

# Buffalo Bill Cody Stampede

July 1st – 4th

# Xtreme Bulls Tour

June 30th

# Cody Nite Rodeo

Every Night ~ June-August

## Marketing Opportunities Guide



# Be a part of

## Cody Stampede & Cody Nite Rodeo

### SILVER SPONSOR \$4,000



### You get:

- One premier chute gate for 89 rodeo performances
- Acknowledged every time your chute gate cracks
- Mentioned as sponsor through the rodeo performance
- Premier Grandstand seating for all Stampede performances for 4
- 30 VIP passes to the Cody Night Rodeo
- Name displayed on sponsor board as well as electronic scoreboard
- A 30 second commercial (you provide) on Stampede video scoreboard

### Friend of the Rodeo \$1,000

**You get:** Supporting Sponsorship will allow for your business name to appear on the electronic scoreboard throughout the summer. Your name will also appear on the sponsor board located next to the souvenir store and a banner at the entrance to the Buzzard's Roost. We will also provide you with 2 adult season passes to the Cody Night Rodeo.

# the legend.

## Cody Stampede, Xtreme Bulls & Cody Nite Rodeo

### GOLD SPONSOR \$7,000

#### You get:

- Two—4x4 Signs one on the Buzzards Roost side above the bucking chutes and the other on the grandstand side to be displayed June 1st through August 31st—89 rodeo performances
- A 3x4' custom design flag to be presented during the July 3rd and 4th parade and during all Stampede rodeo performances.
- Complete access to the Cowboy and Cowgirls hospitality room.
- Premier grandstand seating for eight people per Stampede performance
- Special guest of the July 3rd Appreciation BBQ for all sponsors, dignitaries, and Rodeo personnel
- Logo and link on the Cody Stampede website and Facebook advertising
- Access to all Rodeo Royalty for use of marketing and promoting
- Business name displayed on electronic scoreboard for all 89 rodeo performances
- A minimum of 120 radio mentions on 8 radio stations throughout Wyoming
- A minimum of 200 TV spots on Cable Networks as well as Billings stations
- Announcer mentions throughout all rodeo performances
- Special guest of Park County Night appreciation BBQ including free rodeo admission for you and a guest.
- Stampede memorabilia
- A 30 second commercial (you provide) on Stampede video scoreboard

#### Xtreme Bulls Inclusions (in addition to the above)

The Xtreme Bulls event will be held on June 30, 7:00 p.m. and will be Nationally Televised on GAC (Great American County). The Xtreme Bulls will kick off the 93rd Stampede celebrations. We have partnered with the Park County Travel Council, Wyoming Division of Travel, and Xanterra Parks & Resorts in Yellowstone to make this one of 12 stops on the Xtreme Bulls Tour.

- Premier grandstand seating for four
- Logo on all Xtreme Bulls posters, newspaper ads, at least 200 TV spots on cable TV and 50 TV spots on Billings stations.
- Minimum of 100 radio mentions
- Mentions and recognition throughout the event by the rodeo announcer





In just a few short months, the three rodeo events in Cody entertained close to 100,000 people from all over the world, hosted two international TV programs, was recognized in more than five feature magazines, and was nominated for the best Mountain State Rodeo in America.

## It's not just our slogan... Cody is the Rodeo Capital of the World

The Buffalo Bill Cody Stampede is celebrating their 93rd year of rodeo. There is no doubt why Cody has earned the name *Rodeo Capital Of The World* and our motto is *Cody Is Rodeo*. The Cody Night Rodeo is the longest running nightly rodeo in the world and the only rodeo on the globe with competition every night for 90 nights in a row. The Stampede Rodeo is one of nine stops on the Million Dollar Gold Tour Series insuring the top cowboys from across the continent come to Cody, WY for the Buffalo Bill Cody Stampede Rodeo, one of rodeo's crown jewels that contestants often call "Cowboy Christmas".

The Cody/Yellowstone Xtreme Bulls event will be nationally televised on the GAC network which is available in over 60 million households nationwide.

The Buffalo Bill Cody Stampede aired on National Television as well on In Country with 14 million viewers. The 2012 Cody Stampede will again be televised on In Country.

The Cody Stampede donated over \$8,000 to Families on the Frontline, in support of our troops, as well as Susan G Koman for The Cure.

The Cody Stampede Board is a group of volunteer business men dedicated to continuing the rodeo tradition in Cody.

