

*2010 Sponsorships and Advertising
Package*

Bringing you:

Wayne Wilson Children's Charity Rodeo & Carnival

www.CaveCreekRodeo.com

480-488-4043

TABLE OF CONTENTS

	<u>PAGE NUMBER</u>
ABOUT US	2
OUR OBJECTIVES	3
WAYNE WILSON CHILDREN’S CHARITY RODEO & CARNIVAL	4
THANK YOU LETTER, TAX ID & ATTENDANCE NUMBERS	5
SPONSORSHIPS OPPORTUNITIES	
ALL AROUND COWBOY SPONSOR	6
ANNOUNCER SPONSORSHIP	7
CARNIVAL SPONSORSHIP	8
ENTERTAINMENT SPONSORSHIP	9
TUCKNESS SPONSORSHIP	9
PROTOUR FMX SPONSORSHIP	10
EVENT SPONSORSHIP	11
GRAND ENTRY/ HAPPY TRAILS SPONSORSHIP	12
JUMBOTRON SPONSORSHIP	13
TRUCK SPONSOR	14
ADVERTISING OPPORTUNITIES	15
ARENA ADVERTISING	15
LEGAL STUFF	16

The FIESTA DAYS RODEO™ (FDR) Parade & Dance and the WAYNE WILSON CHILDREN'S CHARITY RODEO & CARNIVAL (WWCCRC) are produced by the Desert Foothills Community Association (DFCA). The DFCA is an all-volunteer, non-profit Arizona Corporation headquartered in Cave Creek, Arizona.

The Fiesta Days™ PRCA and WPRA Rodeos, Golf Tournament, Parade, Dance and Mutton Bustin all comprise what is commonly referred to as "Fiesta Days Rodeo™". This event is the premier family entertainment every spring in Cave Creek, Carefree and the greater Foothills area. The Golf Tournament, Dance, Parade, three-performance PRCA rodeo and related events have become the largest annual weekend in the Desert Foothills region. These festivities have been held in April since 1978.

The Association's membership is composed of individuals residing in the greater Foothills area. Membership is open to anyone who is interested and submits an application along with a ten-dollar annual membership fee. The Board of Directors (fifteen members) is elected by the membership and manages the association and its activities. There is no paid staff. All activities of the Association are conducted by the membership, with the assistance of other volunteers who share a common interest.

In late 1983, the Association secured a long-term lease on ten acres adjacent to the Cave Creek Regional Park, which was operated by Maricopa County Parks and Recreation Department. The lease expired in October 2003. The Town of Cave Creek became the controlling government body of the grounds in 2004. The Town of Cave Creek is very supportive of the DFCA and the continued production of equestrian events at the Cave Creek Memorial Arena™.

Ground breaking for the new facility occurred in January of 1984. Phase one of the construction plan was completed in early April of the same year, in time for the sixth annual FIESTA DAYS™ RODEO to be held in its new permanent location. Improvements continued on the facility each subsequent year as available funds have permitted. In 1987, the facility was named the Cave Creek Memorial Arena™ in honor of several area residents now deceased, who lent support to this idea and plan in its early stages.

Today, CAVE CREEK MEMORIAL ARENA™, and the FIESTA DAYS™ RODEO PARADE & DANCE and the WAYNE WILSON CHILDREN'S CHARITY RODEO & CARNIVAL are great examples of ordinary people identifying a community need, and working together to achieve a common goal. Everything that has been accomplished by this group so far is the result of thousands of hours of volunteer efforts.

The objectives of the Desert Foothills Community Association are:

1. Produce events that demonstrate, promote and preserve the western heritage of our community, the State of Arizona, and the United States of America.
2. Produce moderately priced, family oriented events that make a positive contribution to the economy of our community through increased merchant receipts and local sales tax revenues. These events (FDR, WWCCRC and youth) are worthy of business advertisements, corporate sponsorships and community support.
3. Generate entertainment for raising revenue sufficient for the DFCA to support several events each calendar year including, but not limited to:
 - Fiesta Days™ Rodeo and Parade
 - Wayne Wilson Children's Charity Rodeo and Carnival
 - Cowboys for Kids
 - AWJHSRA
4. Support local charities, organizations and causes that help the disadvantaged in the community with a special emphasis on children's needs including, but not limited to:
 - Wayne Wilson Scholarship Fund
 - Foothills Food Bank
 - Local elementary schools

Wayne Wilson Children's Charity Rodeo and Carnival

This will be a four day event occurring October 8, 9, 10 and 11, 2010 at the Memorial Arena in Cave Creek Arizona. Our goal with this event is to provide additional resources to support the needs of the children in our community, town, city, state and nation both for today and the future.

With the assistance of other charity organizations, we plan to donate 100% of the net proceeds (after paying event costs) to Charities supporting College Scholarship programs, providing after-school computers, reading, music and other educationally needed programs along with sports and recreational activities.

In support of this effort, we are hosting a four day event at the Cave Creek Memorial Arena. The event consists of two PRCA/WPRA Rodeos, a three day Carnival, Children and Family events, and other events that celebrate our western heritage and lifestyle. We expect our attendance to be at least 6,000 to 8,000 persons per day.

We Need Your Support!

We are seeking donations and support from business leaders and our community to help support this phenomenal event and donate towards the charities that are providing an educational future for the youths of our community. Your donation is tax deductible.

The Charities supported through this event include or have included, but are not limited to:

- Alice Copper's Solid Rock Foundation
- Starlight Foundation
- Wayne Wilson Scholarship Fund
- Foothills Food Bank
- Cowboys for Kids
- Desert Foothills Community Association
- Arizona Junior Rodeo Association
- Deer Valley School District
- Cave Creek School District
- Arizona Wrangler Junior High School Rodeo Association
- Justin Cowboy Crisis Fund
- Frank Edward Piccolo Foundation

If the economy or other issues have you so troubled that you can not donate at one of the levels below, we can always use volunteers too, contact a DFCA member and see how you can help. Remember we are the community and we can all help in some way.

Join us in supporting our Community; together we can make the Future Brighter for all the Youth in our Community!

Dear Rodeo Sponsors and Supporters,

The Desert Foothills Community Association would like to thank you for considering sponsorship of our 2010 events.

Through the support of our generous sponsors and supporters, the DFCA has been able to help maintain a first-class arena and rodeo grounds. The arena and grounds have become a focal point for many of the Arizona's horse-related activities. These activities range from youth to senior events such as gymkhanas, barrel racings, team roping, team penning and other charitable events.

Your support of our 2010 Rodeo season will also ensure that the great family sport of Professional Rodeo will continue to be brought to our community for the enjoyment of all ages. You will also help the community youth by assisting us in providing funding for college education, afterschool programs and youth events showcasing our western lifestyle and heritage.

Our events provide an immediate exposure of approximately 2,800 attendees per rodeo performance in a family atmosphere. The net exposure you may expect can reach more than one million persons.

For your reference, our Federal Tax ID number is **95-3473120**.

As you read through this sponsor packet, we are confident you will find a program that will fit your particular needs. For more information on sponsorships or advertising opportunities, please contact one of us at your convenience.

Sincerely,

Chris Wilson, DFCA 2010 President

cwilson44@cox.net

623-910-7372

Traci Casale, DFCA 2010 Vice-President of Marketing

TraciCasale@aol.com

480.206.4444

Please join us in supporting our Community. Together we can make a difference and make the future brighter for local youths and the disadvantaged.

NOW, LET'S RODEO!!!

ALL AROUND COWBOY SPONSORSHIP

\$5,000.00

The All-Around champion is considered to be the most talented and versatile cowboy in the sport of rodeo. The all-around champion is awarded to the cowboy who wins the most prize money while competing in at least two events.

To qualify for this added prize money, the contestant must win a minimum of \$3,000.00 in one weekend in two or more events.

Sponsorship includes:

- Two (2) 3'x6' company banners placed in the arena.
- Your company's advertisement throughout the event. Ad script provided by you and should be approximately 50 words or so.
- Commemorative WWCCR&C Belt Buckle
- Two (2) VIP club memberships

ANNOUNCER SPONSORSHIP

\$1,000.00

The announcer is an integral part of a successful rodeo. An announcer's enthusiasm makes the audience feel like a participant in the rodeo and not just a spectator. Why not let our announcer's enthusiasm promote your business as his official sponsor?

Sponsorship includes:

- Company banner with business name and logo located on the front of the announcer's stand.
- Commemorative WWCCR&C Belt Buckle
- One (1) VIP club membership.

CARNIVAL SPONSORSHIP

\$5,000.00

The Carnival Sponsor assists the DFCA in hosting a community event for children of all ages in a fun and safe environment. Sponsorship allows for carnival rides and games to be present. This sponsorship is only available during the WWCCR&C in October of each year.

Carnival Contractor is Great Northern A'Fair

The Mattfeldt Family has been involved in the Outdoor Amusement Industry for over 40 years. Vern (Swede) and Rene Mattfeldt, Montana & North Dakota Natives, were active with the Montana State Fair in Great Falls. Through that association they acquired the assets of Utah based "Mountainland Amusement Company", in 1988 and moved the operation to Arizona. The carnival was renamed "Big Sky Amusements" and was operated by the Mattfeldt Family until 1997. The route encompassed nine western states and some 65 events per year. Today both Sons, Steve (Sun Valley Rides), and Tim (A Great Northern A'Fair), respectively, operate two carnivals that play a variety of smaller events and combine for larger county fairs and celebrations. The Family set out with a fresh new look at policies and procedures for their carnivals. www.greatnorthernrides.com

Sponsorship includes:

- Special advertisements in all carnival promotions
- Sponsor recognition during each Grand Entry and Happy Trails
- Four (4) 3' x 4' banners displayed during carnival on entry gates
- Commemorative WWCCR&C Belt Buckle
- Two (2) VIP club memberships.

ENTERTAINMENT SPONSORSHIPS

There are two Entertainment sponsorships available. The first supports our marquee entertainment, ProTour FMX. The second supports rodeo entertainment, the rodeo funny man and clown. An entertainment sponsor will have the opportunity broaden their business exposure by bringing thrilling family-class entertainment for our traditional rodeo spectators as well as the hundreds of non-traditional rodeo spectators.

Tuckness Sponsorship

\$2,000.00

One of Pro Rodeo's funniest entertainers, Timber Tuckness, is a veteran Rodeo Personality. With a trailer full of antics and a barrel full of laughs this clown is ready to entertain. With over twenty-four years in the business, Timber's no newcomer to the Pro Rodeo industry. Although he's a veteran, he brings new and exciting acts to each and every performance. We invite you to take a look around his site and watch a video clip or two.

www.timbertuckness.com

Sponsorship includes:

- Two (2) 3'x6' company banners placed in the arena during the WWCCR&C.
- Commemorative WWCCR&C Belt Buckle
- One (1) VIP club membership
- Sponsor recognition during the Entertainment segment

ProTour FMX Sponsorship

\$4,500.00

PRO TOUR FMX is a freestyle motocross team headed up two former Arizona and California State MX champions D.J. Umphres and Brent Denton. The team specializes in providing up close and personal Xgames experiences involving seat grabs, holy grabs, rock solids, tsunami and the back flip. Each rider with over 15 years experience brings a very healthy and maintained arsenal of freestyle motocross tricks for our event. www.protourfmx.com

This is a Marquee event occurring in its own timeslot and includes special advertising packages.

Sponsorship includes:

- Two (2) 3'x6' company banners placed in the arena & one (1) banner displayed on bleachers during the WWCCR&C
- Your company's advertisement read during this event, and only your ad. Ad script provided by you and should be approximately 50 words or so.
- Special "meet the performers" time including photo opportunity
- Commemorative WWCCR&C Belt Buckle
- Two (2) VIP club memberships

EVENT SPONSORSHIP

Professional rodeo is a mixture of speed, agility, muscle and grace. Each event is exciting and everyone has his or her favorite event. Rodeo events are put into two categories, rough stock and timed events. Some prefer the “main” rough stock event - watching the cowboys try to make 8 seconds on the back of a 2,000 pound bull. Others prefer to cheer on the cowgirls as they race the clock (timed) to beat their opponents in the women’s professional Barrel Racing. For the WWCCR&C, there are only three rodeo events still available for sponsorship:

Bareback Riding
Tie-down (Calf) Roping
Barrel Racing

Sponsorships include:

- Special advertisement read by the announcer while your flag is being run in the arena prior to your hosted event
- Two (2) 3’ x 6’ banners in arena
- Commemorative WWCCR&C Belt Buckle
- DFCA designated rider to carry your flag in the Grand Entry/ Happy Trails at each performance
- One (1) VIP club membership based on your sponsorship.

Event sponsorships are available in the following donation amounts:

Event sponsorship	\$1,750.00
Performance sponsorship	\$1,000.00

GRAND ENTRY/HAPPY TRAILS SPONSORSHIP

\$1,000.00

Since organized rodeo began over 75 years ago, the Grand Entry of the Queens, contestants, committee members and stock contractor riding into the arena has thrilled audiences of all ages. As the Rodeo ends, the participants, stock contractor and queens again ride into the arena to say happy trails. DFCA sponsored Rodeos provide its audience with a breathtaking exhibition of horsemanship before and after each performance with as many as 100 horses and riders.

Sponsorship includes:

- Sponsor recognition during the grand entry/happy trails of all performances
- Commemorative WWCCR&C Belt Buckle
- Two (2) 3' x 6' banners displayed in arena
- One (1) VIP club Membership

JUMBOTRON SPONSORSHIP

\$7,500.00

Headline sponsor will have the unique opportunity to showcase their business throughout the entire four-day event. As the Jumbotron Sponsor, your business name will be spotlighted every time the Announcer directs the audience to the Big Screen. Since the Jumbotron is the main focus of the entire event, your recognition is unlimited.

Sponsorship includes:

- Sponsor recognition at all weekend events during the WWCCR&C
- Advertisement displayed on Jumbotron.
- Commemorative WWCCR&C Belt Buckle
- Five (5) Company banners (provided by you) displayed during the WWCCR&C. Two (2) 3' x 6' banners displayed in arena, One (1) displayed below Jumbotron, One (1) on bleachers and One (1) on entry gate fencing.
- Three (3) VIP club Membership

TRUCK SPONSORSHIP

\$1,500.00

The Truck sponsor can use this unique advertising opportunity to showcase the dealership's best trucks in front of a captive audience of thousands. The advertising opportunity can be enhanced by promoting both trucks and services to all attendants by hosting a raffle or drawing. The Truck sponsor provides (1) truck with company advertising or logo to deliver and remove barrels during barrel racing event.

Sponsorship includes:

- Up to three (3) trucks on site for your promotion purposes
- Two (2) vendor passes for salesmen or personnel per event
- Commemorative WWCCR&C Belt Buckle
- Sponsor recognition by Announcer every time truck enters arena (delivers barrels)
- Four (4) 3' x 6' banners displayed in arena and on entry fencing
- One (1) VIP club membership

ADVERTISING OPPORTUNITIES

Advertising space is available as follows:

- Rodeo grounds entry fencing
- Arena fencing – space is limited and sold First come/First Serve
- Bucking chute gates - One (1) remains available for the WWCCR&C
- Calf roping gates (2)
- Bleacher backs (general admission and VIP)

CHUTE GATES - Company name and business logo on hard signs provided by you. Sign size varies based upon gate purchased and will be provided with purchase receipt. We have ONE rough stock gate and TWO roping gates available for WWCCR&C.

\$600.00 per gate

ARENA SIGNS/BANNERS - 3' x 6' panel with your company name and business logo located in a high visibility area at the rodeo grounds, location selected by the DFCA. Space is limited!

\$450.00 per sign or banner

BLEACHER SIGNS – 2' x 4' signs supplied by the sponsor must be and made of rigid material. Sign location selected by DFCA.

\$150.00 per sign

LEGAL STUFF

All banners, signs, flags and ad copy are provided by the sponsor, supporter, advertiser or individual and are not the responsibility of the DFCA. Their placement is determined by the DFCA at their discretion unless otherwise agreed upon in contract with executive approval (i.e. "front page ad"). Any materials provided by the DFCA will be invoiced accordingly with the minimum fee of \$300.00 per item.

All flags, banners and/or signs must be delivered to the Memorial Arena or your DFCA representative NLT than October 6, 2010 to be displayed. Any flags, banners or signs not delivered by this date may not be hung or shown during all promised events. Arrangements for delivery or pickup of all signs, banners and flags are the sole responsibility of the sponsor.

Failure to provide signs, banners or flag will not result in a refund.

Any and all advertising scripts required must be provided by the sponsor. Scripts should generally be 50 words or less and approximately 15 to 20 seconds in length. Any extended scripts needed will be handled by the Vice President, Sales & Marketing directly; however providing the script shall remain the responsibility of the sponsor.

Commercial banners and flags in the Grand Entry will be restricted to National and Event sponsors unless otherwise agreed upon in contract with executive approval.

All contracts written for the 2010 rodeo season are not fully executed until executive approval has been issued (signed and dated). No verbal agreements, no "hand shake" agreements and no "previous years" agreements will be honored. All benefactor / in-kind / trade agreements must be approved by the DFCA President or Vice-President of Marketing. Contracts without executive approval are not considered valid.

DFCA has sole decision responsibility for how and when advertisements, scripts, banners, signs and flags are used. DFCA also reserves the right to make changes to any use or placement as needed.