



## 2024 Silver State Stampede Sponsorship Opportunity

Thanks to our sponsors, fans, rodeo contestants, volunteers and contract personnel, the Silver State Stampede (SSS) has launched to a new level of entertainment! Some of the significant changes we have made:

- 2020 The Cowboy Channel broadcasted the SSS on national television for the first time. SSS has continued to have coverage on national television as well as on The Cowboy Channel + App. In 2024, The Cowboy Channel will be broadcasting the Silver State Stampede, putting Elko and our great sponsors on the map once again.
- 2022 SSS was listed as an NFR Playoff Series Rodeo. As a NFR Playoff Series Rodeo again in 2024, we are in the top 50 rodeos in the nation!  
SSS increased the added contestant prize money by 146%. These contestants are professional athletes and to attract the top professional cowboys and cowgirls from all over the United States and several foreign countries to entertain our fans, we saw the need to increase the added prize money.  
SSS saw record-breaking crowds for all three performances!  
Frontier Rodeo Company was selected as our stock contractor. For the last nine consecutive years, Frontier has been voted the PRCA Stock Contractor of the Year.  
SSS started an annual tradition of hosting the 4<sup>th</sup> of July Celebration parade in downtown Elko.
- 2023 John Harrison returned, 3x PRCA Comedy Act of the Year, 6x PRCA Coors Man in the Can and the PRCA Clown/Barrelman of the Year in 2022 and 2023.  
SSS increased the added contestant prize money by another 50%.  
SSS saw record-breaking crowds for all three performances!
- 2024 Bobby Kerr, 5x PRCA Specialty Act of the Year, 2023 Specialty Act of the Year will entertain our crowds with his mustang acts.  
First year for the Stampede Kick off concert to take place Thursday July 11<sup>th</sup>.

The 2024 SSS PRCA rodeo will be held Friday-July 12<sup>th</sup>, Saturday-July 13<sup>th</sup>, and Sunday-July 14<sup>th</sup>. As you decide where your marketing dollars/donations will go in 2024, we would like to have you keep us in mind, as we are the oldest annual event in Elko and have been the only event that continues growing year to year. Keeping our rodeo strong and ever improving requires the help of individuals and businesses alike.

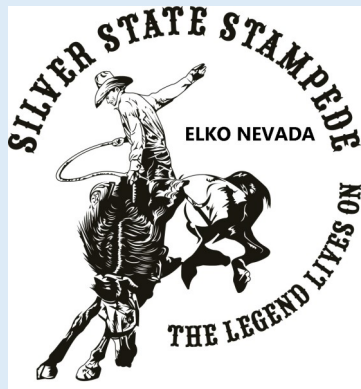
This letter is just a reminder for this year's upcoming event and we would greatly appreciate your consideration of sponsorship. A member of the SSS will contact you within the coming weeks to further discuss the opportunity for your involvement and support of this year's rodeo. If you have any questions, do not hesitate to contact me, Pat Laughlin at 775-778-5724. We look forward to our partnership in carrying on the 'Legend of the Silver State Stampede'.

On behalf of the SSSA I would like to thank you in advance for your consideration of supporting our event. The Silver State Stampede would not be possible without the help of all our volunteers and donors.

Sincerely,

Pat Laughlin, President

# 2024 SPONSOR OPPORTUNITIES



Title	Price	Rodeo Sponsor Listing	Name linked on Website	Other Social Media Recognition	Parade Entry in the July 6th parade	Banner	Logo on Jumbotron	Logo on Video Screen next to Jumbotron	1 1/2 minute commercial aired prior to rodeo	Television Coverage on Cowboy Channel	Arena Flag	Chute Sign, Crash Pads, Timed Event Gate	Sky Box VIP tickets (three performances)	Limited Edition SSS Rodeo Print Unframed	Limited Edition SSS Rodeo Print Framed	Box Seat (6 seats for three performances)	Arena-side VIP Seating Tickets	Dinner Tickets
Donor	\$0-\$999	✓																
Turquoise Buckle	\$1,000	✓	✓	✓	✓		✓									1		
Ruby Buckle	\$1,500	✓	✓	✓	✓		✓	✓		✓						1		
Silver Buckle	\$2,500	✓	✓	✓	✓		✓	✓		✓	✓			✓		1		6
Gold Buckle	\$3,500	✓	✓	✓	✓		✓	✓		✓		✓		✓		1		6
Diamond Buckle	\$5,000 +	✓	✓	✓	✓	2	✓		✓	✓	✓		4		✓	1	6	12
Platinum Buckle	\$10,000 +	✓	✓	✓	✓	4	✓		✓	✓	✓		6		✓	2	6	12

Ruby Buckle: Pick up men, Wild Fan of the Night, National Anthem Singers, Bullfighters, Daysheets

Silver Buckle: Events and spurs for each event include Bareback Riding, Steer Wrestling, Tie Down Roping, Saddle Bronc Riding, Team Roping, Barrel Racing, Bull Riding and All Around. Special Events and Venues include Mutton Busting, Mini Bulls, Ring of Fear, Clown/Barrelman, Specialty Act, Flag Team, Hospitality Tent, Sky Box, Live Band, Concession Stand, Beer Garden and Cowboy Bar

Gold Buckle: Chute signs, only 6 chutes available and only 1 chute/sponsor; Crash Pads & Timed Event Gates, (4) available, announcers (2)

Platinum Buckle: 1 to 3 minute videos throughout the performance, depending on time allowed

Email us for a custom package [sponsors@silverstatestampede.com](mailto:sponsors@silverstatestampede.com)



For more information on Sponsorships  
Please contact Cathy Laughlin at  
[sponsors@silverstatestampede.com](mailto:sponsors@silverstatestampede.com)  
text or call 775-777-6864