

CALDWELL NIGHT RODEO'S

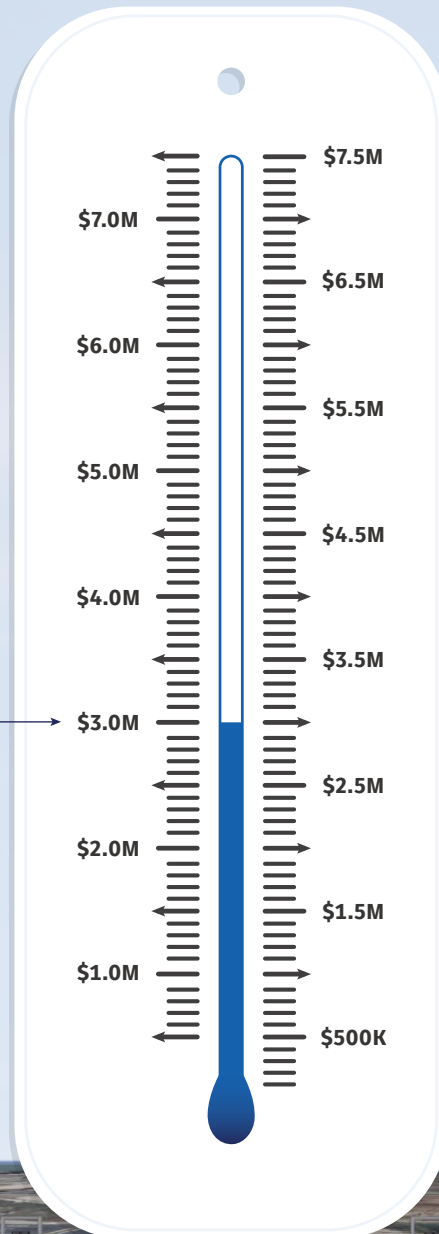
NEXT 100 GOAL

PHASE TWO
\$7.5 MILLION TOTAL

PHASE ONE
\$3.5 MILLION

**\$3 MILLION
PLEGGED**

*Current pledges include
a \$1.6 Million match from
the City of Caldwell that
served as a launch for the
CNR Next 100 Campaign.*



OPPORTUNITIES FOR SUPPORT

Arena Naming Sponsorship

\$1,000,000

- Named skybox with usage rights*
- Prevalent Interior Signage
- Branding on Tickets
- Announcer and Promotional Mentions
- Star on rodeo walk of fame (future phase)



Rodeo Grounds Naming Sponsorship

\$1,000,000 (1 AVAILABLE)

- Named skybox with usage rights*
- Exclusive Grounds Sponsor
- Prevalent exterior signage
- Star on rodeo walk of fame (future phase)

Rowdy/Civie Grandstand Sponsorship

\$500,000 (2 AVAILABLE)

- Named skybox with usage rights*
- Grandstanding Naming - Prevalent Signage
- Name Mentions in competitions
- Star on rodeo walk of fame (future phase)

Premium Skybox Sponsorship

\$350,000 (2 AVAILABLE)

- Named skybox with usage rights*
- Premium location over the bucking chutes
- Air Conditioned and private restrooms
- Elevator access
- Star on rodeo walk of fame (future phase)

CNR/College of Idaho Skybox Sponsorship

\$350,000 (2 AVAILABLE)

- Named skybox with usage rights*
- Named skybox with usage rights for select College of Idaho home games
- Name placement above skybox
- Star on rodeo walk of fame (future phase)

Named Skybox Sponsorship

\$250,000 (18 AVAILABLE)

- Named skybox with usage rights*
- First right of refusal for skybox usage at special events
- Name placement above skybox
- Star on rodeo walk of fame (future phase)

Timed Events Grandstand Sponsorship

\$100,000 (1 AVAILABLE)

- Grandstand Naming
- Prevalent Signage

Legacy Patron

\$25,000

- Annual comp access for 25 years plus guest
- Access to Hospitality Tent for night of entry

Large Section Sponsorship

\$50,000 (12 AVAILABLE)

- Signage on Section
- Six GA Seats per One week night and one weekend night annually for CNR

Small Section Sponsorship

\$25,000 (7 AVAILABLE)

- Signage on Section
- Four GA Seats per One week night and one weekend night annually for CNR

Usage Rights for Skyboxes

- One weeknight annually
- One weekend night annually
- Duration of 10 years
- Exclusive seating for 14 people for two CNR performances
- 28 drink tokens per performance

* Negotiable based on sponsorship