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CONTACT INFORMATION

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Lincoln County Rodeo Assn., Inc.
Wisconsin River Pro Rodeo
2308 East Main Street
Merrill, WI 54452

We are Not-For-Profit
501(c)4 Corporation

Mission Statement:

To provide quality family entertainment and promote the sport of professional rodeo. In addition, creating a public event that will benefit the business, groups and organizations in the surrounding community.

PHOTO CREDIT:
Tanya Evans
6 Bar Photography



Purchase Tickets Online



QUEEN

\$850.00

- Company name embroidered on award jacket
- Your company name announced when the queen is announced
- Your company listed in program
- Sign displayed at queen functions
- Company listed on queen page on the website
- Business name on queen hand-outs
- 2 general adult tickets
- 2 Tickets for the Queens Banquet

Contract due by April 1, 2027

PHOTO BOOTH

\$500.00

- Backdrop with name/logo which you supply
- Listed in program
- 2 general adult tickets

Contract due by April 1, 2027

HOSPITALITY

\$850.00

or food donation
at discretion of committee

- Company listed in program and announced during the rodeo
- Name listed on a sign in the hospitality tent
- Full page B&W ad in the program
- 2 general adult tickets

Contract due by April 1, 2027



MEN'S DASH

Saturday Performance

\$1,000 (retail value) prize

\$1,000 (pay for sponsorship)

- 6 Grandstand reserved seating tickets
- Special hospitality before rodeo
- Full page color ad
- Advertising with television & radio
- Company name/logo on video board on Saturday

Contract due by April 1, 2027

LADIES DASH

Friday Performance

\$1,000 (retail value) prize

\$1,000 (pay for sponsorship)

- 6 Grandstand reserved seating tickets
- Special hospitality before rodeo
- Full page color ad
- Advertising with television & radio
- Company name/logo on video board on Friday

Contract due by April 1, 2027

COUPLES DASH

Sunday Performance

\$1,000 (retail value) prize

\$1,000 (pay for sponsorship)

- 6 Grandstand reserved seating tickets
- Special hospitality before rodeo
- Full page color ad
- Advertising with television & radio
- Company name/logo on video board on Sunday

Contract due by April 1, 2027

RODEO PARTY PEN

Would you like a great experience without being a sponsor? Try the party pen, which includes:

- Group seating in a designated area
- Arena level seating
- 2 drink tickets and light meal
- \$150/person
- Minimum 20 people, max 60
- Meet and greet after the rodeo

Reservation due by June 1, 2027

CENTRAL WISCONSIN'S BEST RODEO

Merrill, WI



Award
Winning
Rodeo

JUNE 18-20 2027

ADVERTISING OPPORTUNITIES

GOLD LEVEL

\$5,000.00
VALUE OF \$8550

- Full page color ad in rodeo program
- Advertising with television & radio also includes video board with company name/logo
- 1 Business Name Per Contract
- 12 month advertising having logo on website with link to your business website
- 20 general adult rodeo tickets
- 8 -VIP tickets for each performance
- 2 - (3x6 banner with company logo displayed in arena - you supply - additional \$100 per banner if we need to make a banner)
- VIP Parking
- Flag with company logo displayed in arena at no additional cost with 3 year contract (new sponsors only)
- Flag with company logo displayed in arena for additional \$500 without 3 year contract (\$500 for 1st time sponsors)
- Special hospitality before the rodeo
- Free 15x15 Vendor spot

Any advertising you do 30 days before the rodeo tag us on as a proud sponsor of the Wisconsin River Pro Rodeo

Lock in a 3 year contract and be guaranteed no price increase

Contract due by March 1, 2027

PLATINUM

Custom Package
Starts at **\$7,000.00**

Price based on what is put in the package. Will build package with you. May be a combination of sponsorships.
Contract due by April 1, 2027

SHIRT

\$700.00/year

- (3 year commitment)
- Logo on committee member shirts
- Listed in the program
- 2 general adult tickets

Contract due by April 1, 2027

SILVER LEVEL

\$3,000.00
VALUE OF \$5525

- Advertising with television & radio also includes video board with company name/logo
- 1 Business Name Per Contract
- 12 month advertising having logo on website with link to your business website
- Banner (3x6 with company logo displayed in arena - you supply - additional \$100 per banner if we need to make a banner)
- 10 general adult rodeo tickets
- 4 -VIP tickets for each performance
- VIP Parking
- Full page B&W ad in the program
- Flag with company logo displayed in arena at no additional cost with 3 year contract (new sponsors only)
- Flag with company logo displayed in arena for additional \$500 without 3 year contract (\$500 for 1st time sponsors)
- Special hospitality before the rodeo
- Free 15x15 Vendor spot

Any advertising you do 30 days before the rodeo tag us on as a proud sponsor of the Wisconsin River Pro Rodeo

Lock in a 3 year contract and be guaranteed no price increase

Contract due by March 1, 2027

CORPORATE SPONSORS SEATING

\$1,300.00
(Only 2 Available)

Ask for Availability

- Business name listed in the rodeo program and announced during the rodeo
- Sign on the VIP trailer
- 2 VIP tickets for Sunday
- 4 general adult tickets
- Full page B&W Ad in program

Contract due by April 1, 2027

JUMBOTRON VIDEO BOARD

PRESENTING
\$3,000.00

- Name/logo on video board
- 12 Grandstand reserved seating tickets
- Special hospitality before rodeo
- 1/2 page B&W Ad
- Listed in program

STATIC REPLAY
\$2,000.00

- Name/logo on video board with each replay
- 12 Grandstand reserved seating tickets
- Special hospitality before rodeo
- 1/2 page B&W Ad
- Listed in program

CLOCKS TIMING CLOCKS
\$2,500.00

- Name/logo on video board with each live run
- 12 Grandstand reserved seating tickets
- Special hospitality before rodeo
- 1/2 page B&W Ad
- Listed in program

TIME/SCORE
\$2,000.00

- Name/logo on screen
- 12 Grandstand reserved seating tickets
- Special hospitality before rodeo
- 1/2 page B&W Ad
- Listed in program

COMMERCIALS
\$1,500.00

- 30 second run on video board
- 10 general adult tickets

LEADERBOARD
\$1,000.00

- Name/logo on video board when leader is announced
- 4 general adult tickets

NATIONAL ANTHEM
\$750.00

- Announced prior to anthem
- Logo on video board during anthem

Contracts due by April 1, 2026

CHILDREN'S EVENTS

Limit of 7

\$700.00

- BOOT SCRAMBLE**
All 3 performances / 2 per event
- CANDY TOSS**
All 3 performances / 2 per event
- NICKEL SCRAMBLE**
Sunday only / 2 per event
- FREE COWBOY HAT**
Sunday only / 1 per event

- Your company name will be announced during the event you sponsor
- Company listed in program
- 2 general adult tickets
- Name/logo on video board

Contract due by April 1, 2027

ARENA

\$1,600.00

- Full page color ad in the rodeo program with a weekend sponsor
- Company banner (3x6) - you supply. (If you need one made it will be an additional \$100).
- 10 general adult tickets

Contract due by April 1, 2027

CLOWN

\$1,700.00

- Your company name will be announced throughout the performance
- Your company name listed in rodeo program
- May make guest appearance at your place of business.
- 12 general adult tickets
- Full page B&W ad

Contract due by April 1, 2027

BANNER

\$500.00

- Vinyl Banner with company logo
There will be an additional \$100 charge if the banner needs to be made. (Supply your own for the same cost in cloth or vinyl with a maximum size of 3'x6')

Contract due by April 1, 2027

EVENT

\$1,700.00

- Company name/logo on video board
- Your company name will be announced during the event you sponsor
- Your company name listed in rodeo program
- 12 general adult tickets
- Full page B&W Ad in program

Lock in a 3 year contract and be guaranteed no price increase

Contract due by April 1, 2027

ANNOUNCER

\$1,700.00

- Your company name will be announced throughout the performance
- May make guest appearance at your place of business.
- Your company name listed in rodeo program
- 12 general adult tickets
- Full page B&W ad

Contract due by April 1, 2027

AMBULANCE

Entire weekend

\$1,500.00

- Company listed in program and announced during the rodeo
- Full page B&W ad in the program
- 8 general adult tickets

Contract due by April 1, 2027

BAND

\$1,000.00

- Your company will be co-sponsor for the Friday & Saturday band
- Your company will be announced during the dance
- Banner will be hung by the dance
- 4 general adult tickets

Lock in a 3 year contract and be guaranteed no price increase

Contract due by April 1, 2027

GATE / CHUTE

\$1,800.00

(Only 7 Available)

Ask for Availability

- Your company name announced each time an animal is released from your chute
- Your company name displayed on gate in front of thousands all weekend
- Company listed in rodeo program
- 12 general adult tickets
- Full page B&W Ad in program

Lock in a 3 year contract and be guaranteed no price increase

Contract due by April 1, 2027

TICKET

\$1,300.00

- Name on all tickets
- Listed in program
- 4 general adult tickets

Contract due by April 1, 2027

TIMING STAND

\$1,500.00/year

NOT AVAILABLE

- 4 General Adult Tickets

*Contract due by April 1, 2027
3 year commitment*

RODEO PROGRAM

Display your company ad in the rodeo program distributed FREE to the rodeo fans

Business Card Size		\$100.00
1/4 Page Ad		\$200.00
1/2 Page Ad B&W		\$300.00
1/2 Page Ad Color		\$400.00
Full Page Ad		\$400.00
Inside Front or Back Cover (color)		\$800.00
Color*		\$600.00

Ads must be camera ready. A design fee of \$65.00/hour will be invoiced if we need to have our designer set-up the ad.

Contract due by May 1, 2027

Call us to customize a package for you.