



# Optimist Club of Lakeside, California

*Serving the youth of Lakeside since 1949*

Howdy,

Thank you for your interest in becoming a sponsor for this year's Bulls Only Rodeo (BOR).

Since its inception, the mission of Optimist Club of Lakeside is to raise funds for the youth of Lakeside and we take great pride in the work we do to fulfill this commitment. The support we receive from our sponsors and community makes this possible. Our annual Bulls Only Rodeo is our largest fund raiser of the year and the only Optimist Club produced rodeo in the nation. All workers at the BOR event are volunteers from the club and the community, ensuring that all proceeds from this event are invested in the Lakeside Optimist Club Youth Fund and are not paid to third party fund raisers. We are a federal 501C(3), non-profit organization. We would be proud to work with you and your organization in support of our mission.

Dangerous, yet exciting, Bull Riding is consistently the crowd favorite event at any rodeo. Sports Writers of America voted bull riding "the most dangerous sporting event in America." The excitement, action, and danger of bull riding is why Optimist Club of Lakeside chose to start producing a Bulls Only Rodeo, an IPRA (*International Professional Rodeo Association*) sanctioned event, in 1999. There are several levels of sponsorship available ranging from \$300 to \$10,000 plus. Please take a moment to look through this package and choose the sponsorship that best fits your company. Keep in mind that rodeo contestants and fans alike are notorious for searching out and buying products and/or services from rodeo sponsors as their way of saying "Thanks for supporting rodeo!"

The Lakeside Optimist Club and the youth of Lakeside who benefit from your generosity greatly appreciate the support your organization can give this year's Bulls Only Rodeo.

We know it is hard work. We like it, feel it is worth it, and accept the challenge!

Enjoy the Ride,

Brent Woolsey, Chairman 2023

[brent@bullsonlyrodeo.com](mailto:brent@bullsonlyrodeo.com)

Lakeside Optimist – Bulls Only Rodeo Committee

**Contact information**

[www.bullsonlyrodeo.com](http://www.bullsonlyrodeo.com)

**Bulls Only Rodeo Hotline Phone number: 619-443-2447**

**P.O. Box #476 Lakeside, CA. 92040**

# Corporate Sponsor

~ \$10,000.00 ~

Your Corporate Sponsorship includes:

## **BANNERS:**

Six (6), 3'x10' maximum banners on the bleachers: three (3) facing in, three (3) facing out  
Two (2), 6'x10' maximum banners facing the main roads outside the rodeo grounds

*(Sponsor to provide banners)*

## **ADVERTISEMENT:**

Company tagged in all BOR TV & Radio commercials.

Company featured in the BOR Program:

\*Company name and logo on the Official Bulls Only Rodeo Program cover and poster

\*Full page color ad inside the program

\*Company name on the “**Thank You**” page of the program.

Company name on the marquee sign prior to and during the rodeo.

Company logo and web-link on the Bulls Only website.

Company name on the schedule of events page for opening ceremony.

Multiple announcements of company name and/or product during the event and rodeo closing

## **LIVE VIDEO:**

Promotion of your company on all live action monitors throughout the venue during instant replays of Bull Rides, Jr. Bull Rides, Mutton Bustin', and intermission (the main 9'x16' live action monitor and monitors at all concession stands and the VIP area)

*(Sponsor to provide high resolution company logo)*

## **TICKETS:**

One Hundred (100) general admission tickets: (50) Friday and (50) Saturday

Eighty (80) invitations to VIP area *(includes food and beverages)* (40) Friday and (40) Saturday)

## **VENDOR BOOTH:**

One 10'x10' booth for your company display (promotional or educational)

## **Contact information**

[www.bullsonlyrodeo.com](http://www.bullsonlyrodeo.com)

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**P.O. Box #476 Lakeside, CA. 92040**

# **Platinum Sponsor**

~ \$7,500.00 ~

Your Platinum Sponsorship includes:

## **BANNERS:**

Four (4), 3'x10' banners: two (2) at arena level, two (2) on the bleachers

One (1), 6'x10' maximum banner facing the main roads outside the rodeo grounds

*(Sponsor to provide banners)*

## **ADVERTISEMENT:**

Company featured in the BOR Program:

\*Full page ad inside the program

\* Company name on the “**Thank You**” page of the program.

Company logo and web-link on the Bulls Only website.

Multiple announcements of company name &/or product during the event and rodeo closing

## **LIVE VIDEO:**

Promotion of your company on all live action monitors throughout the venue during instant replays of Bull Rides, Jr. Bull Rides, Mutton Bustin', and intermission (the main 9'x16' live action monitor and monitors at all concession stands and the VIP area)

*(Sponsor to provide high resolution company logo)*

## **TICKETS:**

Eighty (80) general admission tickets: (40) Friday and (40) Saturday

Sixty (60) invitations to VIP area *(includes food and beverages)*: (30) Friday and (30) Saturday

## **VENDOR BOOTH:**

One 10'x10' booth for your company display (promotional or educational)

## **Contact information**

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# **Gold Sponsor**

~ \$5,000.00 ~

Your Gold Sponsorship includes:

## **BANNERS:**

Four (4) 3'x10' maximum banners: two at arena level and two on the bleachers  
*(sponsor to provide banners)*

## **ADVERTISEMENT:**

Company featured in the BOR Program:

\*Company name and logo on the Official Bulls Only Rodeo Program cover and poster

\* Company name on the “**Thank You**” page of the program.

Multiple announcements of company name &/or product during the event and rodeo closing  
Company logo and web-link on the Bulls Only website.

Company name on the Lakeside Arena marquee sign prior to, during, and after the rodeo.

## **LIVE VIDEO:**

Promotion of your company on all live action monitors throughout the venue during instant replays of Bull Rides, Jr. Bull Rides, Mutton Bustin', and intermission (the main 9'x16' live action monitor and monitors at all concession stands and the VIP area)

*(Sponsor to provide high resolution company logo)*

## **TICKETS:**

Forty (40) General Admission tickets, (20) Friday and (20) Saturday.

Forty (40) invitations to VIP area *(includes food and beverages)*: (20) Friday and (20) Saturday

## **VENDOR BOOTH:**

One 10'x10' booth for your company display (Promotional or educational).

## **Contact information**

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# **Ticket Sponsor**

~ \$2,500.00 ~

Your Ticket Sponsorship includes:

## **BANNERS:**

Four (4), 3'x10' banners: Two (2) at arena level, two (2) on the bleachers.

One (1), 6'x10' maximum banner facing the main roads outside the rodeo grounds

*(Sponsor to provide banners)*

## **ADVERTISEMENT:**

**Company logo and ad on 10,000 professionally printed tickets.**

Company tagged in all paid print and social media BOR advertising.

Company name on the arena marquee two weeks prior to and during the event.

Company name & product announced during the event.

Company logo on the BOR poster.

Company name on the “**Thank You**” page of the program.

## **TICKETS:**

Forty (40) general admission tickets: (20) Friday and (20) Saturday

Forty (40) invitations to VIP area *(includes food and beverages)*: (20) Friday and (20) Saturday

## **VENDOR BOOTH:**

One 10'x10' booth for your company display (promotional or educational).

**Contact information**

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# **Miss BOR Queen Sponsor**

~ \$2,500.00 ~

Your Miss BOR Queen sponsorship includes:

## **BANNERS:**

Two (2) 3' X 10' maximum banners: two on the bleachers facing in and one at arena level.

*(Sponsor to provide banner)*

## **ADVERTISING:**

**Company Name & Logo on a Custom-Built BOR Queen Saddle.**

**A scheduled appearance of the BOR queen at your company**

Company featured in the BOR Program:

\*Company name and logo on the Official Bulls Only Rodeo Program cover and poster

\*Company name on the “**Thank You**” page of the program.

Company logo and web-link on the Bulls Only website.

## **TICKETS:**

Forty (20) General Admission tickets: (10) Friday and (10) Saturday

Twenty (20) invitations to VIP area *(includes food and beverages)*: (10) Friday and (10) Saturday

## **VENDOR BOOTH:**

One 10'x10' booth for your company display (Promotional or educational).

**Contact information**

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# VIP Area Sponsor

~ \$2,000.00 ~

Your VIP Area sponsorship includes:

## **BANNERS:**

One (1) 3'x10' maximum banner at arena level.

*(Sponsor to provide banner)*

Two (2) 3' x 3' maximum signs-one inside the VIP area and one at the entrance.

*(Sponsor to provide signs).*

## **ADVERTISING:**

Announcement of your company name during the event

Company logo and web-link on the Bulls Only website.

Company name and logo on the Official Bulls Only Rodeo Program cover.

Company name on the “**Thank You**” page of the program.

## **TICKETS:**

Twenty (20) General Admission tickets: (10) Friday and (10) Saturday

Sixteen (16) invitations to VIP area *(includes food and beverages)*: (8) Friday and (8) Saturday

## **VENDOR BOOTH:**

One 10'x10' booth for your company display (promotional or educational).

Your company logo and web-link on the Bulls Only website.

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# **Jr. Miss BOR Queen Sponsor**

~ \$1,500.00 ~

**Two sponsorships available: Friday night OR Saturday night**

Each Jr. Miss BOR Queen sponsorship includes:

## **BANNERS:**

Two (2) 3'x10' maximum banners: one at arena level and one on top of the bleachers, facing in

*(Sponsor to provide banner)*

## **ADVERTISING:**

Announcements of your company / product made during rodeo performances.

Company name and logo on the Official Bulls Only Rodeo Program cover.

Company name on the “**Thank You**” page of the program.

Company logo and web-link on the Bulls Only website.

**A scheduled appearance at your Business with our Jr. Bulls Only Rodeo Queen.**

## **TICKETS:**

Sixteen (16) General Admissions tickets. (8) Friday And (8) Saturday

Twelve (12) invitations to VIP area *(includes food and beverages)*: (6) Friday and (6) Saturday

## **VENDOR BOOTH:**

One 10'x10' booth for your company display *(Promotional or educational)*.

**Contact information**

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# **Barrel-Man Sponsor**

~ \$1,500.00 ~

**Two sponsorships available: Friday OR Saturday night**

Each Barrel-Man sponsorship includes:

## **BANNERS:**

Two (2) 3'x10' maximum banners: one at arena level and one on top of the bleachers, facing in

*(Sponsor to provide banner)*

## **ADVERTISING:**

Announcements of your company during rodeo performances.

Company name and logo on the Official Bulls Only Rodeo Program Cover.

Company name on the “**Thank You**” page of the program.

Company logo and web-link on the Bulls Only website.

## **TICKETS:**

Sixteen (16) General Admissions tickets: (8) Friday and (8) Saturday

Twelve (12) invitations to VIP area *(includes food and beverages)*: (6) Friday and (6) Saturday

## **VENDOR BOOTH:**

One 10'x10' booth for your company display *(Promotional or educational)*.

## **Contact information**

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# **Production / Live Broadcast Sponsor**

~ \$1,200.00 ~

**Two sponsorships available: Friday or Saturday night**

Each Production/Live Broadcast Sponsorship includes:

## **BANNERS:**

One (1) banner 3'x10' maximum banner: one at arena level and one on top of the bleachers, facing in (*Sponsor to provide banner*)

## **ADVERTISING:**

Promotion of your company on all live action monitors throughout the venue during instant replays of Bull Rides, Jr. Bull Rides, Mutton Bustin', and intermission (the main 9'x16' live action monitor and monitors at all concession stands and the VIP area)

*(Sponsor to provide high resolution company logo)*

Company name and logo on the Official Bulls Only Rodeo Program cover.

Company name on the “**Thank You**” page of the program.

Company logo and web-link on the Bulls Only website.

## **TICKETS:**

Twelve (12) General Admissions tickets: (6) Friday and (6) Saturday

Twelve (12) invitations to VIP area (*includes food and beverages*): (6) Friday and (6) Saturday

## **VENDOR BOOTH:**

One 10'x10' booth for your company display (*Promotional or Educational*).

**Contact information**

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# **Bull Fighters Sponsor**

~ \$1,200.00~

**Two sponsorships available: Friday or Saturday night**

Each Bull Fighters Sponsorship includes:

## **BANNERS:**

Two (2) 3'x10' maximum banners: one at arena level and one on top of the bleachers, facing in

*(Sponsor to provide banners)*

## **ADVERTISING:**

Announcement of your company / product made during rodeo performances.

Company name and logo on the Official Bulls Only Rodeo Program cover.

Company name on the “**Thank You**” page of the program.

Company logo and web-link on the Bulls Only website.

## **TICKETS:**

Twelve (12) General Admissions tickets: (6) Friday and (6) Saturday

Twelve (12) invitations to VIP area *(includes food and beverages)*: (6) Friday and (6) Saturday

## **VENDOR BOOTH:**

One 10'x10' booth for your company display *(Promotional or educational)*.

**Contact information**

**[www.bullsonlyrodeo.com](http://www.bullsonlyrodeo.com)**

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# **Belt Buckle Sponsor**

~ \$1,000.00 ~

Your Belt Buckle Sponsorship includes:

## **BANNERS:**

One (1) banner (3'x10' maximum) at arena level. (Sponsor to provide banner).

## **ADVERTISING:**

Announcement of your company name made during rodeo performances and the buckle presentation.

company name on the “**Thank You**” page of the program.

## **TICKETS:**

Twelve (12) General Admission Tickets: (6) Friday and (6) Saturday

Eight (8) invitations to VIP area (*includes food and beverages*): (4) Friday and (4) Saturday

## **VENDOR BOOTH:**

One 10'x10' booth for your company display (promotional or educational)

**Contact information**

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# **Chute/Return Gate Sponsor**

~ \$600.00 ~

**Six (6) Chute Sponsors & One (1) Return Gate Sponsor EACH night of the event**  
*(14 total available)*

Each Chute/Return Gate Sponsorship includes:

## **BANNERS:**

One (1) banner 3'x10' maximum banner: on back of bleachers facing in and one in the arena  
*(Sponsor to provide banner)*

One (1) 48" x 24" sign with company name & logo on chute / release gate  
*(Sponsor to provide sign)*

## **ADVERTISING:**

Announcement of your company name each time the chute / return gate is used.  
Company name on the **"Thank You"** page of the program.

## **TICKETS:**

Eight (8) General Admission tickets. (4) Friday and (4) Saturday

Four (4) invitations to VIP area *(includes food and beverages)*: (2) Friday and (2) Saturday

**Contact information**

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# Pick-up Riders

~ \$600.00 ~

Your Pick-up Riders Sponsorship includes:

## **BANNERS:**

One (1) banner 3'x10' maximum banner one at arena level and one on the bleachers.

*(Sponsor to provide banners)*

## **ADVERTISING:**

Two (2) advertising vests or two (2) western long sleeve shirts with your company name and logo worn by pick up men.

*(Sponsor to provide)*

Announcements of your company name made during rodeo performances.

Company name on the “**Thank You**” page of the program.

## **TICKETS:**

Eight (8) General Admissions tickets. (4) Friday and (4) Saturday

Four (4) invitations to VIP area *(includes food and beverages)*: (2) Friday and (2) Saturday

**Contact information**

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# Scheduled Event Sponsor

~ \$300.00 ~

**Nineteen (19) Event Sponsorships available: (9) Friday night and (10) Saturday night.**

Each Scheduled Event Sponsorship includes:

## **BANNERS:**

One (1) banner 3’x10’ maximum banner at arena level.

*(Sponsor to provide banner)*

## **ADVERTISING:**

Announcement of your company at the beginning of the event per performance.

Company name on the “**Thank You**” page of the program.

Company name on the schedule of events page of program as “sponsored by”.

## **TICKETS:**

Four (4) General Admission tickets (2) for Friday night **and** (2) Saturday night.

Two (2) invitations to VIP area *(includes food and beverages)*: Friday night **OR** Saturday night.

## Schedule of Events

### Friday Night 7:30 pm

Opening Ceremony - Corporate sponsor

Jr. Bull Riders – #1

Bull Riding – #1

Entertainment- #1 (Barrel man)

Bull Riding - #2

*Intermission*

Mutton Bustin- #1

Trophy Presentation -Trophy Sponsor

Bull Riding - #3

Jr. Bull Riders - #2

Bull Riding - #4

Buckle Presentation – Buckle Sponsor

Closing /Thank You – Lakeside Optimist

### Saturday Night 7:30 pm

Opening Ceremony- Corporate Sponsor

Jr. Bull Riders - #3

Bull Riding – #5

Entertainment- #2 (Barrel man)

Bull Riding - #6

*Intermission*

Mutton Bustin- #2

Trophy Presentation - Trophy Sponsor

Bull Riding - #7

Jr. Bull Riders- #4

Bull Riding – #8

Short Go for Top Bull Riders- #9

Buckle Presentation – Buckle Sponsor

Closing /Thank You- Lakeside Optimist

## **Contact information**

[www.bullsonlyrodeo.com](http://www.bullsonlyrodeo.com)

**Bulls Only Hotline Phone number: 619-443-2447**

**P.O. Box #476 Lakeside, CA. 92040**

# Mutton Bustin' Trophy Sponsor

~ \$300.00 ~

Your Mutton Bustin' Trophy Sponsorship includes:

## **BANNER:**

One (1) banner 3'x10' maximum banner at arena level  
*(Sponsor to provide banner)*

## **ADVERTISING:**

Announcement of your company at the beginning of the event per performance.  
Company name on the “**Thank You**” page of the program.  
Company name on the event page of the program, “This event sponsored by”.

## **TICKETS:**

Four (4) General Admission tickets (2) for Friday night **and** (2) Saturday night.  
Two (2) invitations to VIP area *(includes food and beverages)*: Friday night **OR** Saturday night.

**Contact information**

[www.bullsonlyrodeo.com](http://www.bullsonlyrodeo.com)

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**P.O. Box #476 Lakeside, CA. 92040**



# Optimist Club of Lakeside Annual ***BULLS ONLY RODEO***



VIP / Sponsor Area

For more sponsorship information or if you have questions or comments, please call the Lakeside Optimist Bulls Only Rodeo Hotline Phone number: 619-443-2447 or email: [info@bullsonlyrodeo.com](mailto:info@bullsonlyrodeo.com).

Or visit our website: [www.bullsonlyrodeo.com](http://www.bullsonlyrodeo.com)

Please make checks payable to:  
Lakeside Optimist Youth Foundation - Bulls Only Rodeo  
P.O. Box 476  
Lakeside, California 92040

**Thank you!**  
**We appreciate your sponsorship!**