



## Sponsorship Opportunities 2021

### SCA STEAK COOK-OFF COMPETITION SPONSOR - \$5000

- **Branding Inclusion**  
Your company name/logo will be included as the official sponsor of the SCA Steak Cook-Off Competition.
- **Advertising Exposure**  
*Top billing logo placement on:*
  - One ½ page Community Impact advertisement
  - One full page Community Impact advertisement
  - Authorized use of the Roanoke Roundup logo in your own advertising and promotion
- **Printed Materials & Signage**  
*Top billing logo placement on:*
  - Signage at the event
  - Press Release
  - Photo walls displayed at the event
- **Social Media & Digital**  
*Your company social media:*
  - Will be tagged in related posts for the event on the City of Roanoke Facebook page and Event Invitation
  - Will be linked on the event webpage
- **Brand Exposure**
  - Exclusive logo placement on the banner at the SCA Steak Cook-Off Competition
  - Branded freezer truck displayed on-site in competition area
- **Complimentary Extras**
  - 1 vendor booth space (10' X 10') with table & chairs
  - 1 complimentary competition team entry

### RODEO AND MUTTON BUSTIN' SPONSOR - \$4000

- **Branding Inclusion**  
Your company name/logo will be included as an official sponsor of the rodeo and mutton bustin' competition.
- **Advertising Exposure**  
*Logo placement on:*
  - One ½ page Community Impact advertisement
  - One full page Community Impact advertisement
  - Authorized use of the Roanoke Roundup logo in your own advertising and promotion
- **Banner Exposure**
  - Exclusive logo placement on the main gate banner at the rodeo and mutton bustin'.

- **Printed Materials & Signage**

*Logo placement on:*

- Signage at the event
- Photo walls displayed at the event

- **Social Media & Digital**

*Your company social media:*

- Will be tagged in related posts for the rodeo and mutton bustin' on the City of Roanoke Facebook page and Event Invitation
- Will be linked on the event webpage

- **Complimentary Extras**

- 1 vendor booth space (10' X 10') with table & chairs
- VIP seats for 4 at the rodeo
- Food voucher for 4 to dine at Hard Eight BBQ Roanoke
- City of Roanoke bling basket

## **MAIN STAGE SPONSOR – (4 BANDS!) - \$3500**

- **Branding Inclusion**

Your company name/logo will be included as an official sponsor of the main stage.

- **Advertising Exposure**

*Logo placement on:*

- One full page Community Impact advertisement
- Authorized use of the Roanoke Roundup logo in your own advertising and promotion

- **Banner Exposure**

Exclusive logo placement on the main stage banner.

- **Printed Materials & Signage**

*Logo placement on:*

- Signage at the event
- Signage in green room
- Photo walls displayed at the event

- **Social Media & Digital**

*Your company social media:*

- Will be tagged in related posts for the parade on the City of Roanoke Facebook page and Event Invitation; Includes posts on Instagram and Twitter
- Will be linked on the event webpage

- **Complimentary Extras**

- 1 vendor booth space (10' X 10') with table & chairs
- VIP concert seating and refreshments for 8 people
- Stage recognition at event by City staff and all 4 bands
- City of Roanoke bling basket

## **MIDWAY SPONSOR – (ASSORTMENT OF CRAFTS, GAMES & ACTIVITIES!) - \$3,000**

- **Branding Inclusion**

Your company name/logo will be included as an official sponsor of the midway at the event.

- **Advertising Exposure**

*Logo placement on:*

- One full page Community Impact advertisement
- Authorized use of the Roanoke Roundup logo in your own advertising and promotion

- **Banner Exposure**
  - Logo placement on the midway banner
- **Printed Materials & Signage**

*Logo placement on:*

  - Signage at the event
  - Photo walls displayed at the event
- **Social Media & Digital**

*Your company social media:*

  - Will be tagged in related posts for the midway on the City of Roanoke Facebook page and Event Invitation
  - Will be linked on the event webpage
- **Complimentary Extras**
  - 1 vendor booth space (10' X 10') with table & chairs
  - Pizza Party at Wise Guys Roanoke for up to 10 people (must RSVP 1 week in advance)
  - City of Roanoke bling basket

## **CAR SHOW SPONSOR – (2 CAR SHOWS!) - \$2,500**

- **Advertising Exposure**

*Logo placement on:*

  - One full page Community Impact advertisement
  - Authorized use of the Roanoke Roundup logo in your own advertising and promotion
- **Banner Exposure**
  - Exclusive logo placement on the banner in the car show area
- **Printed Materials & Signage**

*Logo placement on:*

  - Signage at the event
  - Photo walls displayed at the event
- **Social Media & Digital**

*Your company social media:*

  - Will be tagged in related posts for the event on the City of Roanoke Facebook page and Event Invitation
  - Will be linked on the event webpage
- **Complimentary Extras**
  - 1 vendor booth space (10' X 10') with table & chairs
  - VIP seats for 2 at the rodeo
  - VIP judge at the car show
  - City of Roanoke bling basket

## **AUSTIN STREET PLAZA STAGE SPONSOR – (5 GROUPS PERFORMING!) - \$2,000**

- **Advertising Exposure**

*Logo placement on:*

  - One full page Community Impact advertisement
  - Authorized use of the Roanoke Roundup logo in your own advertising and promotion
- **Banner Exposure**
  - Exclusive logo placement on the banner at the Austin Street Plaza stage
- **Printed Materials & Signage**

*Logo placement on:*

  - Signage at the event

- Photo walls displayed at the event
- **Social Media & Digital**  
*Your company social media:*
  - Will be tagged in related posts for the event on the City of Roanoke Facebook page and Event Invitation
  - Will be linked on the event webpage
- **Complimentary Extras**
  - 1 vendor booth space (10' X 10') with table & chairs
  - Food voucher for 4 to dine at Babe's Roanoke
  - City of Roanoke bling basket

## **PETTING ZOO SPONSOR - (INCLUDES SHRINER CLOWNS!) - \$1500**

- **Advertising Exposure**  
*Logo placement on:*
  - One full page Community Impact advertisement
  - Authorized use of the Roanoke Roundup logo in your own advertising and promotion
- **Banner Exposure**
  - Exclusive logo placement on the banner at the petting zoo area
- **Printed Materials & Signage**  
*Logo placement on:*
  - Signage at the event
  - Photo walls displayed at the event
- **Social Media & Digital**  
*Your company social media:*
  - Will be tagged in related posts for the event on the City of Roanoke Facebook page and Event Invitation
  - Will be linked on the event webpage
- **Complimentary Extras**
  - 1 vendor booth space (10' X 10') with table & chairs
  - Food voucher for 2 to dine at Babe's Roanoke
  - City of Roanoke bling basket

## **VENDOR TENTS SPONSOR - (3 LOCATIONS!) - \$1,000**

- **Advertising Exposure**  
*Logo placement on:*
  - One full page Community Impact advertisement
  - Authorized use of the Roanoke Roundup logo in your own advertising and promotion
- **Printed Materials & Signage**  
*Logo placement on:*
  - Sign placed at **all 3** vendor tent locations showing your company as the vendor tent sponsor
  - Photo walls displayed at the event
- **Social Media & Digital**  
*Your company name or logo to be featured on:*
  - Event website
- **Complimentary Extras**
  - Vendor booth space (10' X 10') in market tent with tent, table & chairs

## **BONFIRE & WESTERN COOKOUT SPONSOR - \$1,000**

- **Advertising Exposure**

*Logo placement on:*

- One full page Community Impact advertisement
- Authorized use of the Roanoke Roundup logo in your own advertising and promotion

- **Printed Materials & Signage**

*Logo placement on:*

- Sign placed at the bonfire and western cookout showing your company as the area sponsor
- Photo walls displayed at the event

- **Social Media & Digital**

*Your company name or logo to be featured on:*

- Event website

- **Complimentary Extras**

- Vendor booth space (10' X 10') in market tent with table & chairs

## **PHOTO BOOTH SPONSOR - (2 LOCATIONS!) - \$500**

- **Social Media & Digital**

*Your company name or logo to be featured on:*

- Event webpage
- Authorized use of the Roanoke Roundup logo in your own advertising and promotion

- **Printed Materials & Signage**

*Logo placement on:*

- Sign placed at **2 photo booth locations** showing your company as the photo booth sponsor
- Photo walls displayed at the event

- **Complimentary Extras**

- Vendor booth space (10' X 10') in market tent with table & chairs

## **ANIMAL ADOPTION SPONSOR - (CHARITABLE DONATION!) - \$500**

- **Advertising Exposure**

*Logo placement on:*

- One full page Community Impact advertisement
- Authorized use of the Roanoke Roundup logo in your own advertising and promotion

- **Printed Materials & Signage**

*Logo placement on:*

- Sign placed at animal adoption area showing your company as the animal adoption sponsor
- Photo walls displayed at the event

- **Social Media & Digital**

*Your company name or logo to be featured on:*

- Event website

- **Complimentary Extras**

- Vendor booth space (10' X 10') in market tent with table & chairs

# Roanoke Roundup Sponsorship Contract 2021

Please print clearly and complete this form in its entirety. Be sure to write your company name exactly as you want it to appear. OR you may fill this form out and make payment online at

[CLICK HERE FOR ONLINE FORM & PAYMENT](#)

Company \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Street Address \_\_\_\_\_

Mailing Address (if different than above) \_\_\_\_\_

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

Phone \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_ Email \_\_\_\_\_

Sponsorship level \$ \_\_\_\_\_ Level name: \_\_\_\_\_

Tent? Y/N \_\_\_\_\_ Power? Y/N \_\_\_\_\_

Donation Type (check one): \_\_\_\_\_ Monetary \_\_\_\_\_ In-Kind Services\*

\*If In-Kind services, describe: \_\_\_\_\_

Payment Method (check one):

\_\_\_\_\_ Check \_\_\_\_\_ Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_/\_\_\_\_ CVV Code \_\_\_\_\_

Submission of this contract reserves your 2021 Roanoke Roundup sponsorship. **Reservations are made on a first come, first given basis and your first choice might not always be available.** For in-kind donations, a monetary value will be assigned to determine sponsorship level. A completed contract returned by April 15, 2021 guarantees the entire donation will be available at the pre-determined time.

Roanoke Roundup is RAIN or SHINE. There are no refunds for inclement weather.

Please complete and return this signed contract and total payment by **April 15, 2021**. Keep a copy for your records. Logo artwork is due by April 15, 2021 and should be emailed to the Marketing department at [mtellin@roanoketexas.com](mailto:mtellin@roanoketexas.com). Please call 817-491-8151 if you have any questions.

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