

SPONSORSHIP OPPORTUNITIES

2023 CATTLE CALL JAMBOREE

— DUE: SEPTEMBER 29TH FOR FULL MARKETING BENEFITS
SPONSORSHIPS AFTER DUE DATE ARE STILL ACCEPTED



EVENT	DATE	TIME
CATTLE CALL MEGA MIXER	NOVEMBER 2, 2023	6:00PM - 9:00PM
CHILI COOK-OFF & RIB CONTEST	NOVEMBER 4, 2023	5:00PM - 10:00PM
MARIACHI NIGHT	NOVEMBER 8, 2023	5:00PM - 10:00PM
CATTLE CALL PARADE	NOVEMBER 11, 2023	9:00AM - 1:00PM

Welcome to the 67th annual Cattle Call Jamboree , proudly presented by The Chamber of Commerce for Greater Brawley!

This exciting event celebrates the rich heritage of the Imperial Valley as the home of the renowned Brawley Cattle Call Rodeo. The week-long festivities are designed to bring the community together and provide a fantastic experience for families and friends alike, featuring a delightful blend of music, food, and entertainment. With over **35,000 participants**, the Cattle Call Jamboree has become a beloved tradition that showcases the vibrant spirit of Brawley.

Throughout the Cattle Call Jamboree, you can expect an array of other engaging activities, including live music performances, arts and crafts vendors, and much more. The event provides a fantastic opportunity for people of all ages to come together and create lasting memories in a warm and welcoming atmosphere.

Come and experience the magic of the Cattle Call Jamboree in Brawley, where tradition, community, and Western culture converge to create an unforgettable celebration that will leave you longing for more. Join us as we honor our rich heritage and celebrate the spirit of Brawley's Cattle Call Rodeo in true grandeur and style.

PROMOTIONAL OPPORTUNITIES

2023 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

The Cattle Call Jamboree bursts into life with the highly anticipated Cattle Call Kick-Off Mega Mixer on November 2, setting the tone for an unforgettable week ahead. This event serves as a lively introduction to the festivities, allowing attendees to mingle, connect, and embrace the contagious excitement in the air. The atmosphere is electric as people from near and far come together to kick-start the celebration. **Approximate attendance 500+.**

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**

SPONSORSHIP AGREEMENT

This agreement will serve as a contract between, and the company mentioned below and **The Chamber of Commerce for Greater Brawley** for sponsorship of the **2023 Brawley Cattle Call Mega Mixer** that will take place in Brawley, CA. The Chamber of Commerce for Greater Brawley will provide you with the benefits listed in the corresponding sponsorship level outlined in this page. In return, the above mentioned company will provide The Chamber of Commerce for Greater Brawley the total amount of sponsorship fees checked above by **September 29, 2023**. Any sponsorships received after **September 29, 2023** are **not guaranteed all promotional benefits will be secured**, given the nature of time sensitivity when planning promotions of the events.

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Company Name :

Contact Name:

Phone # : Email :

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

Signature: Date:

PAYMENT

TOTAL:

Cash Receipt #

Check #

Online Payment (Invoice #)

Please charge my credit card:

Name on Card:

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CHILI COOK OFF + RIB CONTEST

Join us on **November 4th, 2023**, for a sizzling night of flavor and fun at the Cattle Call Chili Cook-Off, where you can experience the best chili in the Valley! This exciting community event promises a delicious culinary adventure with mouthwatering chili creations that will tickle your taste buds. But that's not all! We're also hosting a thrilling competition for the best ribs, adding an extra layer of excitement to the evening.

As you savor the delectable chili and ribs, we'll keep the entertainment flowing with live performances that will keep you dancing and tapping your feet throughout the night. With an expected attendance of over 10,000 people, the Cattle Call Chili Cook-Off is the place to be for a flavorful evening of food, festivities, and friendly competition. Mark your calendar, gather your friends and family, and join us on November 4th for an unforgettable community event that will leave you craving for more chili delights!

GHOST PEPPER

- 10' X 20' Event Booth Space
Must request vendor booth at the time of signing this agreement. 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 10/27/23
- 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)
- Special Cattle Call Sponsor Plaque

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

HABANERO PEPPER

- 10' X 20' Event Booth Space
Must request vendor booth at the time of signing this agreement. 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.
- Banner displayed during event.
Banner must be provided by sponsor no later than 10/27/23
- 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**

SPONSORSHIP AGREEMENT

This agreement will serve as a contract between, and the company mentioned below and **The Chamber of Commerce for Greater Brawley** for sponsorship of the **2023 Brawley Cattle Call Chili Cook-Off & Rib Contest** that will take place in Brawley, CA. The Chamber of Commerce for Greater Brawley will provide you with the benefits listed in the corresponding sponsorship level outlined in this page. In return, the above mentioned company will provide The Chamber of Commerce for Greater Brawley the total amount of sponsorship fees checked above by **September 29, 2023**.

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MARIACHI NIGHT

Known far and wide for its renowned singers and exceptional Mariachi groups, this celebration promises an unforgettable evening of music, culture, and community unity.

Join us on **Wednesday, November 8th, 2023** as we transform our community into a lively fiesta, bustling with over 65 vendors offering a delightful array of authentic cuisine, crafts, and cultural treasures. With an impressive attendance of over **16,000** enthusiastic attendees,

Mariachi Night has earned its reputation as the biggest community event of the Imperial Valley.

Be prepared to tap your feet, sway to the music, and let the infectious energy of the mariachi bands carry you away. The stage will be set for mesmerizing performances that will leave you captivated and longing for more. From lively group performances to soul-stirring solos, our talented musicians will showcase their remarkable skills and ignite a true sense of pride and joy within our community.

Mariachi Night is a time to embrace the traditions that have shaped our community, honor our heritage, and create lasting connections with one another.

Join us at Mariachi Night, the pinnacle of our community events, where more than 16,000 attendees will come together to revel in the beauty and richness of our shared traditions.

LA TROMPETA

- 10' X 20' Event Booth Space
Must request vendor booth at the time of signing this agreement. 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 10/27/23
- Social media spotlight.
- 10 announcements during the event.
- Special Cattle Call Sponsor Plaque

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

EL GUITARRON

- 10' X 20' Event Booth Space
Must request vendor booth at the time of signing this agreement. 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.
- Banner displayed during event.
Banner must be provided by sponsor no later than 10/27/23
- 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**

SPONSORSHIP AGREEMENT

This agreement will serve as a contract between, and the company mentioned below and **The Chamber of Commerce for Greater Brawley** for sponsorship of the **2023 Brawley Cattle Mariachi Night** that will take place in Brawley, CA. The Chamber of Commerce for Greater Brawley will provide you with the benefits listed in the corresponding sponsorship level outlined in this page. In return, the above mentioned company will provide The Chamber of Commerce for Greater Brawley the total amount of sponsorship fees checked above by **September 29, 2023**. Any sponsorships received after **September 29, 2023** are **not guaranteed all promotional benefits will be secured**, given the nature of time sensitivity when planning promotions of the events.

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CATTLE CALL PARADE

Experience the thrill and anticipation as the **Cattle Call Parade** takes over the streets on **November 11, 2023**, filling the air with excitement and community pride.

Start your day off right with our traditional Chuckwagon Breakfast, a delightful community fundraiser that will satisfy your hunger and fuel your spirit for the festivities ahead. At 9AM, our Grand Marshal will kick off the parade, signaling the start of a spectacular procession that spans 1.5 miles. Prepare to be mesmerized as a vibrant array of floats, classic cars, spirited marching bands, majestic horses, enthusiastic walkers, and skilled riders make their way through the streets. Each entry showcases the creativity, dedication, and community spirit that make this event truly extraordinary.

As you line the streets alongside an **estimated attendance of 15,000** fellow community members, the atmosphere will be electric with cheers, laughter, and applause. Experience the sense of unity and pride that comes from celebrating our shared traditions, heritage, and community spirit.

The Cattle Call Parade is a cherished tradition that brings generations together, creating cherished memories that last a lifetime. From the colorful floats to the lively performances, every moment is a testament to the vibrant spirit of our community.

MUSTANG HORSE

- **10' X 10'** Event Booth Space
Must request vendor booth at the time of signing this agreement. Must sign and comply with vendor contract. Sponsor must provide proof of insurance and/or health permits (if applicable). See Vendor Contract.
- 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 10/27/23
- Social media spotlight.
- 10 announcements during the event.
- Special Cattle Call Sponsor Plaque

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

ARABIAN HORSE

- **10' X 10'** Event Booth Space
Must request vendor booth at the time of signing this agreement. 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.
- Banner displayed during event.
Banner must be provided by sponsor no later than 10/27/23
- 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**

SPONSORSHIP AGREEMENT

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PREMIUM SPONSORSHIPS

VAQUERO SPONSOR

The Vaquero Premium Sponsorship Package offers an exceptional and comprehensive set of benefits that combine the advantages of the **Hoedown Sponsor**, **Ghost Pepper Sponsorship**, **La Trompeta Sponsorship**, and **Mustang Horse Sponsorship**. By opting for this package, you will receive exclusive perks and exposure at all 2023 Cattle Call Jamboree events.

Additional Inclusion: Complimentary Sponsorship at the **3rd Annual Santa's Local Workshop** providing further exposure during the festive season and access to a diverse audience.

By choosing this premium Sponsorship Package, you can rest assured that your brand will be prominently featured and represented throughout all Cattle Call Jamboree events and Christmas festival, ensuring a high return on investment and a strong presence within the community.



Investment Price:

\$5,000

SPONSORSHIP AGREEMENT

This agreement will serve as a contract between, and the company mentioned below and **The Chamber of Commerce for Greater Brawley** for sponsorship of the **2023 Brawley Cattle Call Jamboree and 2023 Santa's Local Workshop** that will take place in Brawley, CA. The Chamber of Commerce for Greater Brawley will provide you with the benefits listed in the corresponding sponsorship level outlined in this page. In return, the above mentioned company will provide The Chamber of Commerce for Greater Brawley the total amount of sponsorship fees checked above by **September 29, 2023**.

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PRESENTING SPONSOR

The **PRESENTING SPONSOR** Package is the pinnacle of support for the event, offering your company unparalleled exposure and recognition throughout the entire marketing campaign. As the Presenting Sponsor, you will enjoy the most extensive benefits, creating a lasting impact on attendees and maximizing your brand's visibility. Benefits of the Presenting Sponsorship Package:



1. Maximum Exposure in Event Marketing:

- Your company will be featured prominently in all marketing materials, including posters, banners, advertisements, and digital promotions. The event will be associated with your brand, generating extensive brand exposure.



2. Exclusive Parade Riding Opportunity:

- As the Presenting Sponsor, you will have the unique privilege of riding in the parade behind the vanguard. This prime position will put your brand at the forefront, allowing you to engage directly with the enthusiastic crowd.



3. Presenting Sponsor Title on ALL Media:

- Your company will be recognized as the Presenting Sponsor across all media channels, including press releases, radio, television, social media, and event websites. This extensive media coverage will further solidify your company's authority and leadership within the industry.



4. Complimentary Chamber Diamond Partnership:

- In addition to the event-specific benefits, your company will receive a complimentary Chamber Diamond Partnership, providing access to a range of year-round advantages within the Chamber of Commerce network. This prestigious status will open doors to various networking opportunities and business support.



5. Enhanced Brand Association:

- Your brand will be closely associated with the event, showcasing your commitment to the community and its values. This positive association can strengthen customer loyalty and foster new business relationships.

Investment Price:

\$15,000

By opting for the Presenting Sponsorship Package, your company will take center stage in the event's marketing efforts, gaining unmatched exposure and recognition. This premium sponsorship level positions your brand as a key player and valued partner, making a lasting impression on attendees, fellow sponsors, and the community at large.

SPONSORSHIP AGREEMENT

This agreement will serve as a contract between, and the company mentioned below and **The Chamber of Commerce for Greater Brawley** for a Presenting Sponsorship of the **2023 Brawley Cattle Call Jamboree** that will take place in Brawley, CA. The Chamber of Commerce for Greater Brawley will provide you with the benefits listed in the corresponding sponsorship level outlined in this page. In return, the above mentioned company will provide The Chamber of Commerce for Greater Brawley the total amount of sponsorship fees checked above by **September 29, 2023**.

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