



## THE RODEO SCHOLARSHIP PROGRAM

The Rodeo Scholarship program began twelve years ago and has awarded over \$100,000 to local students and those continuing their education..

High school seniors residing in San Dimas, La Verne, or Glendora and college students who attend Mt. Sac and Cal Poly Pomona are eligible. To date, 95 young people have benefitted from this program with individual awards ranging from \$250 to \$2500.

The generosity and continued support of our sponsors has allowed us to increase the amounts awarded to between \$5,000 and \$10,000 which has been offered the past nine years.

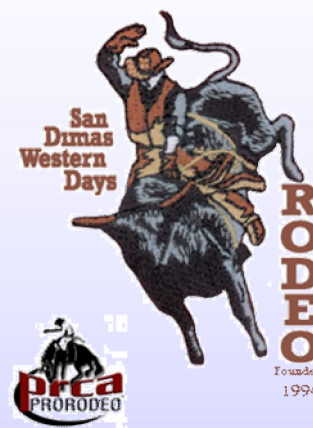


Two from San Dimas and Glendora one from La Verne

**HURRY!** Contact your San Dimas Rodeo Board Member today so that you can join our ever growing Rodeo Family!

San Dimas PRCA Rodeo, Inc.  
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A 501(c)3 Not For Profit Organization  
ID # 95-4848221

# Join the San Dimas Rodeo



**October 3 & 4, 2015**



# Celebrating 21 Years of Rodeo!

## Join Our Rodeo Family as a Rodeo V.I.P.



The coveted V.I.P. sponsorships are a wonderful opportunity to share the excitement of the San Dimas all American family Rodeo with your family, friends, and associates.

### Advertising Exposure Prior To Rodeo Weekend

The marketing plan for our Rodeo includes:

- **Radio** advertising campaign reaching the greater Los Angeles and Orange Counties.
- **Social Media** exposure through all San Dimas Rodeo social media
- **Print advertising in** *The Daily Bulletin*, *San Gabriel Valley Tribune*, and *San Dimas Community News*
- **Rodeo publicity campaign** will feature news and event information by Chambers of Commerce email blasts, posters, at community events.
- **Local cable** LVTN re-broadcasts the San Dimas PRCA Rodeo throughout the year to over 60,000 local residents.

### Advertising During Rodeo Performances

**Signage:** Corporate Sponsors will have banners in the rodeo arena with additional banners on the rodeo grounds as outlined in the sponsorship agreement.

**Flags:** Major Corporate Sponsors will have their corporate flag & logo presented during each performance and at the Thursday evening's *Pardner Reception*.

**Public Recognition:** Our celebrity Pro Rodeo Announcer Kelly Kenny will call attention to all Corporate Sponsors while on horseback during the rodeo and at Thursday nights *Pardner Reception*, thanking them for their sponsorship and support for our All-American Family Rodeo.

**Exhibit:** Exhibit space is limited and subject to availability.

**Program:** Corporate sponsors will receive corporate recognition in the official Rodeo Souvenir Program and Day Sheets.

### Tickets, Hospitality and a Party

The hottest item in town on Rodeo weekend are Rodeo VIP tickets & a VIP parking pass and they are *included* for ALL Corporate Sponsors.

**Also** a special V.I.P. area with complimentary food and beverages are included and you will also have the opportunity to meet and greet rodeo contestants.

**Plus** an invitation to the *Annual Pardner Reception* on Thursday evening with awards, a preview of the coming weekend's entertainment, music and celebrities.



San Dimas Rodeo Board of Directors

### \*ABOUT OUR RODEO FANS...

#### Gender:

51% Female  
49% Male

#### Age:

35% 18-34 yrs  
61% 25-54 yrs  
35% 50 or older

#### Family:

62% Married  
47% Have Children in Household  
73% Own Their Home

#### Household Income:

75% Earn \$35,000 or More  
53% Earn \$50,000 or More  
38% Earn \$75,000 or More  
21% Earn \$100,000 or More

#### Financial:

48% Have financial investments  
34% Have a home mortgage  
32% Have an auto loan  
27% Own stocks or stock options  
22% Own mutual funds  
25% Have a 401K plan

### Beverage Consumption in the last seven days:

54% Drank a beer  
41% Drank a diet soft drink  
64% Drank a regular soft  
51% Drank bottled water  
50% Drank 100 % fruit juice  
30% Drank a sports drink

\* Source: Scarborough USA+ Release 1-2012 (Adults 18+)