



Lost Dutchman Days Rodeo 2024

FEBRUARY 23RD-25TH, 2024

SPONSOR MANAGERS

**SPONSORSHIP
COORDINATOR**

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ABOUT Us

Who are we?

Lost Dutchman Days is everything a small town rodeo should be, except we make a **HUGE** impact. Our event is a partnership produced event, dedicated to raising funds for several local youth serving organizations.

The rodeo production itself is put on by Superstition Mountain Promotional Corporation and the AJ Mounted Rangers.

The parade and carnival is organized by the Apache Junction Chamber of Commerce.



Who benefits?

- AJ Little League
- Boys and Girls Club
- AJHS Boosters
- Eagle's Club
- Superstition Rotary Club
- Local 4-H
- And so many more!
- SASI

WHY we do What we do

If you love your community and want to be involved with one of the largest events in the East Valley, then join us as we continue to raise money for the kids. Because at the end of the day, that is what it's all about.

We hope you choose to be a part of the success we have had in raising money for our community by sponsoring Lost Dutchman Days. We average over \$100K in donations that goes right back to the community, every year. Your support will be appreciated by those that you call customers, friends, and most of all, the kids we help in so many ways.

If you have any questions along the way, please reach out so we can make this a great experience for you and your business.

SPONSOR GUIDE

HOWDY PARTNER, START HERE!

Maximum Visibility Packages

- **Title Sponsor: \$12K (1 Available)**
 - This package has the highest guarantee of visibility. Your business name will be the Title Sponsor of Lost Dutchman Days. Get the VIP while making a difference for the children of Apache Junction. Includes the whole she-bang. VIP tickets to all events, VIP parking, premium banner space, promo flags, a behind-the-scenes experience, and more.
- **Stock Sponsor: \$7K (1 Available)**
 - This package has a high guarantee of visibility. Your business name will be the Stock Sponsor of Lost Dutchman Days. This package includes VIP tickets to all events, parking, special meet n' greet opportunities, banner space, and more.
- **Half-Time Sponsor: \$3.5K (2 Available)**
 - Be the presenting sponsor of our daily half-time entertainment. Entertainment can range from trick riders to specialty acts. Includes VIP tickets to all events, parking, special meet n' greet opportunities, banner space, and more.
- **Entertainment Stage Sponsor: \$2.5K (2 Available)**
 - "The Presenting Sponsor of Lost Dutchman Days 3-Day Entertainment". With 9 bands playing throughout the weekend, your business will have banner presence and announcements throughout the day, every day! The package includes VIP tickets to the rodeo & dance, banner presence on the entertainment stage, and more upon request.

Medium Visibility Packages

- **Brat Party & Rodeo Dance Sponsor: \$1,750 (2 Available)**
 - This package has the medium guarantee of visibility. Your business name will be the presenting sponsor of the Brat Party & Rodeo Dance at the Elks Lodge. The package includes VIP tickets to the rodeo & dance, banner presence at the Brat Party & Dance, VIP parking, promo flags, media promo, a behind-the-scenes experience, and more!
- **Rodeo Event Sponsor: \$1.5K (Waiting List)**
 - One of the most popular packages is our Rodeo Event Sponsor. It is one of the eight rodeo events presented by your business. Includes parking, promo flags in performance, announcements, and more!
- **Top Chute & Roping Chute Sponsor: \$1K (Waiting List)**
 - Another prized location is our Top Chute & Roping Chute Sponsor for space above the bucking chutes and roping chutes. These banners stay up year-round and provide great visibility during the show. Start with the Silver Buckle Sponsor and get your name on the list for this spot!
- **Lower Chute & Roping Chute Sponsor: \$1K (Waiting List)**
 - Options on both the Roping Chute and Lower Bucking Chute gate (if available). The package includes tickets, parking, even announcements, and more. If you are looking for bargain visibility, this package is what you want!

Mutton Bustin' Sponsor: \$500 (3 Available)

- Your business name will be the presenting sponsor of the Mutton Bustin. The package includes banner presence in a high traffic area, VIP tickets to the rodeo and VIP parking.

SPONSOR GUIDE

LET'S FIND THE RIGHT PACKAGE FOR YOU

Medium Visibility Packages Continued

- **Championship Buckle Sponsor: \$1K (Waiting List)**
 - Be the presenting sponsor of the championship buckle for an event of our rodeo. Package includes VIP tickets, parking, exclusive opportunity to in the arena to present the buckle, and more!
- **Silver Buckle Sponsor: \$1K (8 Available)**
 - This package is excellent if you're waiting to get your name on one of our more popular packages. Get involved while making a difference. This package still includes VIP tickets, parking, (2) premier arena banner spaces, and much more!

Good Visibility Packages

- **Grocery Race Sponsor: \$500 (3 Available)**
 - A crowd favorite on Saturday and Sunday is the Kids Grocery Race where groceries are scattered throughout the arena and we let the kids in the crowd in the arena for some fun. Your business will play a small part in the joy for those kids. Includes VIP tickets, parking, announcements, and more.
- **Banner Sponsor: \$200 (All Available)**
 - Includes banners in the arena & event space.

Exact amount of VIP tickets, parking and other deliverables to be included in your sponsorship contract. Please let your sponsor manager know which level you're interested in and we can go from there!

Sponsor Add-ons

- Additional banners hung in the event center \$200
- Additional tickets (Rodeo, Dance, & GA)
- Vendor Booth \$200
- Parade Entry
- Golf Tournament Team \$280
- Golf Tournament Hole Sponsor \$45

INCLUDED FOR ALL SPONSORS

- Company name announced at least once per day during the event (4 days)
- Facebook and Instagram shout outs (at least once depending on package)
- Company name (and logo+link depending on package) on the LDD website for the whole year

SPONSOR GUIDE

Title Sponsor / Investment: \$12,000

- Lost Dutchman Days Presented by “Your Business”
- Five banners promoted – 3 in the arena, 2 in general areas
- Three flag runs + announcements
- 15 General Rodeo Tickets, Dance Tickets, Lunch Tickets
- 10 Kick Off and Wrap Up Party Reservations + Dinner
- 4 VIP Parking (per availability)
- 2 Foursome Golf Teams in the Lost Dutchman Golf Tournament
- 6 Hole Sponsors for the Lost Dutchman Golf Tournament
- 2 Complimentary Vendor Booths at Event
- Complimentary Parade Entry

Stock Sponsor / Investment: \$7,000

- Lost Dutchman Days Rodeo Stock...Brought to you by “Your Business”
- Three Banners Promoted – 2 in the arena, 1 in general area
- 2 Promo Flag Runs + Announcements
- 10 General Rodeo Tickets, Dance Tickets, Lunch Tickets
- 8 Kick Off and Wrap Up Party Reservations + Dinner
- 3 VIP Parking (per availability)
- 1 Foursome Golf Team in the Lost Dutchman Golf Tournament
- 4 Hole Sponsors for the Lost Dutchman Golf Tournament
- 1 Complimentary Vendor Booths at Event
- 1 Complimentary Parade Entry

Half-Time Sponsor / Investment: \$3,500 (2 Available)

- Lost Dutchman Days Half-Time Entertainment Brought to you by “Your Business”
- Two Banners Promoted – 1 in the arena, 1 in general area
- 2 Promo Flag Runs + Announcements
- 6 General Rodeo Tickets, Dance Tickets, Lunch Tickets
- 4 Kick Off and Wrap Up Party Reservations + Dinner
- 2 VIP Parking (per availability)

Entertainment Sponsor(s) / Investment: \$2,500 (2 Available)

- Lost Dutchman Days Entertainment Stage Brought to you by “Your Business”
- Two Banners Promoted – 1 in the arena, 1 in the entertainment tent
- 2 Promo Flag Runs + Announcements
- 4 General Rodeo Tickets, Dance Tickets, Lunch Tickets
- 4 Kick Off and Wrap Up Party Reservations + Dinner
- 1 Foursome Golf Team in the Lost Dutchman Golf Tournament
- 2 VIP Parking (per availability)

SPONSOR GUIDE

Brat Party & Rodeo Dance Sponsor / \$1,750

- Lost Dutchman Days Brat Party & Dance Brought to you by “Your Business”
- One banner promoted in the arena
- 1 Flag Run + Announcement
- 6 General Rodeo Tickets, Dance Tickets, Lunch Tickets
- 4 Kick Off and Wrap Up Party Reservations + Dinner
- 2 VIP Parking (per availability)

Rodeo Event Sponsor(s) / Investment: \$1,500

- Lost Dutchman Days Rodeo Event Brought to you by “Your Business”
- One banner promoted in the arena
- 1 Flag Run + Announcement
- 6 General Rodeo Tickets, Dance Tickets, Lunch Tickets
- 4 Kick Off and Wrap Up Party Reservations + Dinner
- 2 VIP Parking (per availability)

Golf Special / Investment: \$700

- Your Business Banner displayed in a high traffic area at the rodeo grounds
- One team reserved for the Lost Dutchman Days Golf Tournament
- One golf tournament hole sponsor
- 2 General Rodeo Tickets, Dance Tickets, Lunch Tickets
- 2 Kick Off and Wrap Up Party Reservations + Dinner
- 1 VIP Parking (per availability)

Premier Arena Banner / Investment: \$500

- Your Business Banner in the Arena
- 2 General Rodeo Tickets, Dance Tickets, Lunch Tickets
- 2 Kick Off and Wrap Up Party Reservations + Dinner
- 1 VIP Parking (per availability)



SPONSOR GUIDE

	Title Sponsor	Stock Sponsor	Entertainment Sponsor	Royalty Sponsor	Event Sponsor	Upper Chute Sponsor	Lower Chute Sponsor	Main Gate Sponsor	Grocery Race Sponsor	Arena Banner
Amount	\$12,000	\$7,000	\$3,500(2)	\$2,500(2)	\$1,200(7)	\$1,000 (10) Sold Out	\$1,000 (4) Sold Out	\$750	\$500(3)	\$200
Arena Banners	3	2	1	1	1	1 Upper Chute	1 Lower Chute	1 Main Gate	1	1
General Banners	2	1	1	1	---	---	---	---	---	---
Promo Flag Runs	3	2	2	2	1	1	1	---	---	---
Rodeo Tickets	15	8	6	6	6	4	2	2	2	2
Dance Tickets	15	8	6	6	6	4	2	2	2	2
Kick Off Wrap Up Tickets	10	6	4	4	4	2	2	2	2	---
VIP Parking	4	3	2	2	2	2	1	1	1	---
Parade Entry	1	1	---	---	---	---	---	---	---	---
Vendor Spot(s)	2	1	1	---	---	---	---	---	---	---
Golf Team Entries	2 TEAMS	1 TEAM	1 TEAM	1 TEAM	1 TEAM	1 TEAM	---	---	---	---
Golf Hold Sponsor	6	4	2	1	1	1	---	---	---	---

Included for all sponsors:

Company name announced at least once per day during the event (4 days). Facebook and Instagram shout outs (at least once depending on package). Company name (and logo+link depending on package) on LDD website for the whole year.

Sponsor Add-ons

- Additional banners hung in the event center \$200
- Additional tickets (Rodeo, Dance, & GA)
- Vendor Booth \$200
- Parade Entry
- Golf Tournament Team \$280
- Golf Tournament Hole Sponsor \$45

LOST DUTCHMAN DAYS ROYALTY SPONSORSHIP OPPORTUNITIES

Premium Royalty Sponsorship | Investment: \$2500

- One banner promoted in the arena
- 1 flag run + announcement
- 4 General Rodeo Tickets, Dance Tickets, Lunch Tickets,
- 2 Kick Off and Wrap Up Party Reservations + Dinner
- 1 Foursome Golf Team in the Lost Dutchman Golf Tournament OR an extra banner spot
- 2 VIP Parking (per availability)
- 1 Hole Sponsors for the Lost Dutchman Golf Tournament
- Quarter Page Ad in the Event Program
- Royalty appearance at your event or location
- Full page ad in Royalty Pageant Program
- Deluxe Royalty sponsor plaque
- Your Logo/Company name on LDD Royalty Trailer
- Facebook promo with Royalty at your location and mentions on LDD & LDD Royalty Facebook page
- Banner displayed at all LDD Royalty events, along with display of your promo items

Breast Collar Sponsorship | Investment: \$1000

- 2 General Rodeo Tickets, Dance Tickets, Lunch Tickets,
- 2 Kick Off and Wrap Up Party Reservations + Dinner
- 1 VIP Parking (per availability)
- Banner hung at Royalty Hospitality trailer during rodeo
- Royalty appearance at your event or location
- Full page ad in Royalty Pageant Program
- Deluxe Royalty sponsor plaque
- Your Logo/Company name on LDD Royalty Trailer
- Facebook promo with Royalty at your location and mentions on LDD & LDD Royalty Facebook page
- Banner displayed at all LDD Royalty events, along with display of your promo items

Buckle Sponsorship | Investment: \$350 (3)

- Banner hung at Royalty Hospitality trailer during rodeo
- Half page ad in Royalty Pageant Program
- Deluxe Royalty sponsor plaque
- Your Logo/Company name on LDD Royalty Trailer
- Facebook promo with Royalty at your location & mentions on Royalty Facebook page
- Banner displayed at all LDD Royalty events, along with display of your promo items

LOST DUTCHMAN DAYS ROYALTY SPONSORSHIP OPPORTUNITIES

Sash Sponsorship | Investment: \$250 (2)

- Half page ad in Royalty Pageant Program
- Royalty sponsor plaque
- Your Logo/Company name on LDD Royalty Trailer
- Facebook promo with Royalty at your location & mentions on Royalty Facebook page
- Banner displayed at all LDD Royalty events, along with display of your promo items

General Sponsorship | Investment: \$150

- Logo in Royalty Pageant Program
- Royalty sponsor plaque
- Your Logo/Company name on LDD Royalty Trailer
- Shoutouts on Royalty Facebook page
- Banner displayed at all LDD Royalty events

Lost Dutchman Days Royalty Annual Events

- Royalty Pageant
- Queen Fundraiser (money is raised for a charity in Apache Junction)
- 50 Pink Horse Challenge (money is raised for Breast Cancer Awareness)
- Royalty Fun Day Fundraiser (money is raised for LDD Royalty)
- Elementary School Visits
- Rodeos and parades throughout Arizona
- All events associated with Lost Dutchman Days

All the money from sponsorships and the Royalty Fun Day Fundraiser go towards royalty prizes, traveling to events, cost of Royalty pageant and other expenses throughout the year.

Not only are these ladies beautiful and can ride a horse, they are great ambassadors for rodeo and our community. They spend countless hours talking with children, business leaders, city leaders and other people in the community. This is invaluable opportunity for these ladies to become great leaders in future. Your sponsorship will be a great asset for them as well as your business, and is tremendously appreciated.

For more information on these opportunities, please contact the LDD Royalty Director, Heidi Erickson at 480-603-6819 or misslostdutchmandays@yahoo.com

Sponsor Contract



Company Name:

Contact Name:

Title:

Cell Phone:

Email:

Address:

City:

State:

Zip:

Sponsor Type:

Sponsorship Amount for Rodeo:

How would you like to pay? Check _____ Invoice/Credit Card _____

Sponsor Will Provide:

Banner

LDD Committee Will Provide(List if different than sponsorship package contents):

Sponsor Signature:

LDD Committee Signature:

FOR CHECKS - Please Mail to PO Box 5241 Apache Junction, Arizona 85278

Committee Use Only-----

Invoiced On:

Date Payment Received:

Type of Payment:

Check Number:

Received By:

Amount Received: