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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:  
Doug Jorgensen 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, 2025*

## PHOTO BOOTH

**\$500.00**

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

*Contract due by April 1, 2025*

## 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, 2025*



## 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, 2025*

## 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, 2025*

## 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, 2025*

## 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 snacks
- \$100/person
- Minimum 20 people, max 60
- Meet and greet after the rodeo

# CENTRAL WISCONSIN'S BEST RODEO

Merrill, WI



WISCONSIN  
RIVER  
PRO RODEO

# JUNE 6-8 2025

## 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
- 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
- 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, 2025*

## 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, 2025*

## 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)
- 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
- 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, 2025*

## ATV/UTV SIGN

**\$500.00**

- Name/logo on one vehicle
- Contract due by April 1, 2025*

## 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, 2025*

## 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, 2025*

## CHILDREN'S EVENTS

**\$700.00**

### BOOT SCRAMBLE

All 3 performances

### CANDY TOSS

All 3 performances

### NICKEL SCRAMBLE

Sunday only

### FREE COWBOY HAT

Sunday only

- 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, 2025*

## 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, 2025*

## 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.
- Custom jersey with company name
- 12 general adult tickets
- Full page B&W ad

*Contract due by April 1, 2025*

## 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, 2025*

## 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, 2025*

## 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, 2025*

## 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, 2025*

## 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, 2025*

## 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, 2025*

## TICKET

**\$1,200.00**

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

*Contract due by April 1, 2025*

## TIMING STAND

**\$1,200.00/year**

NOT AVAILABLE UNTIL 2027

- Sunday comp tickets

*Contract due by April 1, 2025*

## 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, 2025*

**Call us to customize a package for you.**