

Treaty Day Celebration &



"Greatness Is Before Our Very Eyes"

Sponsorship Level & Benefits

June 1-6, 2010



Turquoise Sponsor \$10,000

(Seven available)

On-site Presence:

[1] 10' X 10' booth space along the midway
[2] Gate 8 parking passes for public relations team
[2] 4' x 8' color signs [1] rodeo arena, [1] skybox suite
[2] 2' x 4' color signs displayed down the midway area
[1] 3' x 4' full color company rodeo flag recognized during the rodeo grand entry performances (300 dpi vector file).
Acknowledgment as our sponsor at the grand entry of each rodeo performance by the PRCA rodeo announcer

Hospitality: *Turquoise sponsorship badge benefits:*

[8] Coupon Booklet with access to the rodeo suite and to all paid attractions (excludes carnival rides)
[1] Air-conditioned rodeo suite with 8 comfortable seats
[8] Excellent meals catered during the rodeo performances with one meal per coupon
[1] TV monitor with speakers in each rodeo suite
Clean restrooms are located by the rodeo skybox suites.
Admission to the PRCA reception (TBD)
Private meet & greet session with headline entertainment (TBD by artist management).

Branding and Exposure: Promotional materials to include Company NAME looped on the rodeo scoreboard marquee
Company NAME or LOGO on outdoor billboards
Company NAME or LOGO looped on the Navajo Nation Fair Marquee (16,600 vehicles* ADT/AADT – Jpeg file)
Company NAME or LOGO linked to the Navajo Nation Fair website (www.navajonationfair.com)
Company NAME or LOGO included in all PRCA advertisements (Combined 100,000 local readerships).
[1] Full page color advertisement in the PRCA magazine (300 DPI -- proof deadline 04/30/10).

Added Value:

An opportunity to provide a giveaway during the rodeo performance
Company NAME or LOGO linked on www.navajonationparks.org as a sponsor
Access to visitor registration database

Coral Sponsor \$7,500

(Ten available)

On-site Presence:

[1] 10' X 10' booth space along the midway
[2] Gate 8 parking passes for public relations team
[2] 4' x 8' color signs with logo secured to rodeo arena
[2] 2' x 4' color signs displayed down the midway area
Acknowledgment as our sponsor at the grand entry of each rodeo performance by the PRCA rodeo announcer

Hospitality: *Coral sponsorship badge benefits:*

[6] Coupon Booklet with access the premium VIP seating area located at NE corner of the rodeo area and to all paid attractions (excludes carnival rides & skybox suites).
[6] Excellent meals available at the hospitality area with one meal per coupon
Admission to the PRCA reception (TBD)
Private meet & greet session with headline entertainment (TBD by artist management).

Branding and Exposure: Promotional materials to include Company NAME looped on the rodeo scoreboard marquee
Company NAME or LOGO looped on the Navajo Nation Fair Marquee (16,600 vehicles* ADT/AADT – Jpeg file)
Company NAME or LOGO linked to the Navajo Nation Fair website (www.navajonationfair.com)
Company NAME or LOGO included in all PRCA advertisements (Combined 100,000 local readerships).
[1] Half-page color advertisement in the PRCA magazine (300 DPI -- proof deadline 04/30/10).

Added Value:

Company NAME or LOGO linked on www.navajonationparks.org as a sponsor
Access to visitor registration database



Silver Sponsor \$5,000

(Ten available)

On-site Presence:

- [1] 10' X 10' booth space along the midway
 - [2] Gate 8 parking passes for public relations team
 - [2] 4' x 8' color signs with logo secured to rodeo arena
 - [2] 2' x 4' color signs displayed down the midway area
- Acknowledgment as our sponsor at the grand entry of each rodeo performance by the PRCA rodeo announcer

Hospitality: *Silver sponsorship badge benefits:*

- [4] Coupon Booklet with access the premium VIP seating area located at NE corner of the rodeo area and to all paid attractions (excludes carnival rides & skybox suites).
 - [4] Excellent meals available at the hospitality area with one meal per coupon
- Admission to the PRCA reception (TBD)
Private meet & greet session with headline entertainment (TBD by artist management).

Branding and Exposure: Promotional materials to include Company NAME looped on the rodeo scoreboard marquee
Company NAME or LOGO looped on the Navajo Nation Fair Marquee (16,600 vehicles* ADT/AADT – Jpeg file)
Company NAME or LOGO linked to the Navajo Nation Fair website (www.navajonationfair.com)
Company NAME or LOGO included in all PRCA advertisements (Combined 100,000 local readerships).
[1] Quarter-page color advertisement in the PRCA magazine (300 DPI -- proof deadline 04/30/10).

Added Value:

Company NAME or LOGO linked on www.navajonationparks.org as a sponsor
Access to visitor registration database

Wild-Horse Race Sponsor \$5,000

(One available)

On-site Presence:

- [1] 10' X 10' booth space along the midway
 - [2] Gate 8 parking passes for public relations team
 - [2] 4' x 8' color signs with logo secured to rodeo arena
 - [2] 2' x 4' color signs displayed down the midway area
- Acknowledgment as our sponsor at the grand entry of each rodeo performance by the PRCA rodeo announcer

Hospitality: *Wild Horse sponsorship badge benefits:*

- [4] Coupon Booklet with access the premium VIP seating area located at NE corner of the rodeo area and to all paid attractions (excludes carnival rides & skybox suites).
 - [4] Excellent meals available at the hospitality area with one meal per coupon
- Admission to the PRCA reception (TBD)
Private meet & greet session with headline entertainment (TBD by artist management).

Branding and Exposure: Promotional materials to include Company NAME looped on the rodeo scoreboard marquee
Company NAME or LOGO looped on the Navajo Nation Fair Marquee (16,600 vehicles* ADT/AADT – Jpeg file)
Company NAME or LOGO linked to the Navajo Nation Fair website (www.navajonationfair.com)
Company NAME or LOGO included in all PRCA advertisements (Combined 100,000 local readerships).
[1] Half-page color advertisement in the PRCA magazine (300 DPI -- proof deadline 04/30/10).

Added Value:

Company NAME or LOGO linked on www.navajonationparks.org as a sponsor
Access to visitor registration database



Rodeo Arena Sponsorship Packages

Scoreboard Sponsor \$4,000

[2] 4'.8" x 6'.2", Color signs w/ Company NAME or LOGO secured to two scoreboard panels.

[4] Coupon Booklet with access to the premium VIP seating area located at NE corner of the rodeo arena

[4] Excellent meals available at the hospitality area with one meal per coupon

Company NAME looped on the rodeo scoreboard marquee
Company recognition by rodeo announcer at each the rodeo performance (Company profile).

Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)

Announcer Booth Sponsor \$4,000

[2] 4' X 8' color sign with company NAME or LOGO secured to the rodeo announcer booth facing the grand stands.

[4] Badges with access to the premium VIP seating area located at NE corner of the rodeo arena

[4] Excellent meals available at the hospitality area with one meal per coupon

Company NAME looped on the rodeo scoreboard marquee
Company recognition by rodeo announcer at each the rodeo performance (Company profile).

Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)

Roping Pen Sponsor \$ 3,500

[4] 4' x 8' color signs with company name or logo secured to the roping pen gates.

Acknowledgment by the rodeo announcer when stock enters through the roping pen during timing events (Company Profile).

[3] Badges with access to the premium VIP seating area located at NE corner of the rodeo arena

[3] Excellent meals available at the hospitality area with one meal per coupon

Company NAME looped on the rodeo scoreboard marquee
Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)

Return Gate Sponsor \$3,500

[1] 4' X 8' color sign with company NAME or LOGO secured to the return gate located by the bucking chutes.

Acknowledgments by the rodeo announcer when rough stock animals enter through the return gate

Continued

[3] Badges with access to the premium VIP seating area located at NE corner of the rodeo arena

[3] Excellent meals available at the hospitality area with one meal per coupon

Company NAME looped on the rodeo scoreboard marquee
Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)

Bucking Chute Sponsor \$2,500

(Eight Available)

[2] 6' x 2'.6" sign w/ company NAME or LOGO secured to the inside and outside of one bucking chute gate.

Acknowledgements by rodeo announcer each time your chute gate is utilized during the rough stock events (Company profile).

[2] Badges with access to the premium VIP seating area located at NE corner of the rodeo arena

[2] Excellent meals available at the hospitality area with one meal per coupon

Company NAME looped on the rodeo scoreboard marquee
Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)

Catch Pen Sponsor \$2,000

[1] 4' x 8' color sign with company NAME or LOGO secured to the catch pen gate located at the north-end of the rodeo arena.

Acknowledgments by the rodeo announcer when time event stock enters the catch pen gate (Company profile).

[2] Badges with access to the premium VIP seating area located at NE corner of the rodeo arena

[2] Excellent meals available at the hospitality area with one meal per coupon

Company NAME looped on the rodeo scoreboard marquee
Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)

Arena Sponsor \$1,750

[1] 4' x 8' color sign with company NAME and/or LOGO secured within the rodeo arena.

[2] Badges with access to the premium VIP seating area located at NE corner of the rodeo arena

[2] Excellent meals available at the hospitality area with one meal per coupon

Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)



Youth Day Sponsor \$10,000

(One available)

On-site Presence:

[1] 10' X 10' booth space along the midway
[2] Gate 8 parking passes for public relations team
[2] 4' x 8' color signs [1] rodeo arena, [1] skybox suite
[1] 3' x 4' full color company rodeo flag recognized during the rodeo grand entry performances (300 dpi vector file).
Acknowledgment as our sponsor at the grand entry of each rodeo performance by the PRCA rodeo announcer

Hospitality: Youth Day sponsorship badge benefits:

[8] Coupon Booklet with access to the rodeo suites and to all paid attractions (excludes carnival rides)
[1] Air-conditioned rodeo suite with 8 comfortable seats
[8] Excellent meals catered during the rodeo performances with one meal per coupon
[1] TV monitor with speakers in each rodeo suite
Clean restrooms are located by the rodeo skybox suites.
Admission to the PRCA reception (TBD)
Private meet & greet session with headline entertainment (TBD by artist management).

Branding and Exposure: Promotional materials to include Company NAME looped on the rodeo scoreboard marquee
Company NAME or LOGO on outdoor billboards
Company NAME or LOGO looped on the Navajo Nation Fair Marquee (16,600 vehicles* ADT/AADT – Jpeg file)
Company NAME or LOGO linked to the Navajo Nation Fair website (www.navajonationfair.com)
Company NAME or LOGO included in all PRCA advertisements (Combined 100,000 local readerships).
[1] Full page color advertisement in the PRCA magazine (300 DPI -- proof deadline 04/30/10).

Added Value:

Company NAME or LOGO linked on www.navajonationparks.org as a sponsor
Access to visitor registration database

Open Junior Rodeo Sponsor \$10,000

(One available)

On-site Presence:

[1] 10' X 10' booth space along the midway
[2] Gate 8 parking passes for public relations team
[2] 4' x 8' color signs [1] rodeo arena, [1] skybox suite
[1] 3' x 4' full color company rodeo flag recognized during the rodeo grand entry performances (300 dpi vector file).
Acknowledgment as our sponsor at the grand entry of each rodeo performance by the PRCA rodeo announcer

Hospitality: Junior Rodeo sponsorship badge benefits:

[8] Coupon Booklet with access to the rodeo suites and to all paid attractions (Excludes carnival rides)
[1] Air-conditioned rodeo suite with 8 comfortable seats
[8] Excellent meals catered during the rodeo performances with one meal per coupon
[1] TV monitor with speakers in each rodeo suite
Clean restrooms are located by the rodeo skybox suites.
Admission to the PRCA reception (TBD)
Private meet & greet session with headline entertainment (TBD by artist management).

Branding and Exposure: Promotional materials to include Company NAME looped on the rodeo scoreboard marquee
Company NAME or LOGO on outdoor billboards
Company NAME or LOGO looped on the Navajo Nation Fair Marquee (16,600 vehicles* ADT/AADT – Jpeg file)
Company NAME or LOGO linked to the Navajo Nation Fair website (www.navajonationfair.com)
Company NAME or LOGO included in all PRCA advertisements (Combined 100,000 local readerships).
[1] Full page color advertisement in the PRCA magazine (300 DPI -- proof deadline 04/30/10).

Added Value:

Company NAME or LOGO linked on www.navajonationparks.org as a sponsor
Access to visitor registration database



Social Song & Dance Sponsor \$10,000

(One available)

On-site Presence:

[1] 10' X 10' booth space along the midway
[2] Gate 8 parking passes for public relations team
[2] 4' x 8' color signs [1] rodeo arena, [1] skybox suite
[1] 3' x 4' full color company rodeo flag recognized during the rodeo grand entry performances (300 dpi vector file).
Acknowledgment as our sponsor at the grand entry of each rodeo performance by the PRCA rodeo announcer

Hospitality: *Song & Dance sponsorship badge benefits:*

[8] Coupon Booklet with access to the rodeo suite and to all paid attractions (excludes carnival rides)
[1] Air-conditioned rodeo suite with 8 comfortable seats
[8] Excellent meals catered during the rodeo performances with one meal per coupon
[1] TV monitor with speakers in each rodeo suite
Clean restrooms are located by the rodeo skybox suites.
Admission to the PRCA reception (*TBD*)
Private meet & greet session with headline entertainment (*TBD by artist management*).

Branding and Exposure: Promotional materials to include Company NAME looped on the rodeo scoreboard marquee
Company NAME or LOGO on outdoor billboards
Company NAME or LOGO looped on the Navajo Nation Fair Marquee (16,600 vehicles* ADT/AADT – Jpeg file)
Company NAME or LOGO linked to the Navajo Nation Fair website (www.navajonationfair.com)
Company NAME or LOGO included in all PRCA advertisements (Combined 100,000 local readerships).
[1] Full page color advertisement in the PRCA magazine (300 DPI -- proof deadline 04/30/10).

Added Value:

Company NAME or LOGO linked on www.navajonationparks.org as a sponsor
Access to visitor registration database

Contest Powwow Sponsor \$10,000

(One available)

On-site Presence:

[1] 10' X 10' booth space along the midway
[2] Gate 8 parking passes for public relations team
[2] 4' x 8' color signs secured to the Powwow Announcers booth-facing arena
[1] 3' x 4' full color company rodeo flag recognized during the rodeo grand entry performances (300 dpi vector file).
Acknowledgment as our sponsor at the Contest Powwow grand entry

Hospitality: *Powwow sponsorship badge benefits:*

[8] Coupon Booklet with access to the premium VIP seating area located at NE corner of the rodeo arena and to all paid attractions (excludes carnival rides & skybox suites)
[8] Excellent meals catered during the rodeo performances with one meal per coupon
Admission to the PRCA reception (*TBD*)
Private meet & greet session with headline entertainment (*TBD by artist management*).

Branding and Exposure: Promotional materials to include Company NAME looped on the rodeo scoreboard marquee
Company NAME or LOGO looped on the Navajo Nation Fair Marquee (16,600 vehicles* ADT/AADT – Jpeg file)
Company NAME or LOGO linked to the Navajo Nation Fair website (www.navajonationfair.com)
Company NAME or LOGO included in all PRCA advertisements (Combined 100,000 local readerships).
[1] Full page color advertisement in the PRCA magazine (300 DPI -- proof deadline 04/30/10).

Added Value:

Company NAME or LOGO linked on www.navajonationparks.org as a sponsor
Access to visitor registration database



Food Pavilion Sponsor \$5,000

(One available)

On-site Presence:

- [1] 10' X 10' booth space along the midway
 - [2] Gate 8 parking passes for public relations team
 - [2] 4' x 8' color signs with logo secured to rodeo arena
 - [2] 2' x 4' color signs displayed down the midway area
- Acknowledgment as our sponsor at the grand entry of each rodeo performance by the PRCA rodeo announcer

Hospitality: *Food Pavilion sponsorship badge benefits:*

- [4] Coupon Booklet with access the premium VIP seating area located at NE corner of the rodeo area and to all paid attractions (Excludes carnival rides & skybox suites).
 - [4] Excellent meals available at the hospitality area with one meal per coupon
- Admission to the PRCA reception (*TBD*)
Private meet & greet session with headline entertainment (*TBD by artist management*).

Branding and Exposure: Promotional materials to include
Company NAME looped on the rodeo scoreboard marquee
Company NAME or LOGO looped on the Navajo Nation Fair Marquee (16,600 vehicles* ADT/AADT – Jpeg file)
Company NAME or LOGO linked to the Navajo Nation Fair website (www.navajonationfair.com)
Company NAME or LOGO included in all PRCA advertisements (Combined 100,000 local readerships).
[1] Quarter-page color advertisement in the PRCA magazine (300 DPI -- proof deadline 04/30/10).

Added Value:

Company NAME or LOGO linked on www.navajonationalparks.org as a sponsor
Access to visitor registration database

Youth 4-H Livestock Sponsor \$3,000

(One available)

- [2] 4' X 8' color sign with company NAME or LOGO secured to the 4-H Pavilion arena gates
 - Acknowledgments by the livestock announcer throughout the livestock Jackpot Show (Company Profile)
 - [3] Coupon Booklet with access to the premium VIP seating area located at NE corner of the rodeo arena
 - [3] Excellent meals available at the hospitality area with one meal per coupon
- Company NAME looped on the rodeo scoreboard marquee
Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)

General Sponsorship Availability \$1,000.00

- [1] 4' x 8' color sign with company NAME and/or LOGO secured within the rodeo arena.
- Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)
Access to visitor registration database

General Sponsorship Availability \$750.00

- [1] 3' x 3' color banner with company NAME and/or LOGO secured to flag poles along the midway
- Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)
Access to visitor registration database

General Sponsorship Availability \$500.00

- [1] 2' x 3' color banner with company NAME and/or LOGO secured to Rodeo Arena – Welcome Banner.
- Company NAME or LOGO linked to the Navajo Nation Fair website (5.1 million hits annually)
Access to visitor registration database

Treaty Day Celebration &

June 1-6, 2010



Company: _____
Address: _____
City: _____
State: _____ Zip: _____
Phone: _____
Fax: _____
URL: _____
Email Address: _____
Contact Person: _____
Product/Service: _____
Federal Employer ID: _____

- Announcer Booth Sponsorship \$4,000.00 Initials _____
Roping Pen Sponsorship \$3,500.00 Initials _____
Return Gate Sponsorship \$3,500.00 Initials _____
Bucking Chute Sponsorship \$2,500.00 Initials _____
Catch Pen Sponsorship \$2,000.00 Initials _____
Arena Sponsorship \$1,750.00 Initials _____
Youth Day Sponsorship \$10,000.00 Initials _____
Open Junior Rodeo Sponsorship \$10,000 Initials _____
Song & Dance Sponsorship \$10,000.00 Initials _____
Contest Powwow Sponsorship \$10,000.00 Initials _____
Food Pavilion Sponsorship \$5,000.00 Initials _____
Youth 4-H Livestock Sponsorship \$3,000.00 Initials _____
General Sponsorship \$1,000.00 Initials _____
General Sponsorship \$750.00 Initials _____
General Sponsorship \$500.00 Initials _____
Other Contribution \$ _____ Initials _____

Payment is due by May 1, 2010.

Check #: _____ in the amount of \$ _____ .00

Navajo Nation Transfer ICR #: 915010.1934.03

Corporate Checks Payable to:

Navajo Parks and Recreation Department
Special Events Section/ _____ event
Post Office Box 2370
Window Rock, Arizona 86515
Phone: (928) 871-6647 Fax: (928) 871-6637

Please initial the following sponsorship package.

- Turquoise Sponsorship \$10,000.00 Initials _____
Coral Sponsorship \$7,500.00 Initials _____
Silver Sponsorship \$5,000.00 Initials _____
Wild Horse Race Sponsorship \$5,000.00 Initials _____
Scoreboard Sponsorship \$4,000.00 Initials _____

Company Representative Signature

Date: _____

Special Events Section Representative Signature

Date: _____

This signed agreement confirms that your company is an official sponsor for the Treaty Day Celebration and PRCA ProRodeo and your company is entitled to what has been offered and paid for to the Navajo Parks and Recreation Department - Special Events Section. This agreement will become effective once payment has been processed.

Norma Bowman, Acting Fair Manager
Navajo Parks and Recreation Department – Special Events Section
Office: 928-871-6647 Fax: 928-871-6637