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CONTACT INFORMATION

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Lincoln County Rodeo Assn., Inc.
Wisconsin River Pro Rodeo
906 North Center Avenue
Merrill, WI 54452

We are Not-For-Profit
501(c)4 Corporation

Mission Statement:

To provide quality family entertainment and promote the sport of professional rodeo. In addition, creating a public event that will benefit the business, groups and organizations in the surrounding community.

PHOTO CREDIT:
Tanya Evans
6 Bar Photography



Purchase Tickets Online



QUEEN

\$700.00

- Company name embroidered on award jacket
- Your company name announced when the queen is announced
- Your company listed in program
- Sign displayed at queen functions
- Company listed on queen page on the website
- Business name on queen hand-outs
- 2 general adult tickets

Contract due by April 1, 2026

PHOTO BOOTH

\$500.00

- Backdrop with name/logo which you supply
- Listed in program
- 2 general adult tickets

Contract due by April 1, 2026

HOSPITALITY

\$700.00

or food donation
at discretion of committee

- Company listed in program and announced during the rodeo
- Name listed on a sign in the hospitality tent
- Full page B&W ad in the program
- 2 general adult tickets

Contract due by April 1, 2026



MEN'S DASH

Saturday Performance

\$1,000 (retail value) prize
\$1,000 (pay for sponsorship)

- 6 Grandstand reserved seating tickets
- Special hospitality before rodeo
- Full page color ad
- Advertising with television & radio
- Company name/logo on video board on Saturday

Contract due by April 1, 2026

LADIES DASH

Friday Performance

\$1,000 (retail value) prize
\$1,000 (pay for sponsorship)

- 6 Grandstand reserved seating tickets
- Special hospitality before rodeo
- Full page color ad
- Advertising with television & radio
- Company name/logo on video board on Friday

Contract due by April 1, 2026

COUPLES DASH

Sunday Performance

\$1,000 (retail value) prize
\$1,000 (pay for sponsorship)

- 6 Grandstand reserved seating tickets
- Special hospitality before rodeo
- Full page color ad
- Advertising with television & radio
- Company name/logo on video board on Sunday

Contract due by April 1, 2026

RODEO PARTY PEN

Would you like a great experience without being a sponsor? Try the party pen, which includes:"

- Group seating in a designated area
- Arena level seating
- 2 drink tickets and light meal
- \$100/person
- Minimum 20 people, max 60
- Meet and greet after the rodeo

CENTRAL WISCONSIN'S BEST RODEO

Merrill, WI



*Award
Winning
Rodeo*

JUNE 19-21 2026

ADVERTISING OPPORTUNITIES

GOLD LEVEL

\$4,300.00

- Full page color ad in rodeo program
- Advertising with television & radio also includes video board with company name/logo
1 Business Name Per Contract
- 12 month advertising having logo on website with link to your business website
- 20 general adult rodeo tickets
- 8 -VIP tickets for each performance
- 2 - (3x6 banner with company logo displayed in arena - you supply - additional \$100 per banner if we need to make a banner)
- VIP Parking
- Flag with company logo displayed in arena at no additional cost with 3 year contract (new sponsors only)
- Flag with company logo displayed in arena for additional \$500 without 3 year contract (\$500 for 1st time sponsors)
- Special hospitality before the rodeo
- Free 15x15 Vendor spot

Any advertising you do 30 days before the rodeo tag us on as a proud sponsor of the Wisconsin River Pro Rodeo

Lock in a 3 year contract and be guaranteed no price increase

Contract due by March 1, 2026

PLATINUM

Custom Package

Price based on what is put in the package. Will build package with you. May be a combination of sponsorships.

SHIRT (NA UNTIL '27)

\$700.00/year

- (3 year commitment)
- Logo on committee member shirts
 - Listed in the program
 - 2 general adult tickets

Contract due by April 1, 2026

Call us to customize a package for you.

SILVER LEVEL

\$2,300.00

- Advertising with television & radio also includes video board with company name/logo
1 Business Name Per Contract
- 12 month advertising having logo on website with link to your business website
- Banner (3x6 with company logo displayed in arena - you supply - additional \$100 per banner if we need to make a banner)
- 10 general adult rodeo tickets
- 4 -VIP tickets for each performance
- VIP Parking
- Full page B&W ad in the program
- Flag with company logo displayed in arena at no additional cost with 3 year contract (new sponsors only)
- Flag with company logo displayed in arena for additional \$500 without 3 year contract (\$500 for 1st time sponsors)
- Special hospitality before the rodeo
- Free 15x15 Vendor spot

Any advertising you do 30 days before the rodeo tag us on as a proud sponsor of the Wisconsin River Pro Rodeo

Lock in a 3 year contract and be guaranteed no price increase

Contract due by March 1, 2026

CORPORATE SPONSORS SEATING

\$1,300.00

(Only 2 Available)

Ask for Availability

- Business name listed in the rodeo program and announced during the rodeo
- Sign on the VIP trailer
- 2 VIP tickets for Sunday
- 4 general adult tickets
- Full page B&W Ad in program

Contract due by April 1, 2026

JUMBOTRON VIDEO BOARD

PRESENTING

\$3,000.00

- Name/logo on video board
- 12 Grandstand reserved seating tickets
- Special hospitality before rodeo
- 1/2 page B&W Ad
- Listed in program

STATIC REPLAY

\$2,000.00

- Name/logo on video board with each replay
- 12 Grandstand reserved seating tickets
- Special hospitality before rodeo
- 1/2 page B&W Ad
- Listed in program

CLOCKS (TIMING CLOCK)

\$2,500.00

- Name/logo on video board with each live run
- 12 Grandstand reserved seating tickets
- Special hospitality before rodeo
- 1/2 page B&W Ad
- Listed in program

TIME/SCORE

\$2,000.00

- Name/logo on screen
- 12 Grandstand reserved seating tickets
- Special hospitality before rodeo
- 1/2 page B&W Ad
- Listed in program

COMMERCIALS

\$1,500.00

- 30 second run on video board
- 10 general adult tickets

LEADERBOARD

\$1,000.00

- Name/logo on video board when leader is announced
- 4 general adult tickets

Contracts due by April 1, 2026

CHILDREN'S EVENTS

Limit of 7

\$700.00

BOOT SCRAMBLE

All 3 performances / 2 per event

CANDY TOSS

All 3 performances / 2 per event

NICKEL SCRAMBLE

Sunday only / 2 per event

FREE COWBOY HAT

Sunday only / 1 per event

- Your company name will be announced during the event you sponsor
- Company listed in program
- 2 general adult tickets
- Name/logo on video board

Contract due by April 1, 2026

ARENA

\$1,600.00

- Full page color ad in the rodeo program with a weekend sponsor
- Company banner (3x6) - you supply. (If you need one made it will be an additional \$100).
- 10 general adult tickets

Contract due by April 1, 2026

CLOWN

\$1,700.00

- Your company name will be announced throughout the performance
- Your company name listed in rodeo program
- May make guest appearance at your place of business.
- 12 general adult tickets
- Full page B&W ad

Contract due by April 1, 2026

BANNER

\$500.00

- Vinyl Banner with company logo
There will be an additional \$100 charge if the banner needs to be made. (Supply your own for the same cost in cloth or vinyl with a maximum size of 3'x6')

Contract due by April 1, 2026

EVENT

\$1,500.00

- Company name/logo on video board
- Your company name will be announced during the event you sponsor
- Your company name listed in rodeo program
- 4 general adult tickets
- 1/2 page B&W Ad in program

Lock in a 3 year contract and be guaranteed no price increase

Contract due by April 1, 2026

ANNOUNCER

\$1,700.00

- Your company name will be announced throughout the performance
- May make guest appearance at your place of business.
- Your company name listed in rodeo program
- 12 general adult tickets
- Full page B&W ad

Contract due by April 1, 2026

AMBULANCE

Entire weekend

\$1,500.00

- Company listed in program and announced during the rodeo
- Full page B&W ad in the program
- 8 general adult tickets

Contract due by April 1, 2026

BAND

\$800.00

- Your company will be co-sponsor for the Friday & Saturday band
- Your company will be announced during the dance
- Banner will be hung by the dance
- 4 general adult tickets

Lock in a 3 year contract and be guaranteed no price increase

Contract due by April 1, 2026

GATE

\$1,700.00

(Only 7 Available)

Ask for Availability

- Your company name announced each time an animal is released from your chute
- Your company name displayed on gate in front of thousands all weekend
- Company listed in rodeo program
- 12 general adult tickets
- Full page B&W Ad in program

Lock in a 3 year contract and be guaranteed no price increase

Contract due by April 1, 2026

TICKET

\$1,200.00

- Name on all tickets
- Listed in program
- 4 general adult tickets

Contract due by April 1, 2026

TIMING STAND

\$1,200.00/year

NOT AVAILABLE UNTIL 2027

- 4 General Adult Tickets

Contract due by April 1, 2026

RODEO PROGRAM

Display your company ad in the rodeo program distributed FREE to the rodeo fans

Business Card Size **\$100.00**

1/4 Page Ad **\$150.00**

1/2 Page Ad **\$225.00**

Full Page Ad **\$325.00**

Inside Front or Back Cover (color) **\$750.00**

Color \$ **\$550.00**

Ads must be camera ready. A design fee of \$65.00/hour will be invoiced if we need to have our designer set-up the ad.

Contract due by April 1, 2026