



2025

SPONSORSHIP & VENDOR INFORMATION

7.3.25 | 7.4.25 | 7.5.25

Jo Daviess County Fairgrounds (Warren, IL)

www.fieldsofgoldrodeo.com





HEY, THANKS!

We appreciate your interest in becoming a part of the Fields of Gold Rodeo, where the spirit of the West meets the heart of our community. Held over the July 4th holiday, this event is more than just a rodeo—it's a celebration of American tradition, grit, and the golden fields that have long supported our way of life.

We're not only honoring the timeless spirit of rodeo, but also paying tribute to our country, our freedoms, and the hardworking people who keep this way of life alive. Your support as a sponsor or vendor plays a vital role in making this event a success. Whether you're showcasing local goods, providing essential services, or aligning your brand with the excitement of rodeo sports, your participation helps create an unforgettable experience for fans, families, and competitors alike.

Together, we can build an event that honors our heritage, supports local businesses, and leaves a lasting impact. Thank you for your interest—we look forward to riding alongside you at Fields of Gold Rodeo!

Sincerely,

The Fields of Gold Rodeo Team (*CATO Events LLC*)

www.fieldsofgoldrodeo.com

EVENT OVERVIEW:

WHERE:

Jo Daviess Fairgrounds in Warren, Illinois

WHEN:

July 3rd, 4th, and 5th, 2025 (Thursday, Friday, Saturday).

Gates open each night at 4pm. Pre-Rodeo Party 4:00-7:30pm.

Rodeo begins at 7:30pm.

OCCUPANCY:

Up to 3,000 people each night

STOCK CONTRACTOR:

Big Hat Rodeo Co.

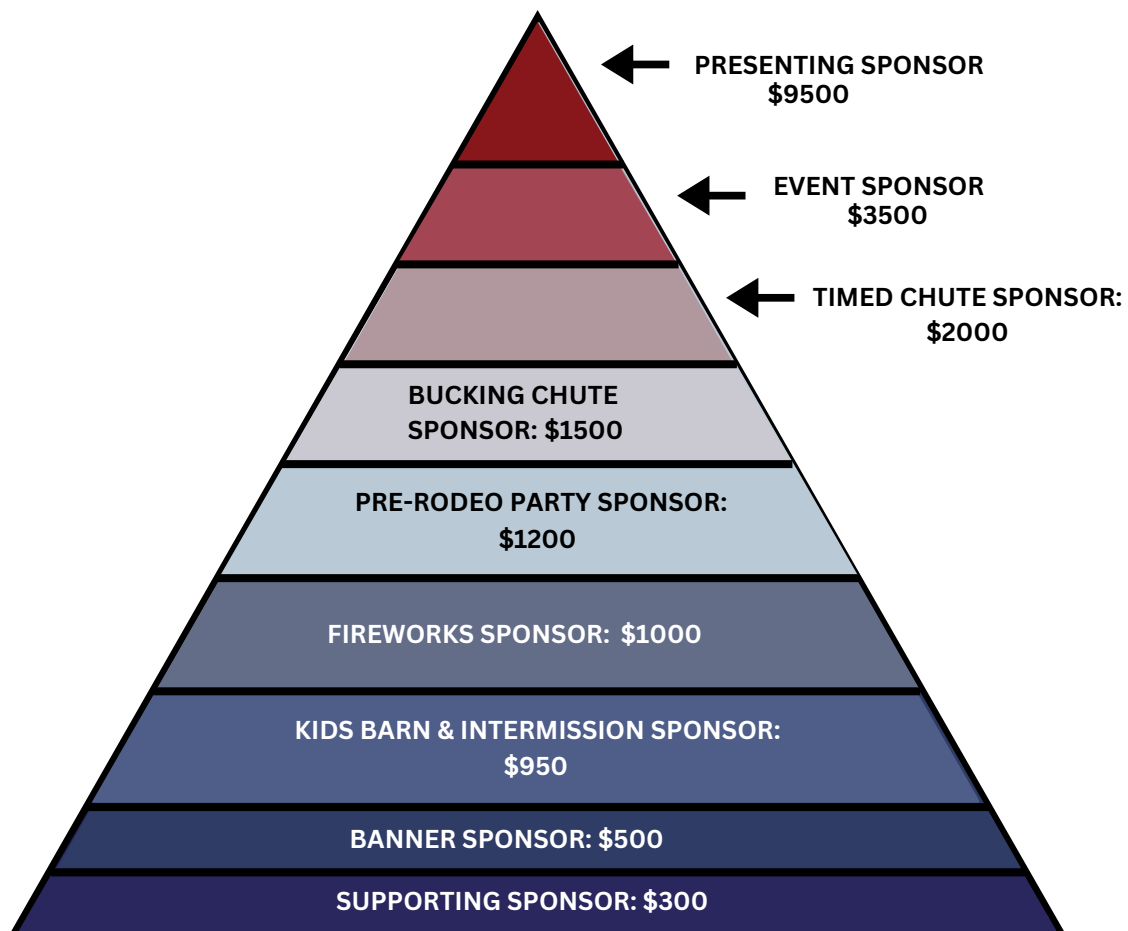


BECOME A

SPONSOR

OVERVIEW:

There are many sponsorship opportunities within the Fields of Gold Pro Rodeo event! Below, you will find an overview info-graph of the tiered pricing:



SUPPORTING SPONSOR: \$300

- Logo on photo backdrop paneling
- Company logo listed on Fields of Gold website
- Social Media announcement of company sponsorship
- Unlimited availabilities

BANNER SPONSOR: \$500

- Logo banner hung onsite (arena, grandstands, vendor area, parking area, driveway, etc)
- Logo on photo backdrop paneling
- Company logo listed on rodeo website
- Social Media announcement of company sponsorship
- Unlimited availabilities

KIDS BARN & INTERMISSION SPONSOR: \$950

- Company announcement and blurb for Intermission
- 4 VIP tickets (VIP parking, seating, fast pass to the beer garden)
- Logo banner hung onsite (arena, grandstands, vendor area, parking area, driveway, etc)
- Logo on photo backdrop paneling
- Company logo listed on rodeo website
- Social Media announcement of company sponsorship
- Unlimited availabilities

FIREWORKS SPONSOR: \$1000

- Announcer to highlight your company with your blurb as part of introduction to the fireworks display
- 4 VIP tickets (VIP parking, seating, fast pass to the beer garden)
- Logo banner hung onsite (arena, grandstands, vendor area, parking area, driveway, etc)
- Logo on photo backdrop paneling
- Company logo listed on rodeo website
- Social Media announcement of company sponsorship
- Limited to just 6 availabilities

PRE-RODEO PARTY SPONSOR: \$1200

- Company announcement and blurb throughout the rodeo for people to get their refreshments at the beer garden
- 4 VIP tickets (VIP parking, seating, fast pass to the beer garden)
- Logo banner hung onsite (arena, grandstands, vendor area, parking area, driveway, etc)
- Logo on photo backdrop paneling
- Company logo listed on rodeo website
- Social Media announcement of company sponsorship
- Unlimited availabilities





BUCKING CHUTE SPONSOR: \$1500

- Large banner on one of only 6 chutes (these are the extremely popular bucking broncos and bulls chutes)
- Announcer will draw attention to specific chute delivering the action by naming sponsor's banner on chute gate
- 6 VIP tickets (VIP parking, seating, fast pass to the beer garden)
- Logo on photo backdrop paneling
- Company logo listed on rodeo website
- Social Media announcement of company sponsorship
- Limited to just 6 availabilities

TIMED CHUTE SPONSOR: \$2000

- Large banner on one of only 2 chutes (4 popular events run out of these 2 chutes)
- Announcer will draw attention to specific chute delivering the action by naming sponsor's banner on chute gate
- 6 VIP tickets (VIP parking, seating, fast pass to the beer garden)
- Logo on photo backdrop paneling
- Company logo listed on rodeo website
- Social Media announcement of company sponsorship
- Limited to just 2 availabilities

EVENT SPONSOR: **\$3500**

- Choice of event (first come, first served). Available choices: Tie down roping, girls breakaway roping, steer wrestling, saddle bronc riding, team roping, cowgirls barrel racing, bull riding, bareback bronc riding.
- Large logo banner hung onsite (arena, grandstands, vendor area, parking area, driveway, etc)
- Event flag with your logo on it to be paraded around the arena by horseback at the start of your event
- Announcer to highlight your company with your blurb as part of introduction to your chosen event
- 8 VIP tickets (VIP parking, seating, fast pass to the beer garden)
- Large logo on photo backdrop paneling
- Company logo featured on rodeo website
- Social Media announcement of company sponsorship
- Continued social media posting/advertising
- Limited to just 8 availabilities

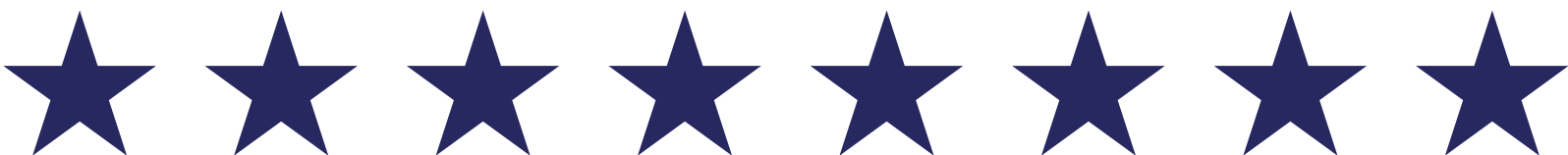


PRESENTING SPONSOR: **\$9500**

- Receive company recognition on ALL promotional materials for this rodeo event. This includes, but is not limited to posters, videos, website, social media, print media, and radio.
- 4 banners with company logo will be hung onsite (arena, grandstands, vendor area, parking area, driveway, etc)
- Company flag with your logo on it to be paraded around the arena by horseback at the start of every event
- Announcer to highlight your company with your blurb as part of introduction to the rodeo
- 20 VIP tickets (VIP parking, seating, fast pass to the beer garden)
- Large logo on photo backdrop paneling
- Company logo featured on rodeo website
- Social Media announcement of company sponsorship
- Continued social media posting/advertising

NEXT STEPS:

Thank you for taking the time to read through our sponsorship options. We hope you've found something you'd like to get your brand on! If so, please fill out a sponsorship application form on our website. If you have any questions about the sponsorship opportunities, don't hesitate to reach out to us!



BECOME A

VENDOR

OVERVIEW:

Our goal is to offer a selection of local food and drink vendors, as well as shopping opportunities and activities for rodeo attendees. We picture an interactive, memorable, and profitable experience for all involved!

AVAILABLE SPACES:

- Food truck/mobile shop/vehicle space
- 10x10 outdoor space (you provide gazebo/tent if desired)
- Under the grandstand: 16x16, 16x8, 8x16

(Measurements are approximate, you can select your preferred space on your application, however your choice is not guaranteed. All spaces cost the same.)

RATES:

All spaces cost the same, a special **introductory rate** of just \$200 for all three nights! If you secure your space with the introductory rate, you will also become a preferred vendor for next year with exclusive pricing and priority choice of space!

After **April 1, 2025**, rates will increase to \$300 for all three nights. All confirmed vendors will receive a promotional post on social media from Fields of Gold Rodeo!

FOOD TRUCK/MOBILE SHOP/VEHICLE SPACE

- Several spaces available
- Generators allowed
- Located on grass



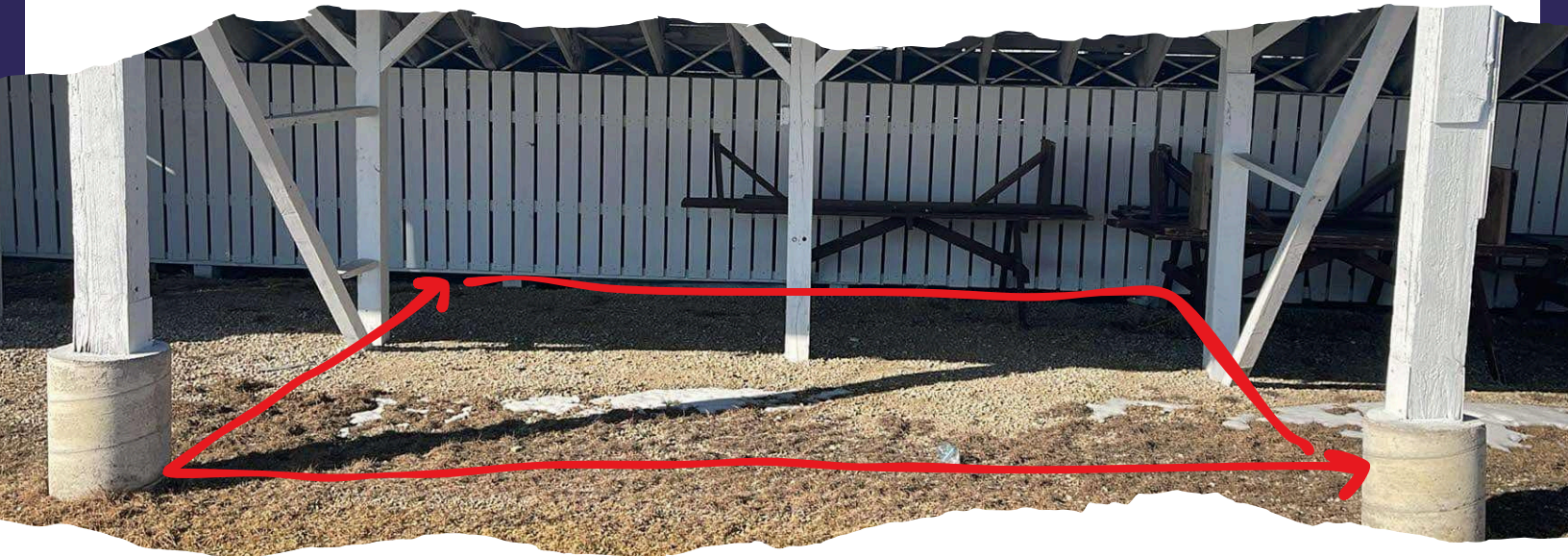
10x10 OUTDOOR SPACE

- Several spaces available
- Generators allowed
- Located on grass
- Uncovered: you provide a gazebo/tent



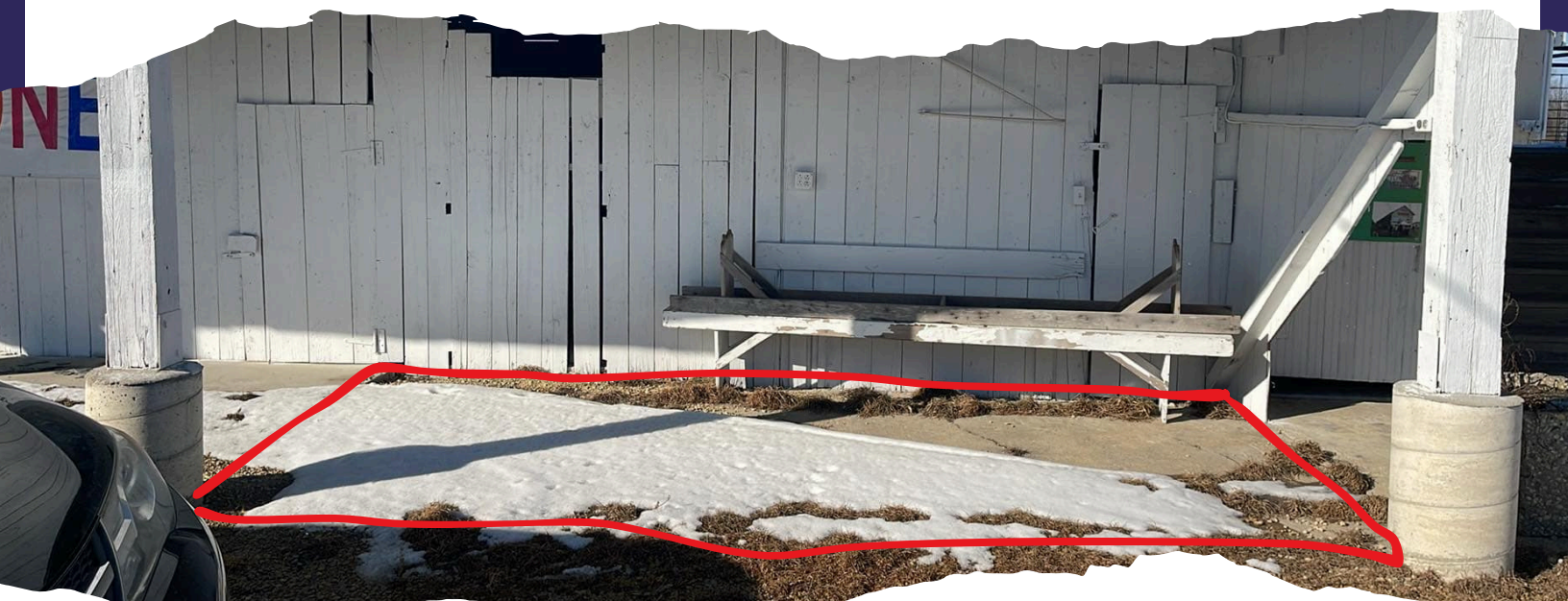
GRANDSTAND: 16x16

- Several spaces available
- Generators **not** allowed
- 8'+ headroom



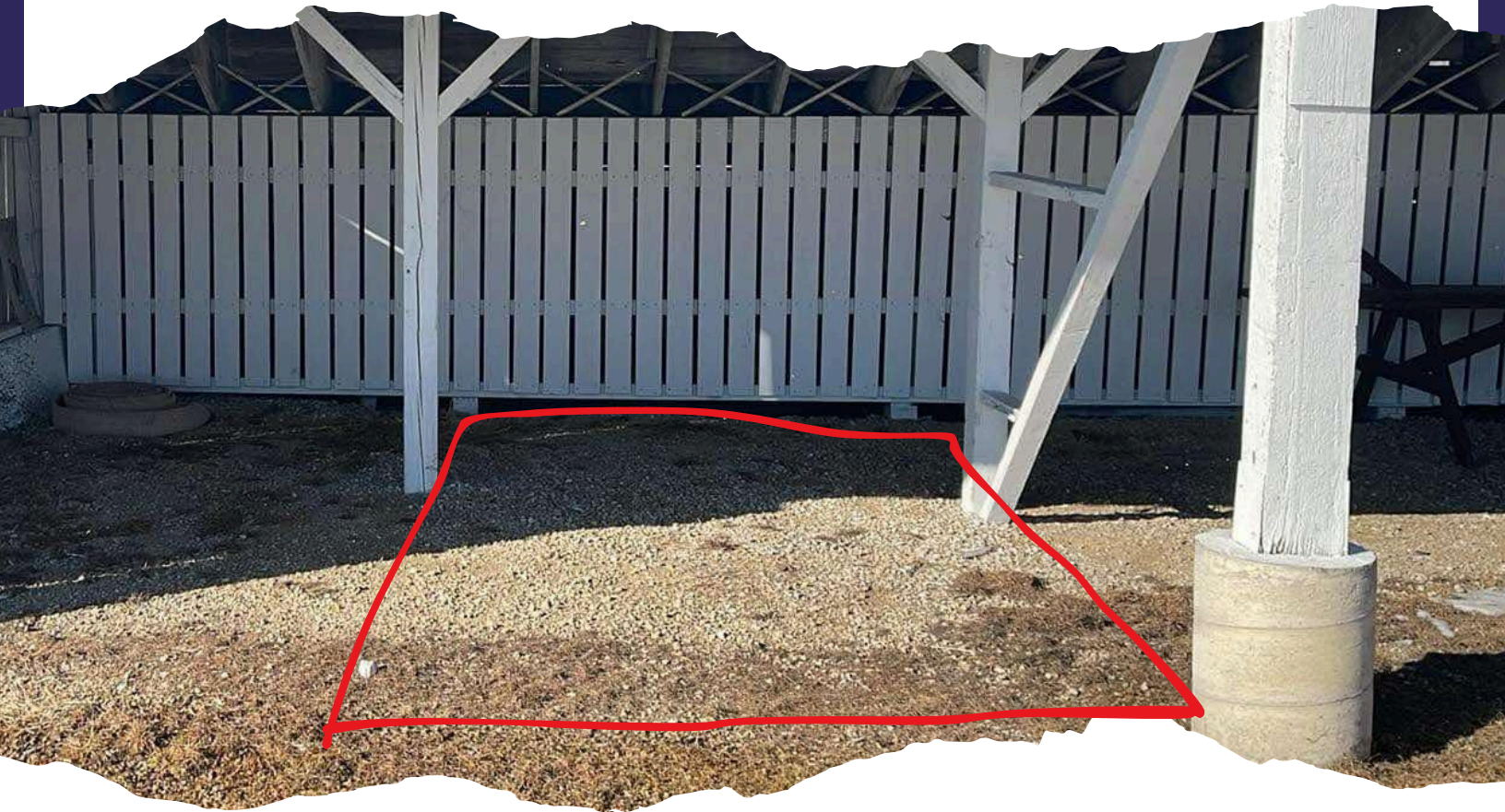
GRANDSTAND: 16Wx8D

- Only 2 spaces available!
- Generators **not** allowed
- 8'+ headroom



GRANDSTAND: 8Wx16D

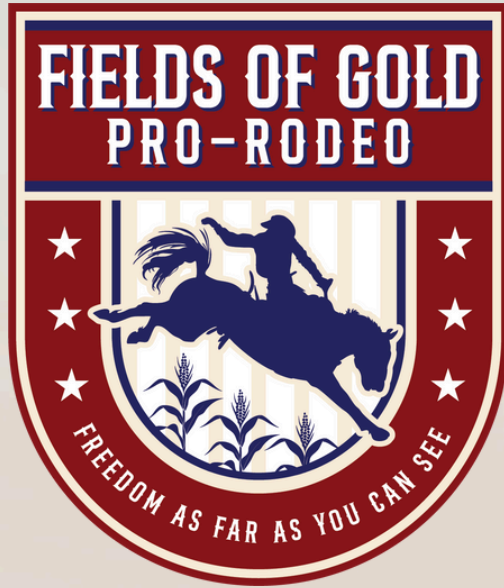
- Several spaces available
- Generators **not** allowed
- 8'+ headroom



NEXT STEPS:

Thank you for your interest in being a vendor. We'd love to have you! Please fill out a vendor application form on our website. If you have any questions about the vendor spaces or agreement, don't hesitate to reach out to us!





CATO Events LLC | 815-281-3145 | info@fieldsofgoldrodeo.com

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