

SPONSORSHIP OPPORTUNITIES

2022 CATTLE CALL JAMBOREE

— DUE: OCTOBER 14TH FOR FULL MARKETING BENEFITS
SPONSORSHIPS AFTER DUE DATE ARE STILL ACCEPTED



EVENT

2022 Brawley Cattle Call Jamboree

SUMMARY

The Chamber of Commerce for Greater Brawley hosts the 66th year of Cattle Call events celebrating the Imperial Valley as home to the Brawley Cattle Call Rodeo. All events are community and family-friendly events, packed with great music, delicious food, and fun activities. Over 30,000 people participate in the week full of tradition!

Celebrations kick off with our Cattle Call Mega Mixer and spill over to the traditional Chili Cook-off. Wednesday hosts Mariachi Night fun and continues through the Cattle Call Parade Saturday. After the parade, entertainment begins at the Brawley Cattle Call Rodeo, hosted by the Brawley Cattle Call Rodeo Committee. (separate advertising)

EVENT DATES

| EVENT | DATE | TIME |
|---------------------------------|-------------------|------------------|
| CATTLE CALL MEGA MIXER | NOVEMBER 3, 2022 | 6:00PM - 9:00PM |
| CHILI COOK-OFF & RIB CONTEST | NOVEMBER 5, 2022 | 5:00PM - 11:00PM |
| MARIACHI NIGHT | NOVEMBER 9, 2022 | 5:00PM - 11:00PM |
| CATTLE CALL PARADE | NOVEMBER 12, 2022 | 9:00AM - 1:00PM |

LOCATION

Main Street & Plaza Park, Brawley, CA 92227

AUDIENCE

While the audience base differs for each event, our 30,000+ crowd is diversified with primarily Hispanic and Caucasian culture. We welcome all cultures, races and walks of life.

PROMOTIONAL OPPORTUNITIES

2022 Media Campaign Opportunities include but are not limited to: Our entire media campaign will be at full force two weeks before the event.

Television: Canal 66, Entravision, KYMA, KSWT

Radio: KXO and other stations as identified.

Print: The Desert Review, Imperial Valley Press, Posters, Flyers

Online: Community calendars from media partners and Chambers. Paid social Media campaigns on Facebook and Instagram.

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CATTLE CALL MEGA MIXER

Kicking off our Cattle Call festivities is our Cattle Call Mega Mixer! This MEGA MIXER party gives cowboys the opportunity to enjoy great food, music, games and raffle prizes! **Approximate attendance 500+.**

SPONSORSHIP LEVELS

HOEDOWN SPONSOR

- Logo inclusion on official Cattle Call Jamboree flyer and all marketing collateral.
- Logo inclusion on Chamber website with hyperlink to your site.
- Social media spotlight.
- 10 announcements during the event.
- Logo displayed on slideshow during the event.

INVESTMENT PRICE: **\$1,000**

BUCKAROO ENTERTAINMENT SPONSOR

- Logo inclusion on Chamber website with hyperlink to your site.
- Social media spotlight.
- 5 announcements during the event.
- Logo displayed on slideshow during the event.

INVESTMENT PRICE: **\$500**

CHILI COOK OFF + RIB CONTEST

The best Chili and Ribs in the Valley can be found at the Chili Cook-off+ Rib Contest! For the first time, this signature event will be held during the evening!

Approximate attendance 8,000+.

SPONSORSHIP LEVELS

GHOST PEPPER

- 10' X 20' Event Booth Space
Must be requested no later than Oct. 21, 2022. Must sign and comply with vendor contract. Sponsor must provide proof of insurance and/or health permits (if applicable) See Vendor Contract for details.
- Logo inclusion on Chamber website with hyperlink to your site.
- Logo inclusion on official Cattle Call Jamboree flyer and all marketing collateral.
- Logo inclusion on sponsors banner.
- Logo inclusion on all social outlets.
- Banner displayed at prime location during event.
Banner must be provided by sponsor no later than 11/01/22
- Social media spotlight.
- 10 announcements during the event.
- 10 VIP access passes.
Passes include Chili tasting bracelets and 1 complimentary drink ticket per pass (over 21)
- 2 Cattle Call Jamboree shirts.

INVESTMENT PRICE: **\$2,000**

HABANERO PEPPER

- 10' X 20' Event Booth Space
Must be requested no later than Oct. 21, 2022. Must sign and comply with vendor contract. Sponsor must provide proof of insurance and/or health permits (if applicable) See Vendor Contract for details.
- Logo inclusion on Chamber website with hyperlink to your site.
- Logo inclusion on official Cattle Call Jamboree flyer
- Logo inclusion on sponsors banner.
- Logo inclusion on all social outlets.
- Banner displayed during event.
Banner must be provided by sponsor no later than 11/01/22
- Social media spotlight.
- 4 announcements during the event.

INVESTMENT PRICE: **\$1,000**

SERRANO PEPPER

- Logo inclusion on Chamber website with hyperlink to your site.
- Logo inclusion on sponsors banner.
- "Thank you Sponsors" social media post.
- 4 announcements during the event.

INVESTMENT PRICE: **\$500**

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MARIACHI NIGHT

Infamously known for its singers and Mariachi groups, our Mariachi night celebrates the traditional Hispanic heritage of our community. Now with two stages and double the fun! **Approximate attendance 12,000+.**

SPONSORSHIP LEVELS

LA TROMPETA

- 10' X 20' Event Booth Space
Must be requested no later than Oct. 21, 2022. Must sign and comply with vendor contract. Sponsor must provide proof of insurance and/or health permits (if applicable) See Vendor Contract for details.
- Logo inclusion on Chamber website with hyperlink to your site.
- Logo inclusion on official Cattle Call Jamboree flyer and all marketing collateral.
- Logo displayed on main stage screen.
- Logo inclusion on all social outlets.
- Banner displayed at prime location during event.
Banner must be provided by sponsor no later than 11/01/22
- Social media spotlight.
- 10 announcements during the event.
- 10 VIP access passes.
Passes include 1 complimentary drink ticket per pass (over 21)
- 2 Cattle Call Jamboree shirts.

INVESTMENT PRICE: **\$ 2,500**

EL GUITARRON

- 10' X 20' Event Booth Space
Must be requested no later than Oct. 21, 2022. Must sign and comply with vendor contract. Sponsor must provide proof of insurance and/or health permits (if applicable) See Vendor Contract for details.
- Logo inclusion on Chamber website with hyperlink to your site.
- Logo inclusion on official Cattle Call Jamboree flyer (10,000 distributed copies)
- Logo displayed on secondary stage screen.
- Logo inclusion on sponsors banner.
- Logo inclusion on all social outlets.
- Banner displayed during event.
Banner must be provided by sponsor no later than 11/01/22
- Social media spotlight.
- 4 announcements during the event.

INVESTMENT PRICE: **\$ 1,500**

EL VIOLIN

- Logo inclusion on Chamber website with hyperlink to your site.
- Logo inclusion on sponsors banner.
- "Thank you Sponsors" social media post.
- 4 announcements during the event.

INVESTMENT PRICE: **\$ 750**

CATTLE CALL PARADE

The excitement is in the air the morning of the parade. Our Grand Marshal is ready to get the parade started and the numerous floats, cars, bands, horses, walkers and riders are ready to march the 1.5 miles to the finish line. **Approximate attendance 15,000+.**

SPONSORSHIP LEVELS

MUSTANG HORSE

- 10' X 20' Event Booth Space
Must be requested no later than Oct. 21, 2022. Must sign and comply with vendor contract. Sponsor must provide proof of insurance and/or health permits (if applicable) See Vendor Contract for details.
- Logo inclusion on Chamber website with hyperlink to your site.
- Logo inclusion on official Cattle Call Jamboree flyer and all marketing collateral.
- Logo displayed on main stage screen.
- Logo inclusion on all social outlets.
- Banner displayed at prime location during event.
Banner must be provided by sponsor no later than 11/01/22
- Social media spotlight.
- 10 announcements during the event.
- 10 VIP access passes.
Passes include 1 complimentary drink ticket per pass (over 21)
- 2 Cattle Call Jamboree shirts.

INVESTMENT PRICE: **\$ 2,000**

ARABIAN HORSE

- 10' X 20' Event Booth Space
Must be requested no later than Oct. 21, 2022. Must sign and comply with vendor contract. Sponsor must provide proof of insurance and/or health permits (if applicable) See Vendor Contract for details.
- Logo inclusion on Chamber website with hyperlink to your site.
- Logo inclusion on official Cattle Call Jamboree flyer
- Logo displayed on secondary stage screen.
- Logo inclusion on sponsors banner.
- Logo inclusion on all social outlets.
- Banner displayed during event.
Banner must be provided by sponsor no later than 11/01/22
- Social media spotlight.
- 4 announcements during the event.

INVESTMENT PRICE: **\$ 1,000**

SHETLAND PONY

- Logo inclusion on Chamber website with hyperlink to your site.
- Logo inclusion on sponsors banner.
- "Thank you Sponsors" social media post.
- 4 announcements during the event.

INVESTMENT PRICE: **\$ 500**

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PREMIUM SPONSORSHIPS

VAQUERO SPONSOR

Want your presence at all our Cattle Call events? This premium package will give you the benefits of the Ghost Pepper Sponsorship, La Trompeta Sponsorship and Mustang Horse Sponsorship for a special price and complimentary a sponsorship at our **2nd Annual Santa's Local Workshop: A Holiday Maker's Market.**



Investment Price:

\$5,000

2022 CATTLE CALL JAMBOREE PRESENTING SPONSOR

This exclusive sponsorship will provide your company with the **MAXIMUM** exposure in all aspects of the event's marketing campaign. In addition to all previously presented benefits, the Presenting Sponsor will also receive:

- Ride in parade behind vanguard as **Presenting Sponsor**.
- 4 Bucking Chute Tickets to the Saturday Night show.
- Logo on all photos taken at the event photobooth.
- Presenting Sponsor title on ALL MEDIA.
- Complimentary Diamond Partnership

Investment Price:

\$10,000



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SPONSORSHIP AGREEMENT

This agreement will serve as a contract between, _____ and **The Chamber of Commerce for Greater Brawley** for sponsorship of the 2022 Brawley Cattle Call Celebration week that will take place at Main St. and Plaza Park, Brawley, CA 92227.

The Chamber of Commerce for Greater Brawley will provide you with the benefits listed in the corresponding sponsorship level outlined in this package. In return, the above mentioned company will provide The Chamber of Commerce for Greater Brawley the total amount of sponsorship fees checked below by **October 14th, 2022**.

Any sponsorships received after **October 14th, 2022** are **not guaranteed all promotional benefits will be secured**, given the nature of time sensitivity when planning promotions of the events.

| CHECK SPONSORSHIP LEVEL (S) | | |
|--|---|--|
| CHILI COOK-OFF & RIB CONTEST | MARIACHI NIGHT | CATTLE CALL PARADE |
| <input type="checkbox"/> Ghost Pepper Sponsor \$2,000 | <input type="checkbox"/> La Trompeta Sponsor \$2,000 | <input type="checkbox"/> Mustang Horse Sponsor \$2,000 |
| <input type="checkbox"/> Habanero Pepper Sponsor \$1,000 | <input type="checkbox"/> El Guitarrón Sponsor \$1,000 | <input type="checkbox"/> Arabian Horse Sponsor \$1,000 |
| <input type="checkbox"/> Serrano Pepper Sponsor \$500 | <input type="checkbox"/> El Violín Sponsor \$500 | <input type="checkbox"/> Shetland Pony Sponsor \$500 |
| CATTE CALL MIXER | CELEBRATION WEEK SPONSOR | |
| <input type="checkbox"/> Hoedown Sponsor \$1000 | <input type="checkbox"/> Vaquero Sponsor \$5,000 | |
| <input type="checkbox"/> Entertainment Sponsor \$500 | <input type="checkbox"/> Presenting Sponsor \$10,000 | Total Fees: \$ _____ |

***All fees are non-refundable and are due no later than October 14th, 2022 in order to reserve your sponsorship. NO EXCEPTIONS.**

Company Name : _____

Contact Name: _____

Phone # : _____ Email : _____

I am authorized to enter into this agreement on behalf of the Company mentioned above:

Signature: _____ Date: _____

PAYMENT

☐ Cash Total: _____

☐ Check # _____

☐ Online Payment (Invoice # _____)

☐ Credit Card

Name on Card: _____

Card Billing Address: _____

Card #: _____

Exp Date: _____ CSC: _____

Amount to Charge: _____

Date: _____

Signature: _____