

**Maui Roping Club Presents  
The 64th Annual 4th of July Makawao Rodeo  
2019**

Aloha,

It is that time of the year where we are focused on one of Hawaii's most exciting and traditional events, The Makawao Rodeo. This rodeo has been a staple in the Makawao town, Maui Island, and the State of Hawaii's communities for more than six decades. People come from all over to participate and enjoy this Upcountry event. Many songs have been written about the Rodeo and Makawao Town which includes iconic figures such as Danny Estacodo, Jeff Peterson, and Randy Travis, not to mention many other Hawaiian local legends.

This rodeo doesn't happen without the support of the community and we would like to thank you for taking the time to consider sponsoring the biggest rodeo in the state. Enclosed is a sponsorship packet for the Maui Roping Club's **64th Annual 4<sup>th</sup> of July Makawao Rodeo, 2019**.

Not only do Contestants travel from across the state and even the nation to compete in this rodeo, but more than 7,000 people come through the gates of the **Makawao Rodeo** every year. Our sponsors are offered an opportunity to advertise at one of the biggest events of the year. There are many options offered in this packet. If these do not meet your needs, please feel free to approach us with your ideas. We are willing to work with you as we appreciate all the support we can get.

Maui Roping Club is a 501(c)4 volunteer organization. Our mission is to promote the sport of Rodeo, the Paniolo lifestyle, and keeping "The Spirit Alive". Our membership is made up of an eclectic membership within our various communities, from cowboys to ranchers and realtors to teachers. The things we all have in common is the love for the sport of Rodeo, the Paniolo life, our communities, our Ohana, and our animals.

We hope that you will be willing and excited to participate along side us in producing the best rodeo yet, **The Maui Roping Club's 64th Annual Makawao Rodeo!**

Sincerely,

Roland Kehano, MRC President  
Maui Roping Club (MRC) & Women's Auxiliary



# Sponsorship Packet 2019

4<sup>th</sup> of July Rodeo – July 4-July 7th  
**AD DEADLINE – May 24th, 2019**



## INDIVIDUAL ITEM RATES

### Rodeo Program Ad Rates *(x your selection(s))*

_____ \$175	Color	1/8 page (2" x 3 ½ ") Business Card size
_____ \$75	B&W	1/8 page (2" x 3 ½ ") Business Card size
_____ \$150	Color	1/4 page (3 ½" x 5")
_____ \$250	B&W	1/4 page (3 ½" x 5")
_____ \$400	Color	1/2 page (5"x 7")
_____ \$300	B&W	1/2 page (5"x 7")
_____ \$700	Color	Full Page
_____ \$600	B&W	Full Page

### Limited Number Available (1<sup>st</sup> to provide payment and COMPLETE & sign agreements)

_____ \$850	Color	Full Page (Inside Front Cover; Inside Back Cover)
_____ \$850	Color	Full Page (Book Center)
_____ \$950	Color	Full Page (Back Cover)

### AD Creation & Design *(\*For use in the Makawao Program Book ONLY)*

_____ \$50	¼ page or less
_____ \$100	½ page of more layout

### Program AD Requirements & Information:

*(initial indicating you have read & agree Program AD Requirements & Information below)*

- All artwork & needs to be in by May 24<sup>th</sup>, 2019 *(inquire if the option of an AD is still available if signing after 4.24.2019)*
- Artwork & logos to be emailed to: [makawaorodeo@gmail.com](mailto:makawaorodeo@gmail.com) at 300 dpi.
- You may want to consider offering a discount coupon that can be used for those who frequent your business.
- To increase fan interest in the program, we are planning on including interactive activities; Inquire about details if you would like to participate.

MRC – OFFICE USE ONLY (NOTES)

Total from this page: \$



# Sponsorship Packet 2019

4<sup>th</sup> of July Rodeo – July 4-July 7th

**DEADLINE – May 30th, 2019**



*Many Items on this page have limited amounts available order quickly*

## INDIVIDUAL ITEM RATES

### Banner Rates *(x your selection(s))*

_____	\$325	Bleacher Banner Placement
_____	\$350	Arena Placement Banner
_____	\$500	Premium Arena Placement Banner <i>(Limited Number Available)</i>
_____	\$1000	Bull Shoot Banner <i>(Limited Number Available)</i>

### Banner Requirements:

\_\_\_\_\_ *(initial indicating you have read & agree Banner Requirements below)*

- **Vendor is required to deliver their own banner(s) to Maui Roping Club by June 24, 2019.** (No refunds will be given if a banner is NOT displayed because it was received AFTER the deadline)
- Maui Roping Club will determine the placement of all banners & banners.
- Banners are not to be removed or moved by any vendor.
- Bleacher banners will be located at both the top level of the bleachers and about 8 ft from the ground level & will face the concessions; vendor tent or entry gate.

**Vendor should pick up their banner from Maui Roping Club on Monday July 8, 2019 after 3:00 pm**

### Event Buckle Presentation Rates *(Limited to 1 sponsor per event; Sponsors can sponsor multiple events)*

*(x your selection(s))*

_____	\$350	Keiki Paniolo Buckle Presentation <i>(Keiki Barrels; Jr. Barrels)</i> <b>circle event</b>
_____	\$500	Event Buckle Presentation <b>circle event below</b> <i>(Dally Team; Century Team; Calf; Po'o Wai U; Break Away; Steer Undecorating; Steer Wrestling)</i>
_____	\$750	Buckaroo Buckle Presentation <i>(Mutton Busting; Jr. Bull Riding)</i> <b>circle event</b>
_____	\$1000	Bull Riding Buckle Presentation <i>(1 Available)</i>

### Event Buckle Presentation Benefits & Requirements

\_\_\_\_\_ *(initial indicating you have read & agree event buckle presentation benefits & requirements below)*

- Company Name announced during the specific event performance Saturday & Sunday \*Keiki Paniolo & Event\*
- Company Name announced during the event performance Friday; Saturday & Sunday \*Buckaroo & Bull riding\*
- Company Name announced during Buckle presentation & Buckle given in company name
- **Company Representative will take photo with event winner during buckle presentation on Sunday in the awards circle**
- Maui Roping Club will provide 1 Weekend Entry pass for entry in the Rodeo and 1 pass for access to the award area on Sunday
- Company representative should be present on Sunday at the conclusion of the chosen event \*Details to be provided; Times will vary\*

MRC – OFFICE USE ONLY (Notes)

Total from this page: \$

Anticipate Banner Size:

Specified Event:



# Sponsorship Packet 2019

4<sup>th</sup> of July Rodeo – July 4-July 7th

**DEADLINE – May 24th, 2019**

## Package Deals



(x your selection(s)):

\_\_\_\_\_ \$675

### Spur Package

- ✓ Makawao Rodeo Program **Color AD 1/4 Page** (3 ½" x 5")
- ✓ **Arena placed Banner**
- ✓ **(2) Weekend Entry Passes**

\_\_\_\_\_ \$1110

### Boots Package

- ✓ Makawao Rodeo Program **Color AD 1/4 Page** (3 ½" x 5")
- ✓ **(2) Banners - Arena placed Banner & Bleacher Banner Placement**
- ✓ **(4) Weekend Entry Passes**
- ✓ **(2) Free Weekend PARKING Passes**

\_\_\_\_\_ \$1350

### Roping Package

- ✓ Makawao Rodeo Program **Color AD 1/2 Page** (5"x 7")
- ✓ **(2) Banners - Arena Placed Banner & Bleacher Banner Placement**
- ✓ **(6) Weekend Entry Passes**
- ✓ **(3) Free Weekend PARKING Passes**

\_\_\_\_\_ \$1950

### Keiki Paniolo Package

- ✓ **Keiki Paniolo Event Buckle Presentation** & everything listed in the Paniolo Package after "event buckle presentation"

\_\_\_\_\_ \$2175

### Paniolo Package

- ✓ **Event Buckle Presentation**
- ✓ Makawao Rodeo Program **Color AD Full Page**
- ✓ **(2) Banners - Arena Placed Banner & Bleacher Banner Placement**
- ✓ **(8) Weekend Entry Passes**
- ✓ **(4) Free Weekend PARKING Passes**
- ✓ **(1) Sunday Awards Area Access Pass**

\_\_\_\_\_ \$3025

### Buckaroo Package

- ✓ **Buckaroo Event Buckle Presentation** & everything listed in the Bullrush Package after "event buckle presentation"

\_\_\_\_\_ \$3275

### Bullrush Package

- ✓ **Bull Riding Buckle Presentation**
- ✓ Makawao Rodeo Program **Color AD Full Page**
- ✓ **(2) Banners - Above Bull Shoot Placed Banner & Bleacher Banner Placement**
- ✓ **(8) Weekend Entry Passes**
- ✓ **(4) Free Weekend PARKING Passes**
- ✓ **(1) Sunday Awards Area Access Pass**
- ✓ **Radio Mentions**

\_\_\_\_\_ \$5000

### Saddle Package

- ✓ **Event Buckle Presentation**
- ✓ **(2) Makawao Rodeo Program Color AD Full Page**
- ✓ **(3) Banners - Above Bull Shoot; Arena Banner & Bleacher Banner Placed Banners**
- ✓ **(15) Weekend Entry Passes**
- ✓ **(5) Free Weekend PARKING Passes**
- ✓ **(4) VIP all access all weekend Access Pass**
- ✓ **Radio Mentions**

**\*For ALL PACKAGES READ & INITIAL Program AD Requirements & Information; Banner Requirements; Event Buckle Presentation Benefits & Requirements; Parking Passes; VIP passes & General Expectations**

MRC OFFICE USE ONLY:  
TOTAL \$ from this page



# Sponsorship Packet 2019

4<sup>th</sup> of July Rodeo – July 4-July 7th



## SPONSOR Contact Information:

Business Name: \_\_\_\_\_ Point of contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Web: \_\_\_\_\_

*(x your selection(s)): Don't see the package you want ask about a custom package!!*

## CUSTOM PACKAGE SELECTED & ATTACHED

### Passes Understanding and Requirements

*(initial indicating you have read & agree to the Passes understanding & requirements below)*

- **PARKING passes** allows for FREE Parking in the general parking area. (There is NO designated VIP Parking). Specific parking details will be provided with the passes
- **Entry passes** allows for FREE ENTRY into the rodeo over the weekend. IT DOES NOT ALLOW FOR ENTRY IN THE BACK AREA
- **VIP passes** allows for ACCESS to the back area IT DOES NOT PROVIDE FREE ENTRY INTO THE RODEO.
- **Use the Weekend ENTRY passes to enter the Rodeo and the VIP passes for access to the back area.**

### General Understanding and Requirements

*(initial indicating you have read & agree to the general understanding & requirements below)*

- I understand and agree that I and all those who use my weekend passes, parking passes, and/or VIP All Access passes will follow all the rules and regulations of the event, including but not limited to, 1) No alcohol consumption outside of the designated beer garden, 2) will not start or engage in any confrontation with another person, 3) all members of my party using VIP All Access passes will need to sign a waiver before entering the back of the event grounds, 4) will not hold Maui Roping Club (MRC) or land owners liable for any injuries, 5) will be respectful of contestants and workers who will ALWAYS have the right of way, and 6) will not interfere with the running of the event.
- I understand and agree that if any issue and/or concern should arise I will speak directly to the MRC president, Roland Kehano, and will be willing to come to an agreement and/or compromise to resolve said issue/concern.
- I understand and agree to give a list of names of those using VIP All Access passes to MRC president, Roland Kehano, by Tuesday, July 2nd, 2019, and if any person NOT on the list is caught using a VIP All Access pass, the pass will be confiscated and not returned to any member of said organization/company. There will be no refunds or credits issued

\_\_\_\_\_  
Sponsor Signature

Date: \_\_\_\_\_

\_\_\_\_\_  
Maui Roping Club (Representative) Approval Signature

Date: \_\_\_\_\_



# Sponsorship Packet 2019

4<sup>th</sup> of July Rodeo – July 4-July 7th



**Payment Information:** *\*Please make a copy for your reference\**

Please make checks payable to: **Maui Roping Club**

\*Mail Payment to: PO Box 880137 Pukalani, HI 96786

**Submitted Items Checklist:**

- ✓ **Selected Option(s) Initialed**
- ✓ **Sponsor Original Signature &**
- ✓ **Requirements & Details Read & Initialed**
- ✓ **Sponsor Contact Information Completed**
- ✓ **Payment**
- ✓ **Ad or Banners submitted for use by deadlines**

**Any questions Please Contact:**

Tamara McKay 280-0928 or e-mail: [makawaorodeo@gmail.com](mailto:makawaorodeo@gmail.com)

Mahalo!

Sponsor Name:

MRC – OFFICE USE ONLY NOTES

MRC – OFFICE USE ONLY

\$ \_\_\_\_\_ Cash

\$ \_\_\_\_\_ Check / Check # \_\_\_\_\_

Total amount paid \_\_\_\_\_

Date paid: \_\_\_\_\_

Received by:

Deposit Date: