



LET'S END THE SUMMER WITH A YEE HAW!

HELLUVA RODEO 2008

Sunday, September 21, 2008

*Our 2008 Major Beneficiary is Pinckney Instrumental Music Boosters benefitting over 600 families
Our secondary beneficiaries are Friends of the Lakelands Trail and Mackinac Island Honor Scouts*

ADVERTISING AND SPONSORSHIP COMMITMENT FORM

Business Name: _____

Address: _____

Phone: _____ Fax: _____

Contact Person: _____ Email: _____

SPONSORSHIP OPTIONS 2008

*These sponsorships fund the show so that tickets sales can be given to charity
All sponsorships must be sold for this event to take place. Select Early, they go fast!*

Major Sponsor: 1 Available \$2500 BIG BANG FOR YOUR BUCKS!
Back cover of program in full color, banners at entries and in arena, website feature and link, name on poster and other marketing materials and more!

Chute Sponsors:	4 available	\$1000 each	includes full page ad + booth space
Bull Riding:	4 available	\$ 500 each	half page ad + booth space
Barrel Racing:	4 available	\$ 450 each	half page ad + booth space
Wrist Ticket Sponsor:	2 available	\$ 400 each	half page ad + booth space + name on wrist ticket
Mutton Busting:	2 available	\$ 350 each	quarter page ad + booth space
Team Roping :	2 available	\$ 250 each	quarter page ad + booth space
Bronc Busting:	2 available	\$ 250 each	quarter page ad + booth space
Children's Boot Scramble:	4 available	\$ 300 each	quarter page ad + booth space
Arena Sponsors:	20 available	\$ 200 each	arena banner only, no program ad

Bungee Bull Sponsor	2 Available	\$400 each	includes signage at the ride, half page ad and booth space
Morning Exhibition Sponsors	4 Available	\$250 each	arena signage + booth space

Parking Pass Sponsor	1 Available	\$400 each	quarter page ad + name on passes/coupon
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Every car gets one of these – put a coupon on it for maximum impact!

ADVERTISING OPTIONS 2008

2 Page Middle Spread (full color)	\$1000	* includes banner + booth space
Inside Front or Inside Back Cover (full color)	\$ 400	*includes banner + booth space

Full Page Ad	\$275	Add 1 color + \$50
Half Page Ad	\$145	Add 2 colors + \$100
Quarter Page Ad	\$ 85	Make it Full Color! + \$150
Mini Ad	\$ 50	

Please see Page two for the agreement – continued . . .

Helluva Rodeo Advertising Form

Sizes are as follows:	Full page	6 inches x 9 5/8 inches
	Half page	6 inches x 4 3/4 inches
	Half Page Vertical	2 7/8 inches x 9 5/8 inches
	Quarter Page	2 7/8 inches x 4 3/4 inches
	Business Card	2 7/8 inches x 2 1/4 inches

I am purchasing the following advertising product for the 2008 Helluva Rodeo Program and Show:

Total Cost: \$ _____

Deposit Collected: \$ _____

Balance Due: \$ _____

Please make checks payable to **HELLUVA RODEO**

I further agree to provide my artwork in electronic format. High resolution PDF files are preferred for black & white/grayscale ads. Please be sure to indicate the file type, format and version of your advertisement and provide all graphics and fonts used to create the advertisement. It is the advertiser's responsibility to provide the ad by fax, email, or mail to insure proper printing and conversion. Ad design is available if time allows. PDF artwork can be emailed to rodeo@georgemosesco.com and is preferred. **This email address is for artwork only.** Other inquiries can be made to renee@tmzfarm.com or call 734-878-6425. Please also visit our website at www.helluvarodeo.com.

Ad Artwork **must** be submitted and balance due paid by July 15, 2008 or your space and deposit may be forfeit. Advertising and sponsorships are nonrefundable.

Signature: _____

Business Name: _____

Phone: _____ Email: _____

Tear here and leave with patron

HELLUVA RODEO COMMITMENT REMINDER

I have placed an ad or committed to a sponsorship for the Helluva Rodeo. Payment is to be submitted to: Helluva Rodeo c/o TMZ Farm, 2324 Patterson Lake Road, Pinckney MI 48169
Artwork may be submitted electronically to rodeo@georgemosesco.com. Contact: renee@tmzfarm.com for more information and answers to questions! Thank you for your support!

Payment and Artwork are due by July 15, 2008