

Optimist Club of Lakeside, California

Serving the youth of Lakeside since 1949

Hello There,

I would like to take this time to invite you to become a sponsor for this years Bulls Only Rodeo 2022.

In 1949 The Lakeside Optimist Club received its charter from Optimist International and we have been producing various fundraisers ever since that time. Our longest annual fundraiser, Bulls Only Rodeo, began in 1999. We have been successful with this major event for the past Twenty-one years due to the generosity and support of great sponsors like you.

Our goal is to raise funds to be invested directly in and for the youth of Lakeside. The support we receive from our sponsors and community makes these investments possible.

With each year proving to be bigger and better than the last, we are currently searching for sponsors like you to join us on this successful ride. The levels of sponsorship range from \$300 to \$10,000 plus.

Our club takes great pride in the work we do to fulfill our commitment to the youth of Lakeside, and we would be proud to work with you and your organization to continue that support.

The Lakeside Optimist Club, our youth and the community of Lakeside greatly appreciate all the support your organization can give our “Bulls Only Rodeo 2022”.

On October 14 & 15, 2022.

Enjoy the Ride,



Brent Woolsey, Chairman 2022

brent@bullsonlyrodeo.com

Lakeside Optimist – Bulls Only Rodeo Committee

Contact information

www.bullsonlyrodeo.com

Bulls Only Rodeo Hotline Phone number: 619-443-2447

P.O. Box #476 Lakeside, CA. 92040

Optimism

~ International and Local ~

Officially founded in 1919, the **Optimist International** organization unified existing **Optimist Clubs** that had been organized as early as 1911. Like their successors, the first Optimist joined together to encourage a spirit of helpfulness and enthusiasm among and throughout their communities.

Today, through Optimist International, thousands of Optimist clubs have hundreds of thousands of members throughout North America. Yearly these clubs conduct over thousands of community youth oriented projects which directly impact millions of our children.

Like most of the Optimist Clubs throughout our great Country, the Optimist Club of Lakeside is interested in the youth of our community. Our enthusiasm and drive is to make youth activities and youth oriented programs a mainstay of our club. We are very much a part of, but not limited to, the following district programs:

Just Say No	Respect for Law	Pro Kids Golf
Oratorical Contest	Youth Appreciation Week	Help Them Hear
Blind Olympics	Essay Contest	Bike Safety Week

Fundraising Record

Each year we are able to invest thousands of dollars back into the youth of Lakeside. In addition to the Bulls Only Rodeo Event, we put on many barbecues, spaghetti dinners and many catered dinner activities.

This year we are proudly celebrating **73** years of service to our youth and community of Lakeside, California.

The Lakeside Optimist Club record of sponsorships includes the following local youth activities including but not limited to:

Lakeside Community Schools Annual Scholarships	Boy Scouts and Girl Scouts Lakeside Sports Teams	Miscellaneous Youth Donations Annual Kids-Fishing Derby
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Contact information

www.bullsonlyrodeo.com

Bulls Only Rodeo Hotline Phone number: 619-4432447

P.O. Box #476 Lakeside, CA. 92040

Lakeside Optimist Bulls Only Rodeo

Bull Riding

Danger! Excitement! Action!

No event at the Lakeside Rodeo Arena combines more of these elements than bull riding. A contest that's been voted "The Most Dangerous Sporting Event in America" by "Sports Writers of America".

The bull riding event pits man against beast as a cowboy (who may weigh as little as 140 pounds) struggles to maintain the ride of his life atop a ton of twisting, snorting, bucking **BULL!** In fact, purposely attempting to ride a surprisingly agile and unimaginably powerful two thousand-pound bull usually doesn't strike reasonable people as a totally sane concept. But that's all part of the "bull riding mystique". Bull riding has become the epitome of rodeo excitement! While there are other popular rodeo events, bull riding... dangerously yet predictably exciting, is consistently a crowd favorite.

Aside from a solid positive attitude, bull riding requires exceptional balance, quick reflexes, flexibility and superb coordination. After climbing onto the bull, the cowboy slips his riding hand in the handhold of a flat-braided rope, pulls the tail of the rope through a loop then puts the rope back through and around his riding hand. When he's ready, the cowboy nods his head as a signal for the gate to open... **and the EIGHT seconds begins.**

*In addition to the excitement of bull riding, equally crowd-pleasing events such as **Jr. Bull Riders** and **Mutton Busting** will be included in the Lakeside Optimist Bulls Only Rodeo.*

Rodeo Contact information

www.bullsonlyrodeo.com

Bulls Only Rodeo Hotline Phone number: 619-443-2447

P.O. Box #476 Lakeside, CA. 92040

Lakeside Optimist – Bulls Only Rodeo Youth Fundraiser

~ Introduction ~

The Optimist Club of Lakeside, California has been dedicated to put on a high quality “Bulls Only Rodeo”. It is seen as a golden opportunity to combine great sports entertainment with fundraising for our “community”.

We would like to have your company as a sponsor for our “Bulls Only Rodeo”, and we look forward to building a long and lasting relationship with each of our sponsors!

All workers at the Lakeside Bulls Only Rodeo event are unpaid Lakeside Optimist Club members and volunteer friends.

They donate their time and energies to ensure that **the proceeds of this event are invested in the Lakeside Optimist Club Youth Fund and are not paid to third party fundraisers.**

Enclosed within this brochure is information regarding Optimist International, the Lakeside Optimist Club, Bulls Only Rodeo and rodeo sponsorship criteria.

We look forward to your support and working with your company as a Lakeside Optimist Bulls Only Rodeo sponsor!

Sincerely,

**Lakeside Optimist Club
Bulls Only Rodeo Committee**

Contact information

www.bullsonlyrodeo.com

Bulls Only Rodeo Hotline Phone number: 619-443-2447

P.O. Box #476 Lakeside, CA. 92040

Rodeo Business and Pleasure

~ Marketing ~

Rodeo is a very competitive sport in which cowboys and cowgirls compete with the clock or try for a high score. Each one of the events includes one or more animals as a part of the rodeo competition. From rodeo's roots in the old west to this modern day. Rodeo has always been exciting and entertaining for all spectators.

Today, professional rodeo is "**Big Sports Business**". Marketing studies indicate over the past decade that the most profitable and successful way to promote and sell products is through "sports marketing".

Let's examine a rodeo audience... it isn't all cowboys and cowgirls. No matter how they dress, rodeo fans come from all walks of life. Doctors, Attorneys, Teachers, Businessmen and Women are among millions of spectators attending rodeos each year.

Rodeo contestants and fans are extremely loyal to the companies that sponsor rodeo and take their marketed products seriously. **The contestants and spectators alike are notorious for searching out and buying products from rodeo sponsors as their way of saying, "Thanks for supporting rodeo"!**

All of this makes a sponsorship in the Lakeside Optimist Bulls Only Rodeo an investment in the community that produces tremendous rewards for our youth now as well as in the future. This opportunity for your company to take center stage is available by investing in the upcoming and ever popular Lakeside Optimist Bulls Only Rodeo event.

OUR GOAL

We produce a fundraiser like no other providing our spectators an exciting and action-packed sports event. Through the provision of the Lakeside Optimist Bulls Only Rodeo event, we hope to raise the dollars that will allow our Lakeside Optimist Club to work with and help the youth of our community. By producing this event ourselves along with many volunteers, from our Lakeside community, we are demonstrating to the community and more importantly, the youth of Lakeside what a sincere effort will produce.

It's hard work... we know it. But we like it, it's worth it and we accept the challenge!

Contact information

www.bullsonlyrodeo.com

Bulls Only Rodeo Hotline Phone number: 619-443-2447

P.O. Box #476 Lakeside, CA. 92040

Sponsorship Levels

~ An Overview ~

Sponsors are the key to success of the Lakeside Optimist Bulls Only Rodeo Youth fundraiser. At each level of sponsorship there is a valuable sponsor that is equally appreciated for their support.

The Lakeside Optimist Club is a non-profit organization. We operate under Federal Status 501C(3). Therefore all contributions from sponsors, whether it is cash, services or trade-out, each said contribution is a valuable tax deduction. **We look at this way, “Leave your tax dollars to our youth of Lakeside”!**

Our sponsorship program is diverse, not only in the amount of dollars sponsored but also in the services, advertising and benefits that are provided with each level. Of course, we would like to have all of our sponsors as “Corporate Sponsors” but we are aware and understand the importance to involve as many sponsors in the community as possible and at all levels. Therefore, we have created several levels of sponsorship ranging from \$300.00 - \$10,000.00, and above.

Official Bulls Only Rodeo Program – Cover: Professionally designed, excellent quality, and distributed to our Bulls Only Rodeo fans at our Rodeo. A **\$1,200 and above** sponsor Level must be attained to be represented on the Official Bulls Only Rodeo Program – Cover.

The contribution for a particular level of sponsorship can be adjusted when a sponsor provides products, benefits or services of a value agreed upon by both the Lakeside Optimist Bulls Only Rodeo Committee and the sponsor.

Such as but not limited to:

In House Advertising: Tagging your paid ads in Radio, TV, Newspaper and Billboards supporting Lakeside Optimist Bulls Only Rodeo and the date of the event. Volunteer t-shirts, bumper stickers, souvenir cups/mugs, etc.

Product Support: Feed, lighting, electrical, printing, water, professional or technical services, etc. Our Lakeside Optimist Bulls Only Rodeo Committee representatives are authorized to discuss and adjust your sponsorship benefits within the guideline of this sponsorship book. We look forward to a future partnership with you for this great community fundraiser for our youth. Please contact us at your earliest convenience at the number below.

Sincerely,



Bill Schadt
Sponsor Director
Lakeside Optimist Bulls Only Rodeo Committee

Contact information

www.bullsonlyrodeo.com

Bulls Only Hotline Phone number: 619-443-2447
P.O. Box #476 Lakeside, CA. 92040

Corporate Sponsor

~ Sponsor Cost: \$10,000.00 ~

Includes

Banners: Six (6) banners (3'x10' maximum). Three (3) facing in, three (3) on the bleachers. Two (2) banners (6'x10' maximum) facing the main roads outside the arena. (Sponsor to provide banners).

Advertisement: Your corporation is advertised on "Tags" on all Bulls Only Rodeo TV & Radio commercials for the event. **Full page color ad** in BOR Program. Your corporations, name on the marquee sign, prior to, during the rodeo. Your company logo and web-link on the Bulls Only website.

Live Video: Promotion of your company on our 9'x16' Live Action Big Screen Monitor, Flat Screen Monitors at all Concessions, VIP, and Penthouse. Your Company Logo will appear on screen multiple times per performance during instant replays of Bull Rides, Jr. Bull Riders, and Mutton Bustin. Sponsor Logos displayed during intermission. (Sponsor provides high resolution company logo)

Announcements: Announcement of your corporation and/or product made throughout rodeo Performances.

Program: Your corporations name and logo on the Official Bulls Only Rodeo Program – Cover. Poster
Your corporation's name on the "Thank You" page of the program.
Your corporations name on the schedule of event page for opening ceremony.

Tickets: One Hundred (100) general admission tickets. (50) Friday night and (50) Saturday night.

VIP Area: Eighty (80) Invitations to VIP seating and VIP lounge with food and beverages. (40) for Friday night and (40) for Saturday night.

Additional benefits:
One 10'x10' booth for your company display (promotional or educational).
Your company logo and web-link on the Bulls Only website.

Contact information

www.bullsonlyrodeo.com

Bulls Only Hotline Phone number: 619-443-2447

P.O. Box #476 Lakeside, CA. 9204

Platinum Sponsor

~ Sponsor Cost: \$7,500.00 ~

Includes

Banners: Four (4) banners (3' x 10' maximum) two at arena level and two on the bleachers. One (1) banner (6' x 10' maximum) outside arena facing the main roads running through Lakeside. (sponsor to provide banners)

Live Video: Promotion of your company on our 9'x16' Live Action Big Screen Monitor, Flat Screen Monitors at all Concessions, VIP, and Penthouse. Your Company Logo will appear on screen multiple times per performance during instant replays of Bull Rides, Jr. Bull Riders, and Mutton Bustin. Sponsor Logos displayed during intermission. (Sponsor provides high resolution company logo)

Announcements: Announcements of your company name throughout rodeo performances, at intermission and rodeo closing.

Program: Your company name and logo on the Official Bulls Only Rodeo Program – Cover, and Poster
Your company name on the “**Thank You**” page of the program.

Advertisement: Your company advertisement on **one full page ad** (inside) of the program.
Your company name on the Lakeside Arena marquee sign prior, during and after the rodeo. (**Only if this is the highest-ranking sponsor**)
Your company logo and web-link on the Bulls Only website.

Tickets: Eighty (80) General Admission tickets, (40) for Friday night and (40) for Saturday night.

VIP Area: Sixty (60) Invitations to VIP seating and VIP lounge with food and beverage. (30) for Friday night and (30) for Saturday night.

Additional Benefit:
One 10'x10' booth for your company display (Promotional or educational).

Contact information

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P.O. Box #476 Lakeside, CA. 9204

Ticket Sponsor

~ Sponsor Cost: \$6,000.00 ~

Includes

Advertisement: Your company logo and Ad on 10,000 professionally printed tickets.

TV commercials & Radio commercials with your company information directing customers to purchase tickets at your business. (\$30K of paid advertising with your company included in all of it!)

Your Company tagged in all Print and Social Media paid advertising.

Your company name on the Lakeside Rodeo Arena marquee sign, two weeks before and during the rodeo.

Your company logo and web-link on the Bulls Only website.

Program: Your company logo on the Official Bulls Only Rodeo Poster.
Your company name on the “**Thank You**” page of the program.

Banners: Four (2) banners (3’ x 10’ maximum) two at arena level and two on the bleachers. One (1) banner (6’ x 10’ maximum) outside arena facing the main roads running through Lakeside (sponsor to provide banners).

Tickets: Forty (40) General Admission tickets, (40) for Friday night and (40) for Saturday night.

VIP Area: Forty (40) Invitations to VIP seating and VIP lounge with food and beverage. (20) for Friday night and (20) for Saturday night.

Additional Benefit: One 10’x10’ booth for your company display (Promotional or educational).

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P.O. Box #476 Lakeside, CA. 92040

Gold Sponsor

~ Sponsor Cost: \$5,000.00 ~

Includes

Banners: Four (4) banners in the rodeo (3'x10' maximum) two at arena level and two on the bleachers (sponsor to provide banners).

Live Video: Promotion of your company on our 9'x16' Live Action Big Screen Monitor, Flat Screen Monitors at all Concessions, VIP, and Penthouse. Your Company Logo will appear on screen multiple times per performance during instant replays of Bull Rides, Jr. Bull Riders, and Mutton Bustin. Sponsor Logos displayed during intermission. (Sponsor provides high resolution company logo)

Announcements: Announcement of your company throughout rodeo performances, at intermission and rodeo closing.

Program: Your company name and logo on the Official Bulls Only Rodeo Program – Cover, and Poster
Your company name on the “**Thank You**” page of the program.

Tickets: Forty (40) General Admission tickets, (20) for Friday night and (20) for Saturday night.

VIP Area: Forty (40) Invitations to VIP seating and VIP lounge with food and beverage. (20) for Friday night and (20) for Saturday night.

Availability: **No limit**

Additional Benefits:

Your company logo and web-link on the Bulls Only website.
Your company name on the Lakeside Arena marquee sign prior to, during and after the rodeo, (**Only if this is the highest-ranking sponsor**).
One 10'x10' booth for your company display (Promotional or educational).

Contact information

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Miss BOR Queen Sponsor

~ Sponsor Cost: \$2,500.00 ~

Includes

Saddle: Your Company Name & Logo on a Custom-Built Queen Saddle.

Banners: Two (2) Banners (3' X 10' maximum) Two on the bleachers facing in and one at arena level. (Sponsor to provide banner)

Program: Your company name and logo on the Official Bulls Only Rodeo Program and Poster
Your company name on the "Thank You" page of the program.

Tickets: Forty (20) General Admission tickets, (10) for Friday night and (10) for Saturday night.

VIP Area: Twenty (20) Invitations to VIP seating and VIP lounge with food and beverage. (10) for Friday night and (10) for Saturday night.

Additional Benefits:

A scheduled appearance at your Business with our Bulls Only Rodeo Queen.
Your company logo and web-link on the Bulls Only website.
One 10'x10' booth for your company display (Promotional or educational).

Availability: One Sponsorship - Friday and Saturday

Contact information

www.bullsonlyrodeo.com

Bulls Only Hotline Phone number: 619-443-2447

P.O. Box #476 Lakeside, CA. 92040

VIP Area Food Sponsor

VIP Area (est. 250 people served each night)
~ Sponsor Cost: \$2,000.00 ~

Includes

Banners: One (1) banner (3’x10’ maximum) at arena level. (Sponsor to provide banner)
Two (2) signs (3’ x 3 ‘maximum) inside the food area and at the entrance.
(Sponsor to provide signs).

Announcements: Announcement of your company name during your night of sponsor.

Program: Your company name and logo on the Official Bulls Only
Rodeo Program – Cover.
Your company name on the “**Thank You**” page of the program.

Tickets: Twenty (20) General Admission tickets. (10) Friday night and (10) Saturday
night.

VIP Area: Sixteen (16) Invitations to VIP seating and VIP lounge with food and beverage.
(8) for Friday night and (8) for Saturday night.

Additional benefits:
One 10’x10’ booth for your company display (promotional or educational).
Your company logo and web-link on the Bulls Only website.

Availability: Two (2) sponsorships. (1) Friday night and (1) Saturday night.

Contact information

www.bullsonlyrodeo.com

Bulls Only Hotline Phone number: 619-443-2447

P.O. Box #476 Lakeside, CA. 92040

Jr. Miss BOR Queen Sponsor

~ Sponsor Cost: \$1,500.00 ~

Includes

Banners: Two (2) banners (3'x10' maximum) one at arena level and one on top of the bleachers, facing in for each sponsor. (Sponsor to provide banner)

Announcements: Announcements of your company / product made during rodeo performances.

Program: Your company name and logo on the Official Bulls Only Rodeo Program - Cover.
Your company name on the “**Thank You**” page of the program.

Tickets: Sixteen (16) General Admissions tickets. (8) Friday night and (8) for Saturday night.

VIP Area: Twelve (12) Invitations to VIP seating and VIP lounge with food and beverages. (6) Friday night and (6) Saturday night.

Availability: One sponsorship - Friday night and Saturday night.

Additional Benefits:

A scheduled appearance at your Business with our Jr. Bulls Only Rodeo Queen.
Your company logo and web-link on the Bulls Only website.
One 10'x10' booth for your company display (Promotional or educational).

Contact information

www.bullsonlyrodeo.com

Bulls Only Hotline Phone number: 619-443-2447

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Barrel-Man Sponsor

~ Sponsor Cost: \$1,500.00 ~

Includes

Banners: Two (2) banners (3'x10' maximum) one at arena level and one on top of the bleachers, facing in for each sponsor. (Sponsor to provide banner)

Announcements: Announcements of your company / product made during rodeo performances.

Program: Your company name and logo on the Official Bulls Only Rodeo Program - Cover.
Your company name on the “**Thank You**” page of the program.

Tickets: Sixteen (16) General Admissions tickets. (8) Friday night and (8) for Saturday night.

VIP Area: Twelve (12) Invitations to VIP seating and VIP lounge with food and beverages. (6) Friday night and (6) Saturday night.

Availability: Two (2) sponsorships (1) Friday night and (1) Saturday night.

Additional Benefits:
Your company logo and web-link on the Bulls Only website.
One 10'x10' booth for your company display (Promotional or educational).

Contact information

www.bullsonlyrodeo.com

Bulls Only Hotline Phone number: 619-443-2447

P.O. Box #476 Lakeside, CA. 92040

Production / Live Broadcast Sponsor

~ Sponsor Cost: \$1,200.00 ~

Includes

- Live Video:** Promotion of your company on our 9’x16’ Live Action Big Screen Monitor, Flat Screen Monitors at all Concessions, VIP, and Penthouse. Your Company Logo will appear on screen multiple times per performance during instant replays of Bull Rides, Jr. Bull Riders, and Mutton Bustin.
Sponsor Logos will also be played during intermission.
(Sponsor provides high resolution company logo)
- Banners:** One (1) banner (3’x10’ maximum) one at arena level and one on top of the bleachers, facing in for each sponsor. (Sponsor to provide banner)
- Program:** Your company name and logo on the Official Bulls Only Rodeo Program - Cover.
Your company name on the “**Thank You**” page of the program.
- Tickets:** Twelve (12) General Admissions tickets. (6) Friday night and (6) for Saturday night.
- VIP Area:** Twelve (12) Invitations to VIP seating and VIP lounge with food and beverages.
(6) Friday night and (6) Saturday night.
- Availability:** Open - Friday night and Saturday night.
- Additional Benefits:**
Your company logo and web-link on the Bulls Only website.
One 10’x10’ booth for your company display (Promotional or Educational).

Contact information

www.bullsonlyrodeo.com

Bulls Only Hotline Phone number: 619-443-2447

P.O. Box #476 Lakeside, CA. 92040

Bull Fighters Sponsor

~ Sponsor Cost: \$1,200.00 (each night) ~

Includes

- Banners:** Two (2) banners (3'x10' maximum) one at arena level and one on top of the bleachers, facing in for each sponsor. (Sponsor to provide banner)
- Announcements:** Announcements of your company / product made during rodeo performances.
- Program:** Your company name and logo on the Official Bulls Only Rodeo Program - Cover.
Your company name on the “**Thank You**” page of the program.
- Tickets:** Twelve (12) General Admissions tickets. (6) Friday night and (6) for Saturday night.
- VIP Area:** Twelve (12) Invitations to VIP seating and VIP lounge with food and beverages. (6) Friday night and (6) Saturday night.
- Availability:** Two (2) sponsorships (1) Friday night and (1) Saturday night.
- Additional Benefits:**
Your company logo and web-link on the Bulls Only website.
One 10'x10' booth for your company display (Promotional or educational).

Contact information

www.bullsonlyrodeo.com

Bulls Only Hotline Phone number: 619-443-2447
P.O. Box #476 Lakeside, CA. 92040

Belt Buckle Sponsor

~ Sponsor Cost: \$1,000.00 ~

Includes:

Banners: One (1) banner (3'x10' maximum) at arena level. (Sponsor to provide banner).

Announcements: Announcement of your company name made during rodeo performances and the buckle presentation.

Program: Your company name on the “**Thank You**” page of the program.

Tickets: Twelve (12) General Admission Tickets. (6) Friday night and (6) Saturday night.

VIP Area: Eight (8) invitations to VIP seating and VIP lounge with food and beverages. (4) Friday night and (4) Saturday night.

Additional Benefit:

One 10'x10' booth for your company display (promotional or educational)

Contact information

www.bullsonlyrodeo.com

Bulls Only Hotline Phone number: 619-443-2447

P.O. Box #476 Lakeside, CA. 92040

Penthouse Food Sponsor

NOT AVAILABLE AT THIS TIME

Penthouse (80 people served each night)

Includes

Banners: One (1) banner (3'x10' maximum) at arena level. (Sponsor to provide banner)
Two (2) signs (3' x 3' maximum) inside the food area and at the entrance.
(Sponsor to provide signs).

Announcements: Announcement of your company name during your night of sponsor.

Program: Your company name on the “**Thank You**” page of the program.

Tickets: Twelve (12) General Admission tickets. (6) Friday night and (6) Saturday night.

VIP Area: Six (6) Invitations to VIP seating and VIP lounge with food and beverage.
(4) for Friday night and (4) for Saturday night.

Availability: Two (2) sponsorships. (1) Friday night and (1) Saturday night.

Contact information

www.bullsonlyrodeo.com

Bulls Only Hotline Phone number: 619-443-2447

P.O. Box #476 Lakeside, CA. 92040

Chute Sponsor/Return Gate

~ Sponsor Cost: \$600.00 (each night) ~

Includes

- Banners:** One (1) banner (3'x10' maximum) one on backs of bleachers facing in and one in the arena, both nights (Sponsor to provide banner).
One (1) 48"x 24" sign on chute / release gate, your company name and logo Preferred. Friday night **OR** Saturday night.
- Announcements:** Announcement of your company name each time the chute / return gate is used.
- Program:** Your company name on the "Thank You" page of the program.
- Tickets:** Eight (8) General Admission tickets. (4) Friday night. and (4) Saturday night.
- VIP Area:** Four (4) Invitations to VIP seating and VIP lounge with food and beverages. (2) Friday night and (2) Saturday night.
- Availability:** Six (6) Chute Sponsors, 1 through 6 and One (1) Return Gate Sponsor. Friday night **OR** Saturday night

Contact information

www.bullsonlyrodeo.com

Bulls Only Hotline Phone number: 619-443-2447

P.O. Box #476 Lakeside, CA. 9204

Pick up Rider's

~ Sponsor Cost: \$600.00 ~

Includes

- Banners:** One (1) banner (3'x10' maximum) one at arena level and one on the bleachers. (sponsor to provide banners)
- Advertisements:** Two (2) advertising vests or two (2) western long sleeve shirts with your company logo/ name worn by pick up men. (Provided by sponsor)
- Announcements:** Announcements of your company name made during rodeo performances.
- Program:** Your company name on the “**Thank You**” page of the program.
- Tickets:** Eight (8) General Admissions tickets. (4) Friday night and (4) Saturday night.
- VIP Area:** Four (4) invitations to VIP seating and VIP lounge area with food and beverages. (2) Friday night and (2) Saturday night.

Contact information

www.bullsonlyrodeo.com

Bulls Only Hotline Phone number: 619-443-2447

P.O. Box #476 Lakeside, CA. 92040

Scheduled Event Sponsor

~ Sponsor Cost: \$300.00 (each night) ~

Includes

Banner: One (1) banner (3'x10' maximum) at arena level. (Sponsor to provide banner).

Announcements: Announcement of your company at the beginning of the event per performance.

Program: Your company name on the “**Thank You**” page of the program. Your company name on the schedule of events page of program as “sponsored by”.

Tickets: Four (4) General Admission tickets (2) for Friday night **and** (2) Saturday night.

VIP Area: Two (2) Invitations to VIP seating and VIP lounge with food and beverages. Friday night **OR** Saturday night.

Availability: Nineteen (19) Event sponsors. (9) Friday night and (10) Saturday night.

Schedule of Events

Friday Night 7:30 pm

Opening Ceremony - Corporate sponsor
Jr. Bull Riders – #1
Bull Riding – #1
Entertainment- #1 (Barrel man)
Bull Riding - #2
Intermission
Mutton Bustin- #1
Trophy Presentation -Trophy Sponsor
Bull Riding - #3
Jr. Bull Riders - #2
Bull Riding - #4
Buckle Presentation – Buckle Sponsor
Closing /Thank You – Lakeside Optimist

Saturday Night 7:30 pm

Opening Ceremony- Corporate Sponsor
Jr. Bull Riders - #3
Bull Riding – #5
Entertainment- #2 (Barrel man)
Bull Riding - #6
Intermission
Mutton Bustin- #2
Trophy Presentation - Trophy Sponsor
Bull Riding - #7
Jr. Bull Riders- #4
Bull Riding – #8
Short Go for Top Bull Riders- #9
Buckle Presentation – Buckle Sponsor
Closing /Thank You- Lakeside Optimist

Contact information

www.bullsonlyrodeo.com

Bulls Only Hotline Phone number: 619-443-2447

P.O. Box #476 Lakeside, CA. 9204

Mutton Bustin' Trophy Sponsor

~ Sponsor Cost: \$300.00 ~

Includes

Banner: One (1) banner (3'x10' maximum) at arena level. (Sponsor to provide banner).

Announcements: Announcement of your company at the beginning of the event per performance.

Program: Your company name on the “**Thank You**” page of the program. Your company name on the event page of the program, “This event sponsored by”.

Tickets: Four (4) General Admission tickets (2) for Friday night **and** (2) Saturday night.

VIP Area: Two (2) Invitations to VIP seating and VIP lounge with food and beverages. Friday night **OR** Saturday night.

Contact information

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P.O. Box #476 Lakeside, CA. 92040

Lakeside Optimist Club

23rd Annual

BULLS ONLY RODEO



VIP / Sponsor Area

For more sponsorship information or if you have questions or comments, please call the Lakeside Optimist Bulls Only Rodeo Hotline Phone number: 619-443-2447 or email: info@bullsonlyrodeo.com.

Or visit our website: www.bullsonlyrodeo.com

Please make checks payable to:
Lakeside Optimist Youth Foundation - Bulls Only Rodeo
P.O. Box 476
Lakeside, California 92040

Thank you!
We appreciate your sponsorship!