

NAVARRO COUNTY DERRICK DAYS PRO RODEO

2018 Partnership Proposal Packet

WWW.VLKRODEOPRODUCTIONS.COM



An event designed to benefit youth organizations throughout Navarro County.

NAVARRO COUNTY DERRICK DAYS PRO RODEO

Dear Potential Partner:

At VLK Productions, we are proud of what we have accomplished over the five years that we have produced the Navarro County Derrick Days Pro Rodeo! We understand that as an advertising partner with us, you want to be associated with a fun, family-oriented event that provides you with the quality advertising exposure you desire. As we prepare for the 2018 rodeo, we look forward to working with our loyal partners and valuable friends. Rest assured that we are working to develop a strong advertising strategy and will continue to maintain our strong customer service. In the following pages, you will find information about the exciting opportunities for our partners for 2018!

You will be excited to know that we are working with several groups to allow the rodeo the opportunity to involve and benefit even more local youth. Be watching for what we hope are exciting announcements in early 2018! Please don't hesitate to contact us with any questions or suggestions you might have.

We have been honored host to visitors from many places:

Texas Counties:

**Anderson
Dallas
Denton
Ector
Ellis
Freestone
Grimes
Henderson
Hill
Hunt
Johnson
Kaufman
Leon
Limestone
Madison
McLennan
Montgomery
Navarro
Palo Pinto
Smith
Travis
Walker**

**Arkansas
California
Georgia
Louisiana
Michigan
Mississippi
Nevada
New Mexico
Oklahoma
Wyoming**

**Canada
England
Germany
Mexico
Portugal
Spain**

NAVARRO COUNTY DERRICK DAYS PRO RODEO

RODEO FACT SHEET

CPRA Multi-Year Award-Winning Rodeo

Co-sanctioned by:

Cowboys Professional Rodeo Association

United Professional Rodeo Association

Typical Rodeo Audience:

51% Female, 49 % Male

47% have children in school

61% Age Range of 25-54

95% have eaten out in the last 30 days

**Extreme Sport, Western
and Outdoor Enthusiasts**

Doors open at 6:00 nightly

Mutton Bustin' at 7:00

Rodeo Performance at 8:00

Admission Information

Adults \$10 (\$8 presale)

Ages 6-12: \$5

Ages 5 & under: FREE

**VLK Productions will assemble an aggressive
local and regional marketing plan!**

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WHAT PEOPLE ARE SAYING ABOUT US

Each year the Annual Derrick Days Festival looks forward to partnering with the Derrick Days Rodeo and VLK Productions. The level of professionalism and success VLK Productions delivers to the annual event builds the attendance and reputation of not only the rodeo, but the overall event each year. We look forward to continuing and building the partnership with VLK Productions for many years to come.

-Past Derrick Days Festival Executive Board Member, Sara Beth Wilson



Thanks so much for the nice buckle. It was a great little rodeo & well produced. I was happy to come & look forward to going next year. I enjoyed my time there & it was run well. I look forward to seeing y'all there next year & having a chance to win it again.

-JJ Alley, 2016 Navarro County Derrick Days Pro Rodeo Bareback Champion

FACEBOOK FEEDBACK!

Awesome!!!

LOVED IT!!!! What a FUN TIME!!! :)

Always great seeing old friends, a great Rodeo and meeting lots of new friends!

We loved the rodeo!

Had a dang good time with great friends in Corsicana this weekend.

**Big thank you to VLK Productions!
(From Toliver Ram, our Presenting Partner)**

It was a great rodeo!

**The experience was awesome!
(Visitors from Spain)**

NAVARRO COUNTY DERRICK DAYS PRO RODEO

PLATINUM PARTNERSHIP

- Two large (approx. 3'x8')arena signs provided by VLK Productions
- Tagged in entire media base package
- Multiple nightly recognitions during each rodeo performance
- Vendor space, if desired
- Special promotions during performances, if desired
- Full Page color advertisement in the rodeo program
- Your company banner and business link promoted on vlkrodeoproductions.com
- Promotion on social media
- 8 VIP passes valid *both* nights
- 8 rodeo tickets valid either night



Ask us about
our payment
plan options!

Package Price: \$1,500



To take full advantage of this package, please have your artwork approved and fees paid by February 1, 2018.

NAVARRO COUNTY DERRICK DAYS PRO RODEO

GOLD PARTNERSHIP

- One large (approx. 3'x8') arena sign provided by VLK Productions
- Tagged in print media base package
- Nightly recognition during each rodeo performance
- Vendor space, if desired
- Full Page color advertisement in the rodeo program
- Your choice of rodeo event sponsorship, excluding Freestyle Bullfights
- Your company banner and business link promoted on vlkrodeoproductions.com
- Promotion on social media
- 4 VIP Passes valid *both* nights
- 8 rodeo tickets valid either night

Ask us about
our payment
plan options!



Package Price: \$1,000

To take full advantage of this package, please have your artwork approved and fees paid by February 1, 2018.

NAVARRO COUNTY DERRICK DAYS PRO RODEO

SILVER PARTNERSHIP

- One medium (approx. 2'x6') arena sign provided by VLK Productions
- Nightly recognition during each rodeo performance
- Included in poster advertising distributed throughout the area
- One-half page color advertisement in the rodeo program
- Your company banner and business link promoted on vlkrodeoproductions.com
- Promotion on social media
- 8 rodeo tickets valid either night



Package Price: \$500

To take full advantage of this package, please have your artwork approved and fees paid by March 15, 2018.

NAVARRO COUNTY DERRICK DAYS PRO RODEO

MISCELLANEOUS OPPORTUNITIES

BRONZE PARTNERSHIP

- One-quarter page color advertisement in the rodeo program
- Your company banner and business link promoted on vlkrodeoproductions.com
- Promotion on social media
- 6 rodeo tickets valid either night

Package Price: \$250

BUSINESS CARD PARTNERSHIP

- One business card advertisement in the rodeo program
- 4 rodeo tickets valid either night

Package Price: \$100

To take full advantage of these packages, please have your artwork approved and fees paid by April 10, 2018.

NAVARRO COUNTY DERRICK DAYS PRO RODEO

MISCELLANEOUS OPPORTUNITIES

- American Freestyle Bullfights Sponsor
- Specialty Act Sponsor
- Announcer Sponsor
- Video Board Sponsor
- FFA Steer Saddling Challenge Sponsor
- Contestant Hospitality Sponsor
- Kid's Free Admission Passes
- Junior Barrel Race Sponsor
- VIP Deck
- Award Buckles



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VLK Productions



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