Logo and link on social media posts



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# MORE OPPORTUNITIES

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Cowboy Channel has become a partner and getting national media coverage not experienced before. Now offering these prime locations for your business to be showcased. These are on a first come first serve basis and available year-to-year renewal. No contract.

\$2500 Lower Chute Signs  
8 Available

\$1500 Upper Aerial Signs  
(above the chutes)  
8 Available

\$1500 Pick Up Sponsors  
4 Available

\$1500 Bronc Saddle Sponsor  
SOLD

\$1500 Replay Sponsor  
1 Available



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# HORSE RACING

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\$1500 - Memorial Buckle Race Sponsor (Mother's Day Sun May 14 OR Bucking Horse Sale May 19-21)

- General Admission-4 passes
- Opportunity to take picture with winner in the winner's circle
- Memorial Buckles with business name presented in the winner's circle
- PA advertising – your company will be announced during your specific Race



\$1000 - Blanket Race Sponsor (Bucking Horse Sale May 19-21)

- General Admissions – 4 passes
- Opportunity to take picture with winner in the winner's circle
- Blanket with business name presented in the winner's circle
- PA advertising – your company will be announced during your specific race

\$500 – Pre-Bucking Horse Sale Race Sponsor (May 6 or 14)

- General Admissions – 2 passes
- Opportunity to take picture with winner in the winner's circle
- PA advertising – your company will be announced during your specific race
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## ADDITIONAL HORSE RACING OPPORTUNITIES

\$500 - Paddock Sign

\$500 - 3 Tote Sponsors  
Betting Windows

\$1500 - Tractor Sponsor

\$10,000 - Start Gate



# BUSINESSMAN SPONSOR

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\$500 - (32) Sponsor of 1 Cowboy

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# SPONSORSHIP CONTRACT



**This page has to be filled out and signed to finalize the sponsorship contract.  
Payment for all sponsorships needs to be submitted on or before April 1.**

Company Business Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Company Business Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Social Media Site Name(s) (example: Facebook, Instagram, Twitter, YouTube, etc.) \_\_\_\_\_

**Sponsorship Level**

\_\_\_ Hook'em High \_\_\_ Platinum

\_\_\_ Gold \_\_\_ Silver

*Please provide artwork in high resolution JPEG/PNG or print ready Black/White or Color. Email artwork, logo, or business card [tracy.mcbhs@gmail.com](mailto:tracy.mcbhs@gmail.com).*

*All assets are due upon signed contract, April 1, to be included on the website, social media, print and digital media.*

My Company/Business will be providing: *Check all that apply*

\_\_\_ Brochures, cards, coupons for event table

\_\_\_ Business card, logo, link to website and/or social media

\_\_\_ Product to be given away in swag bags or as prizes for event.

\_\_\_ **Banner Will be provided by sponsor – will be kept by MCBHS.**

\_\_\_ **Flag Will be provided by sponsor – will be kept by MCBHS**

To purchase banner and/or flag contact the below businesses.  
ABC GLASS AND SIGNS @ 406-234-1234 (banner and flags)  
or 406 Signs (banners) 406-853-6004

**ADDITIONAL OPPORTUNITIES – CIRCLE THE ONE(S) YOU WILL CHOOSING**

\_\_\_ \$2500 - 8 Lower Chute Signs \_\_\_ \$1500 - 8 Upper Aerial Signs (above the chutes)

\_\_\_ \$1500 - 4 Pick Up Sponsors. \_\_\_ \$1500 Replay Sponsor

**ADDITIONAL HORSE RACING OPPORTUNITIES**

\_\_\_ \$500 Paddock Sign \_\_\_ \$500 - 3 Tote Sponsors – Betting Windows

\_\_\_ \$1500 - Tractor Sponsor \_\_\_ \$10,000 Start Gate

**Announcement and Print/Website Information**

**ANNOUNCEMENT**

Company/Business Name \_\_\_\_\_

Company/Business information shared in print or online—60 words or less \_\_\_\_\_

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**PRINT WEBSITE INFORMATION**

Company/Business Name \_\_\_\_\_

Company/Business information shared in print or online—60 words or less: \_\_\_\_\_

This agreement is made and entered on this date, \_\_\_\_\_, by and between Miles City Bucking Horse Sale and herein referred to as "Sponsor." Sponsors entering into this agreement shall receive the benefits of \_\_\_\_\_ Sponsorship Level. Sponsor will receive the benefits of their chosen sponsorship level for one year from date of agreement with the option to renew for subsequent years.

Company/Business Name \_\_\_\_\_

Printed First Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please email all sponsor information to Tracy Hauk [tracy.mcbhs@gmail.com](mailto:tracy.mcbhs@gmail.com). Make product and payments to Miles City Bucking Horse Sale. W-9 available upon request.

Make checks payable to: **Miles City Bucking Horse Sale** or payment via credit card can be made upon request.

For any questions please contact:  
Tracy Hauk  
[tracy.mcbhs@gmail.com](mailto:tracy.mcbhs@gmail.com) or 406.951.3211