

Ticket, Sign, Ad, and Sponsorship Selling Structure

The selling structure is set up as a way for the contestants to support the pageant & rodeo. It is important to understand the need for the girls to actively participate in promoting and selling the rodeo and pageant. However, contestants are NOT required to sell anything.

RULES FOR SELLING

1. Contestants must raise a minimum of \$300 to qualify for the high sales award.
2. Each contestant that qualifies will receive an award. We want our contestants to be rewarded for promoting the Rooster Days Rodeo.
3. Any combinations of signs sales, program ad sales, rodeo tickets, raffle tickets, product/certificate donations, or cash donations are acceptable.
4. A high sales award will be presented to the contestant with the highest amount of rodeo ticket/sign/program ad sales and sponsorship money/cash donations (the highest of **ALL** contestants).
5. The winner will receive a \$300 certificate for a custom-made arena shirt by Ranch & Royalty. The winner may choose to use this certificate towards any item for sale by Ranch & Royalty. Ranch & Royalty makes one of a kind barrel racing shirts, rodeo pageant dresses, and leather arena tops.
www.ranchandroyalty.com
6. The winner will also receive a crystal hair on hide tack set (headstall & breast collar).
7. If a contestant chooses to compete for the high sales award, all money must be turned in by Thursday, May 12th at 10pm. No other money will be counted after this. Please do NOT wait until the last day to turn all of your money and tickets in. Please turn it in as you sell it- turning it in the last day makes it more stressful for the pageant director. Just remember that you may keep selling until the final day it is due.
8. With each donation or sponsorship, please fill out the page titled “Suggested Donations” before you turn in your money and/or product. You may give a copy of this to the sponsor if they would like.

Ticket Selling Tips

A couple of ideas on how to sell and go above and beyond are listed here. Good luck!!!!

- Sell to friends and family.
- Get others that you know to help you by selling tickets to their friends and family.
- Take donations from people who want to help but cannot attend the rodeo.
- Speak at local clubs and ask them to buy tickets or sponsor some of your expenses.
- Sell rodeo tickets and raffle tickets at local horse or cattle auctions.
- Sell program ads and arena signs to local businesses.
- Show the sponsorship menu to potential sponsors so they can see how their donation can provide advertising opportunities for their business.
- Be sure to remind businesses that their donation can be tax deductible, and that their business will be mentioned at the Rooster Days Rodeo and pageant events.
- Turn in your tickets/money as you go so that nothing is misplaced, stolen, or lost.

OPTIONS FOR SELLING

1. Rodeo Tickets: Rodeo tickets can be checked out after applications are received. Contestants are responsible for all tickets and the proceeds from those that are assigned to them. **Advance prices are \$6 for Adults and \$2 for children.** All unsold tickets must be turned in by Thursday, May 12^h at 10pm. Ticket money is also due at this time.
2. New Arena Signs: **Signs are \$160** and will be displayed in the arena for the duration of 2011 for exposure at all the Club's events. Renewals are \$100 every year thereafter. Signs are 2' x 8' and are painted to the sponsor's specifications. **Sign Colors**: White, Bright Yellow, Black, Dark Brown, Red, Royal Blue, Silver, or Beige. **Lettering**: Many vinyl-lettering colors to choose from. Signs usually prepared from sponsor's business card with logo. Sign money & order forms are due by Thursday May 5th. Current sponsors who have already purchased signs are listed on www.brokenarrowruc.com/sponsors.htm.
3. Small Arena Signs: 24" x 18" in size, usually prepared from sponsor's business card with logo. Displayed at the arena near the concessions for the duration of 2011 for exposure at Club events.
4. Raffle Tickets: There will be 2 raffles this year. Tickets may be sold at any time leading up to the rodeo. Winners will be drawn just before the bull-riding event at the Saturday May 14th performance. Money is due Thursday May 12th. Raffle tickets can be checked out when applications are received. A flyer will be provided when tickets are checked out.
 - **Breeding to Mr TT Pacific**. Tickets are **\$1 each**. Breeding can be used for 2010 or 2011. Winner responsible for mare care. Live foal guarantee.
 - **Yearling Quarter Horse Filly**. Tickets are **\$5 each**. This raffle will not start until the 1st. Winner must pick horse up no later than Sunday May 15th.
5. Pageant Program Ads: The 2011 pageant will feature a program. You may sell program ads to local businesses or anyone you know that may be interested in advertising at this year's pageant. Your family and friends may choose to purchase an ad for the program to wish you good luck in the pageant. Feel free to sell ads in this manner as well. Black & white business card size only- **\$25 each**. Money is due Thursday may 12th.
6. Gift Certificates or Products: Certificates to local businesses or restaurants are accepted, as well as donated products, as long as the Pageant Director deems them appropriate. Credit will be given as long as there is a receipt as to the cash value of the certificate or product.
7. Cash donations Any size of cash donation from an individual is accepted and valued. See sponsorship menu to show potential sponsors what kind of advertising we have to offer for cash sponsorships.

***Sponsors are mentioned by name at the Rooster Days Rodeo and pageant events. Sponsors will also be listed on the BARUC website.**

***For businesses donating in return for ADVERTISING, checks may be made directly to Broken Arrow Round-Up Club and are tax deductible to the business.**

Broken Arrow Rooster Days Rodeo Pageant **Sponsorship Information**

SPONSORSHIP MENU:

1. **Miss Rooster Days Saddle Sponsor: \$900**
 - Family 4 pack of tickets to the Rooster Days Rodeo
 - Sign with your logo on it displayed at rodeo and/or pageant events.
 - Arena flag with your logo on it can be made and paraded during rodeo performances, grand entries, and downtown festivals parade.
 - Your business listed on BARUC website with a link to your website
 - Ad in the Pageant Program
 - Your business listed in the Pageant Program as a Saddle sponsor
 - Your business mentioned throughout the Rooster Days Rodeo performances and all Pageant events as a major sponsor.
2. **Saddle Co Sponsor: 2 available - \$350**
 - Sign with your logo on it displayed at rodeo and/or pageant events.
 - Family 4 pack of tickets to the Rooster Days Rodeo
 - Your business listed on BARUC website with a link to your website
 - Ad in the Pageant Program
 - Your business listed in the Pageant Program as a Saddle sponsor
 - Honorable mention at the Rooster Days Rodeo performances and all Pageant events
3. **Sponsor for entry to State Pageant: Miss - \$250, Princess- \$200, Sweetheart \$150.**
 - Your business listed on BARUC website with a link to your website
 - Ad in the Pageant Program
 - Your business listed in the Pageant Program as a sponsor
 - Honorable mention at the Rooster Days Rodeo performances and all Pageant events
4. **Arena Sign Sponsor: \$160**
 - Signs are 2' x 8' and are painted to the sponsor's specifications. Signs are displayed in the arena for the duration of 2011 for exposure at all the Club's events. Renewals are \$100 every year thereafter.
 - Sign Colors: White, Bright Yellow, Black, Dark Brown, Red, Royal Blue, Silver, or Beige.
Lettering: Many vinyl-lettering colors to choose from. Signs usually prepared from sponsor's business card with logo.
 - Your business listed on BARUC website with a link to your website
 - Honorable mention at the Rooster Days Rodeo performances and all Pageant events
5. **Buckle Sponsor: \$100 (4 more available)**
 - Your business listed on BARUC website with a link to your website
 - Your business listed in the Pageant Program as a Buckle sponsor
 - Honorable mention at the Rooster Days Rodeo performances and all Pageant events
6. **Arena Sign Sponsor: \$60**
 - 24" x 18" in size
 - Signs usually prepared from sponsor's business card with logo.
 - Signs are displayed at the arena near the concessions for the duration of 2011 for exposure at all the Club's events.
7. **Award Sponsor: \$25-\$175**
 - Your business listed on BARUC website with a link to yours if applicable
 - Your business listed in the Pageant Program as a specific Award sponsor
 - Honorable mention at all Pageant events and Rooster Days Rodeo
 - Options for specific Awards

- High sales tack set- \$175
- Breast collars for new Royalty- Miss- \$135, Princess/Sweetheart- \$80
- 1st Runner Up- \$120 (3 available)
- 2nd Runner Up- \$65 (3 available)
- Miss Personality- \$40 (2 available)
- Miss Congeniality- \$30 (2 available)
- Miss Photogenic- \$30 (2 available)
- Best Speech- \$30 (1 available)

8. Outgoing Royalty Gift Sponsor: \$70 (3 available)

- Your business listed on BARUC website with a link to yours if applicable
- Your business listed in the Pageant Program as a specific Award sponsor
- Honorable mention at all Pageant events and Rooster Days Rodeo

9. Jewelry Sponsor: \$40

- Your business listed on BARUC website with a link to yours if applicable
- Your business listed in the Pageant Program as a specific sponsor
- Honorable mention at all Pageant events and Rooster Days Rodeo

10. Program Ad: \$25

- Business card size black and white ad in the Pageant Program. Website
- Your business listed on BARUC website with a link to your website
- Honorable mention at all Pageant events.

11. Product or Gift Certificate:

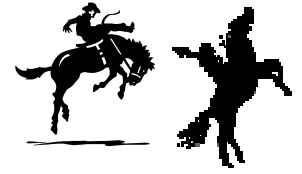
- Any amounts are accepted
- Sign and/or flag can be made depending on size of donation
- Your business listed on BARUC website with a link to your website
- Your business listed in the Pageant Program as a sponsor
- Honorable mention at all Pageant events

12. Cash donation:

- Any amount accepted
- Sign and/or flag can be made depending on size of donation
- Your business listed on BARUC website with a link to your website
- Your business listed in the Pageant Program as a sponsor
- Honorable mention at all Pageant events



*Broken Arrow
Round-Up Club
P O Box 182
Broken Arrow OK 74013*



SUGGESTED DONATIONS:

_____ \$900	Miss Rooster Days Saddle Sponsor
_____ \$350	Saddle Co Sponsor
_____ \$250	Sponsor for New Miss's Entry to State Pageant
_____ \$200	Sponsor for New Princess's Entry to State Pageant
_____ \$175	High sales award sponsor
_____ \$160	2' x 8' New Arena Sign
_____ \$150	Sponsor for New Sweetheart's Entry to State Pageant
_____ \$135	Miss- Breast Collar Sponsor
_____ \$120	1 st Runner Up Award Sponsor
_____ \$100	Buckle Sponsor
_____ \$80	Princess or Sweetheart Breast Collar Award Sponsor
_____ \$70	Outgoing Royalty Award Sponsor
_____ \$65	2 nd Runner Up Award Sponsor
_____ \$60	18" x 24" Arena Sign
_____ \$40	Miss Personality Award Sponsor
_____ \$40	Jewelry Sponsor
_____ \$30	Miss Congeniality, Miss Photogenic, or Best Speech Award Sponsor
_____ \$25	Business Card Size Program Ad
_____ \$_____	Cash Donation, any amount
_____	Products for awards or gift certificates, must have cash value/receipt

*****See details on advertisement opportunities on Sponsorship MENU**

Name or Business Name

Address

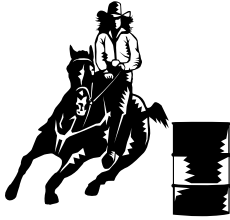
Phone _____ Email

_____ Check # _____: _____ Cash

Type of Sponsorship _____ Donation Amount

Please include a business card or business logo for advertisement.

****Contestants — Please turn this sheet in with each sponsorship you obtain.**



BROKEN ARROW ROUND-UP CLUB
P.O. Box 182
Broken Arrow, Oklahoma 74013
www.brokenarrowruc.com

____/____/2011

Sign Order taken by: _____

Sign Order Detail

Metal arena sign measuring approximately 2'x 7'4" lettered to sponsor's specifications.

Business Name: _____ Printed Logo / Business Card: Yes / No

Address: _____

Phone: _____ Fax: _____

E-Mail Address: _____ Website address: _____

Note: Signs are hung Annually on the arena fence for all events held at the arena.

Sign – Vinyl Lettering Colors:
 (red, royal blue, bright yellow, black, beige, white, dark brown, or silver)

Note: Specialty Logo's and/or color schemes (more than 2 colors) can be added but may require an additional printing fee(s).

Sign Order Contact Information

Resource / Contact person(s):	Contact Number(s):	Best Time to Contact:
_____	_____	_____
_____	_____	_____

Request notes / Business Card:
 (attach here)

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