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# Partner with Tradition and Thrills: Your Exclusive Sponsorship Opportunity with Broken Arrow Round-Up Club and Rooster Days Rodeo!

Get ready to saddle up for an unforgettable adventure as we invite you to join hands with the iconic Broken Arrow Round-Up Club and Rooster Days Rodeo! This is your chance to align your brand with a rich legacy of Western heritage, heart-pounding excitement, and community spirit that has spanned generations.

**About Broken Arrow Round-Up Club and Rooster Days Rodeo:** Since 1956, the Broken Arrow Round-Up Club and Rooster Days Rodeo has been the embodiment of Western tradition and entertainment. Our roots run deep, celebrating the camaraderie of a tight-knit community and the adrenaline rush of rodeo action. Every year, thousands gather to experience the magic of Rooster Days Rodeo – a true showcase of skill, courage, and the cowboy way of life.

**Why Sponsor?** Aligning your brand with Broken Arrow Round-Up Club and Rooster Days Rodeo is not just a sponsorship; it's an opportunity to become a part of history. By partnering with us, you gain access to:

- **Unrivaled Exposure:** Put your brand in the spotlight with a diverse audience that spans across all age groups. From families to rodeo enthusiasts, your message will reach a captivated audience.
- **Community Engagement:** Show your commitment to the community by supporting an event that brings families, friends, and neighbors together. Your brand will be associated with fostering a sense of belonging and togetherness.
- **Brand Visibility:** Enjoy extensive pre-event, during-event, and post-event promotion. Your logo will be prominently displayed on banners, promotional materials, and even the rodeo arena.
- **Digital Dominance:** Benefit from our strong online presence. Your brand logo will be featured on our official website and social media platforms.
- **Networking Opportunities:** Engage with influential figures, local dignitaries, and business leaders at events. Forge valuable connections that extend beyond the rodeo arena.

**Join Us!** Now is the time to secure your place as a valued partner of Broken Arrow Round-Up Club and Rooster Days Rodeo. Let's come together to celebrate the past, embrace the present, and build an even brighter future.

For inquiries and to explore sponsorship levels, contact us at [Mybrokenarrowruc@gmail.com](mailto:Mybrokenarrowruc@gmail.com) / [lonetta.baruc@gmail.com](mailto:lonetta.baruc@gmail.com) / (Nettie Murray 918-863-9825) (Dennis Murray 918-934-7131) (Brandon Wren 918-519-5729)

Don't miss this opportunity to be a part of a legendary event that unites tradition, excitement, and community like never before. Saddle up for success with us today!

# Experience Excellence at Our Premier Facility

Nestled on 46 expansive acres, our facility is just a ¼ mile south of Hwy 51 on Oneta Rd (241st E Ave.). Our dedication to providing a top-tier experience is showcased through our meticulously maintained BARUC arena, ensuring an environment of professionalism, safety, and fairness for all contestants.

**Unrivaled Spectator Experience:** With ample parking and grandstand seating, spectators are treated to exceptional comfort and enjoyment. Our commitment to creating a remarkable atmosphere ensures that every event is met with excitement and anticipation.

**A Testament to Quality:** We take immense pride in the accolades we've earned. Notably, our 2011 Rodeo was bestowed with ACRA (American Cowboys Rodeo Association) New Rodeo of the Year award, reaffirming our dedication to excellence within the rodeo community. Subsequent years saw us being recognized as the Division II Rodeo of the Year in 2012, 2013, 2014, 2016, 2017, and 2021, solidifying our enduring commitment to maintaining the highest standards. We are sanctioned by both IPRA (International Professional Rodeo Association) and ACRA. This dual distinction underscores our unwavering dedication to upholding the values of the rodeo sport and ensures an exceptional level of competition that garners respect and admiration.

**Maximize Your Investment:** As esteemed sponsors, we recognize the importance of delivering value. Rest assured, your investment in sponsorship is meticulously utilized to present a truly quality entertainment value. Our track record, combined with our commitment to continuous improvement, serves as a testament to our ability to make every dollar count, magnifying your advertising budget's impact.

Join us in our pursuit of excellence and discover how partnering with our esteemed facility will elevate your brand in an environment synonymous with prestige and excitement. Your journey towards unparalleled value begins here.

**Target Audience Insights:** Our event draws a diverse and family-oriented audience hailing from various walks of life and spanning all age groups. With an average attendance of approximately 2,500 spectators and 300 participants annually, our gathering attracts a dynamic cross-section of individuals. Our participant base predominantly comprises of middle to upper-working-class prospects with a strong affinity for equine athletics and related events. A significant portion of our participants also share an affinity for the farm and ranch lifestyle.

**Maximizing Brand Visibility:** Your brand's prominence is assured through strategic exposure initiatives. Your business information and logo will receive prominent placement on respected rodeo and equine event platforms, as well as on community calendars. To extend the reach, we will feature the rodeo results on both the BARUC's official website and the rodeo's dedicated Facebook page.

**Customized On-Grounds Exposure:** Collaboration with your marketing department is paramount to ensure seamless "on-grounds exposure" for your branding elements, signage, banners, and products. We're committed to tailoring this visibility to align precisely with your brand's identity.



**Acknowledgment and Promotional Opportunities:** During the event, your brand will be showcased through 25 announcements each night. These announcements will include special mentions of any exclusive offers, promotions, or sales you wish to spotlight. This strategic approach ensures that your brand's unique offerings resonate effectively with our engaged audience.

**Showcasing Your Identity:** We wholeheartedly encourage you to provide banners, signs, sample products, or flyers that aptly capture your brand's essence. Rest assured, we're dedicated to optimizing the display of your materials, prioritizing your products or services for primary exposure.

Our commitment to elevating your brand's visibility and resonance within our community is unwavering. By leveraging our diverse audience and comprehensive exposure channels, we're prepared to create a synergy that maximizes the impact of your sponsorship investment.



# Events at Broken Arrow Round-Up Club

## Playdays

Experience the thrill of Playdays, an integral part of our equestrian calendar, hosted at the Broken Arrow Round-Up Club. These exciting events are designed to showcase the finesse and agility of both riders and their equine partners. Our annual schedule features eight Playdays, providing ample opportunities for riders of all skill levels to test their horsemanship abilities.



During these spirited gatherings, participants engage in a variety of exhilarating activities. Barrel racing challenges riders to navigate a course with precision, testing their speed and control. The art of pole bending demands skillful coordination as horse and rider weave through a series of poles in a race against the clock. The flag race, another highlight, showcases dexterity and quick thinking as riders dash to retrieve flags from designated barrels.

Our Playdays offer an exciting platform for riders to showcase their talents and forge connections within our vibrant equestrian community. Whether you're a seasoned competitor or a newcomer to the arena, these events promise moments of excitement and accomplishment as participants and spectators alike come together.

## Mounted Shooting

Prepare to be captivated by the electrifying spectacle of cowboy mounted shooting. This unique and exhilarating event combines the elegance of horsemanship with the precision of marksmanship, creating an unforgettable display of skill and excitement.



Mounted shooting competitions at our club provide a showcase of speed, accuracy, and coordination as riders navigate a course while engaging targets with blank ammunition. The melding of horsemanship and shooting prowess is a sight to behold, as participants race through the course, seamlessly maneuvering their horses while expertly firing at targets. This thrilling spectacle not only demonstrates the incredible partnership between rider and horse but also highlights the dedication and training required to master this challenging discipline.

## Lazy B-T Mini Bucker's Mini Bullriding Tour

The Lazy B-T Mini Bucker's Mini Bullriding Tour is an exciting event that features young and talented bull riders, showcasing their skills in mini bull riding competitions. This tour offers a thrilling experience as these aspiring riders face off against tough mini bulls, providing adrenaline-pumping entertainment for the audience. It's a chance to witness the next generation of bull riding talent in a dynamic and fun filled atmosphere at the Broken Arrow Round-Up Club.







## Broken Arrow Police Department's Mounted Patrol Unit

The Broken Arrow Police Department's Mounted Patrol Unit is a specialized team of officers who work alongside horses to enhance community safety and engagement. These skilled officers and their equine partners are a visible presence at events, parks, and neighborhoods, fostering positive interactions between law enforcement and the public. The Mounted Patrol Unit combines traditional policing with the unique advantage of height and visibility that horses provide, making them effective in crowd management, searches, and community outreach. This unit symbolizes the department's commitment to innovative and approachable law enforcement, strengthening the bond between officers and the community they serve.

The partnership between Broken Arrow's Mounted Patrol Unit and the Broken Arrow Round-Up Club brings together law enforcement and community events in a powerful way. Mounted officers from the police department join forces with BARUC's activities, such as rodeos and equestrian events. This collaboration enhances safety and security at these gatherings while allowing officers to engage with the public in a positive and approachable manner. The horses and officers create a visible and friendly atmosphere, fostering a strong sense of community and demonstrating the unity between law enforcement and local events in Broken Arrow.



The Broken Arrow Round-Up Club deeply values and appreciates the partnership with the Broken Arrow Police Department's Mounted Patrol Unit. We are grateful for their dedication and commitment to ensuring our events are enjoyable, secure, and memorable for everyone involved.

Sponsorship Opportunity	Major Sponsor	Titanium Sponsor	Platinum Sponsor	Diamond Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Copper Sponsor	Minor Sponsor
	\$20,000	\$10,000	\$5,000	\$2,500	\$1,500	\$750	\$500	\$250	\$50
Company sign posted at entrance gates. Overhead full print width of gate.	X								
Club buys plaque for your business	X	X							
Signage Position A Front side displayed year-round for all events	X	X	X						
Your Company's logo printed on all advance rodeo advertising	X	X	X	X	X	X			
Banners provided by your Company will be carried in the Rooster Days Parade	X	X	X	X	X				
Flags provided by your Company will be carried in the Grand Entry of the Rodeo	X	X	X	X	X				
Coupon discount/specials with company link listed on rodeo and club Facebook page & club website	X	X	X	X	X				
Complimentary event tickets based on sponsorship	X	X	X	X	X	X			
Posters and flyers displaying your Company	X	X	X	X	X				
Your Company's logo will be shown as a sponsor on our website	X	X	X	X	X	X	X	X	X
Vendor booth to display your Company's products and services	X	X	X	X	X	X	X		
Company name recognition during the rodeo by the announcer for your support of the event	X	X	X	X	X	X	X	X	
Announcement of company sponsor of rodeo event & sponsor of buckle for event	X	X	X	X	X				
Arena Sign 2 x 88 displayed the entire season position B				X			X		
Arena Sign 2 x 7 displayed the entire season Position C or D	X	X	X		X			X	
Mutton Busting any added money and buckle sponsor for the kid								X	

Bareback, Saddle Bronc, Bull Riding, Steer Wrestling, Calf Roping, Breakaway Roping, Team Roping Header & Heeler (added money times 2 + 2 buckles), Barrel Racing.

Advertising Sign Placement Key: Positions: "A" = Announcer Stand, "B" = Bucking Chute, "C" = Front of Grand Stand, "D" = Concession Stand.

Broken Arrow Round Up Club

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#### Examples of Contestant Event Awards

