

RANCH ROCK RODEO

Sponsorship Brochure

AUGUST 21-23, 2026



Ranch Rock Rodeo is a new, high-energy event coming to **Eagle, Michigan** bringing together the excitement of traditional rodeo with the draw of live music and entertainment. Held at the Eagle Fairgrounds and designed as a jam-packed weekend experience. The event will feature professional rodeo performances, live artists, and a variety of attractions that appeal to families, fans of western culture, and music lovers alike. Our goal is to create a signature annual event that celebrates community, entertainment, and the spirit of rodeo.



By supporting Ranch Rock Rodeo, sponsors are investing in more than just an event—they are helping build a destination experience that drives local engagement, and brings together those for a common love of live music and rodeo! This is an opportunity to align your brand with a growing community tradition, gain meaningful visibility, and connect directly with an engaged and diverse audience throughout an unforgettable weekend.

RANCH ROCK RODEO

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GOLD

- Chute board
- Optional vendor booth
- Announcements as our "Gold Sponsor" throughout the performances
- Advertisement on a Radio Station
- Your provided logo displayed on our poster and social media
- Video or live ad displayed on the big screen
 - Up to 1 minute in length
- 5 tickets to each performance

\$3,500

SILVER

- Arena banner
- Optional vendor booth
- Announcements as our "Silver Sponsor" throughout performances
- Your provided logo displayed on our poster and social media
- 3 tickets to each performance
- Video or live ad displayed on the big screen
 - Up to 30 seconds in length

\$2,500

EVENT

- Events Available: Bareback, Saddle Bronc, Bull Riding, Steer Wrestling, Team Roping, Tie-Down Roping, Breakaway Roping and Barrel Racing.
- Announcements During events
- 2 tickets to performances
- Business logo displayed on the big screen

\$800

BRONZE

- Announcements at rodeo
- Your logo displayed as an event sponsor for the event of your choosing (more information on events available below)
- Your provided logo displayed on our poster and social media
- 2 tickets to each performance
- Video or live ad displayed on the big screen
 - Up to 15 seconds in length

\$1,500

CHUTE BOARD

- ONLY 6 chute board spots available, and 1 exit gate banner spot available
- Timed event chute also available, your board will be placed outside of the chute and announced during timed events
- 2 tickets to the performances

\$1,000

YOUR NAME WILL BE SEEN BY THE NEARLY 10,000 PEOPLE WE EXPECT TO COME THROUGHOUT THE WEEKEND!

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GRANDSTAND SPONSOR

6 available spots

- **Each spot:** \$800
- Announcements throughout the rodeo
- 2 tickets to each performances
- Banner hung on the bleachers

NAME A BULL/HORSE

You have the opportunity to NAME a bull or bucking horse that will be in the performances throughout the weekend of the Ranch Rock Rodeo!

- **Price: \$500**
- Includes: Social media and website marketing and announcements that your business has named the bull/horse.

BIG SCREEN ADVERTISEMENT

These ads will be played or shown before the performance. This is 1 hour before the show!

- Video Ad (20 second limit)----- **\$800**
- Still Ad
 - Only ad on the big screen-----**\$500**
 - One of 4 ads on the big screen-----**\$300**
- Leaderboard Scoreboard Title----- **\$500**
 - **ONLY 1 SPOT for the whole weekend**

What are the dimensions for the big screen? --- 16x9

BANNERS

- **Banners:** \$350
 - Max size is 4x8, placement determined by the Ranch Rock Rodeo Team
 - Sponsors must provide!
- **Sign Sponsor *LIMITED SPOTS***
 - 18x24 (both sides, only logo displayed): \$250

VENDORS

- **Vendor spaces**
 - 10x10 crafter: **\$75 each space**
 - Tack Trailer: \$150
 - Food Trailer: \$200
- NO ELECTRICITY PROVIDED BY THE FAIRGROUNDS

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Your logo will be displayed on their shirts unless stated otherwise!

- **Pickup Men (2):** \$500
- **Bull Fighters (2):** \$500
- **Judges (2):** \$500
- **Announcer (1):** \$500
- **Barrel Sponsor (1):** \$500
 - Barrel Wrap with your logo
- **Clown Sponsor (1):** \$1,000
 - Name on bull barrel, announcements during performance, 2 tickets to each performance

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RANCH ROCK RODEO

Eagle Fairgrounds

AUGUST 21-23, 2026

Supporting Midwest artists and bands performing for you throughout the weekend is at the heart of what we aim to offer at the Ranch Rock Rodeo. With the help of our sponsors, we can provide these artists with the exposure they need to continue growing and pursuing their passion. Your support directly contributes to giving these musicians meaningful opportunities and performing in front of a crowd that shares a love for live music and rodeo!



STAGE SPONSOR

Price: \$8,000

With being a stage sponsor your name will be displayed on the stage, as well as included in a radio ad! Other benefits include:

- Announcements throughout the weekend during rodeo performances
- Vendor Booth
- Advertisement on our social media and website
- 5 tickets ALL Weekend
- Name on t-shirts

ARTIST SPONSOR

Price: \$500-\$1000

- Announcements throughout the weekend during rodeo and musical performances
- Advertisement on our social media and website
- 4 tickets to music performances



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Ranch rodeos are a unique and traditional form of rodeo that celebrate the everyday skills of working cowboys and cowgirls. Unlike professional rodeos that focus on individual competition, ranch rodeos are team-based events where participants represent the ranches they work for and compete in activities that mirror real ranch work, such as cattle sorting, branding, roping, and doctoring livestock.

These events emphasize teamwork, horsemanship, and practical problem-solving, showcasing the authentic lifestyle and heritage of the working cowboy. Ranch rodeos are designed not only as entertainment but also as a way to honor and preserve the traditions of ranching, giving audiences a genuine look at the skills and dedication required in everyday ranch life.

RANCH TEAM SPONSORS

4 Spots AVAILABLE

- **\$2,000 for each spot!**
 - Includes:
 - Announcements about your business when the Ranch Team is featured, or does anything during the performance
 - Sign in the arena with your companies chosen logo
 - Vendor booth
 - Advertisement on our social media and website
 - Your business's logo featured on our poster
 - 5 tickets to both
 - Each team member will be provided shirts that will display your logo on the back



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