

2025

SPONSOR PARTNER



The Bucking Horse Sale Board of Governors is making plans for the 74th Annual World Famous Miles City Bucking Horse Sale: May 15-18, 2025. 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. 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 will be happy to answer any questions you may have. Please return your signed sponsorship commitment form via email to 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

Derby Day Racing – May 3 * 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 10 *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.

Kick-Off Concert – May 15

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.

Orin Muri Permit Challenge – May 16

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

Trade Show – May 15-18

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 17

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 18

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
- Out Gate and Center Gates for Day
- Concert Dinner Event-4 passes
- VIP Seating-2 Seats
- \$100 drink credit and \$100 swag credit
- General Admission- 6 passes
- Print/Radio/Website Presence
- Flag in Grand Entry & Parade
- 30 second max commercial 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
- Logo and link on website sponsor page
- Logo and link on social media posts
- Logo and link on email blasts

\$5000 Platinum Sponsor

- General Admission- 4 passes
- Concert Dinner Event-2 passes
- \$50 drink credit and \$50 swag credit
- Print/Website Presence
- Flag in Grand Entry
- Banner in Arena
- Logo on Big Screen
- PA advertising - brief write up about your company will be announced at the event numerous times – tag line works great here
- 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- 2 passes
- 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
- Name mention social media posts

\$1000 Silver Level

- General Admission-2 passes
- Half Page Color Ad in Program



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MORE OPPORTUNITIES

The Cowboy Channel has become a partner and is providing national media coverage we have not experienced before.

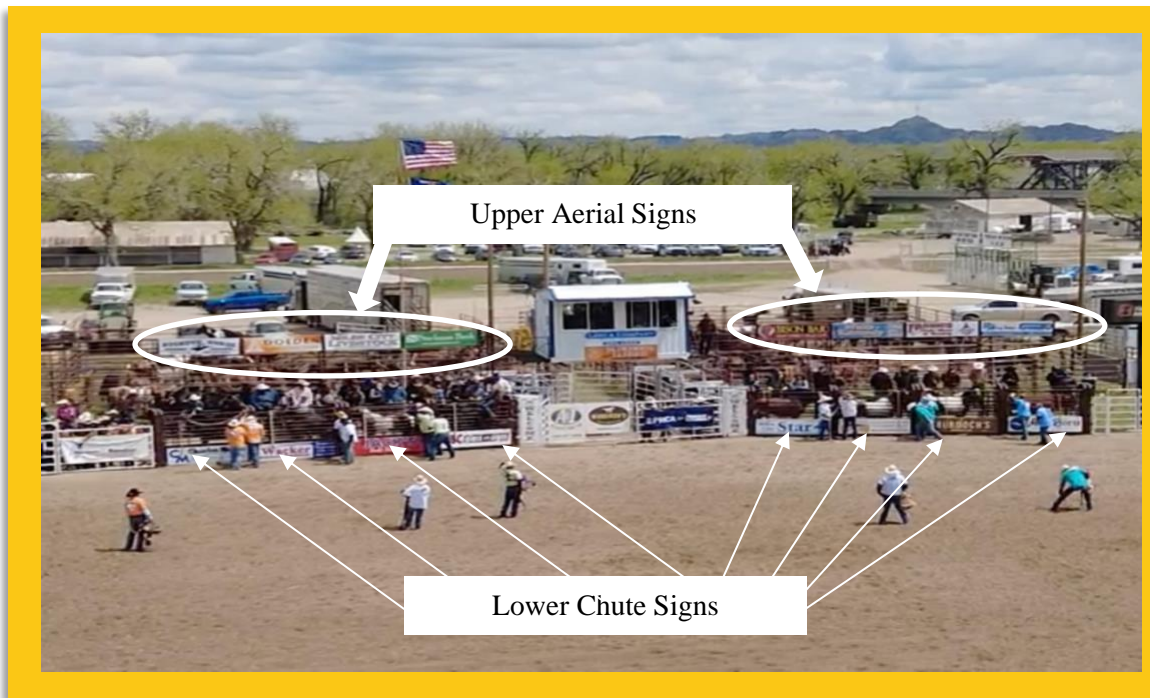
Now offering these prime locations for your business to be showcased. These are on a first come first serve basis and available year-to-year renewal. No contract.

\$2500 Lower Chute Signs
8 Available

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

\$1500 Pick Up Man Sponsors (possible chap sponsor)
4 Available

\$2500 Instant Replay Sponsor
1 Available



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HORSE RACING

\$1500 - Memorial Buckle Race Sponsor (Mother's Day Sunday OR Bucking Horse Sale Weekend)

- 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)

- General Admissions – 2 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 3 or 11)

- 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

ADDITIONAL HORSE RACING OPPORTUNITIES

\$1000 - Paddock Sign

\$1000 - 3 Tote Sponsors
Betting Windows

\$2500 - Tractor Sponsor

\$10,000 - Start Gate

A graphic for a horse race program. At the top is a logo for "World Famous BUCKING HORSE SALE" with "EST. 1958" below it. The date "May 19, 2024" is prominently displayed. Below that is "Race #13 Thoroughbred Starter Allowance" and "Race Sponsored by: Mexico Lindo". A table lists race details: 2nd - Bruin Magic, 3rd - Rafael's Surprise, 61/2 Furlongs, 1:26.30 Fast, Purse: \$6,000. The winner is "Cats Gotta Chance", owned by John L. Five, ridden by jockey Scott A. Barbee, and trained by Dale D. Crooked Arm. The name "Loni's Photography" is written in cursive. At the bottom is a photo of a group of people standing with a horse in a paddock.

BUSINESSMAN SPONSOR



\$500 - (32) Sponsor of 1 Cowboy (Match Bronc Ride)

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SPONSORSHIP CONTRACT



****Please submit completed contract via email to finalize the sponsorship process.
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.

All assets are due upon signed contract 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 Men Sponsors \$2500 - Instant Replay Sponsor

ADDITIONAL HORSE RACING OPPORTUNITIES

\$1000 Paddock Sign \$1000 - 3 Tote Sponsors – Betting Windows

\$2500 - Tractor Sponsor \$10,000 Start Gate

Announcement and Print/Website Information

ANNOUNCEMENT

Company/Business Name _____

Company/Business information shared in print or online—30 words or less

PRINT WEBSITE INFORMATION

Company/Business Name _____

Company/Business information shared in print or online—30 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.
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. **Payment due on or before April 1.**

For any questions please contact:
Tracy Hauk
tracy.mcbhs@gmail.com or 406.951.3211