



# Golden Spike Rodeo

## August 21, 22, 23, 24 of 2024

### *PRCA 2024 Playoff Series Rodeo*

May 13, 2024

Dear Golden Spike Rodeo sponsors;

We hope that all of you are ready to enjoy a great fair and rodeo. Last year's Thursday, Friday and Saturday nights were all sold out and with the change to a 4-night rodeo we anticipate sold out crowds each night of the rodeo and hope to see many of you there. We feel that as we all come together in this great county tradition this will be a year that we will never forget. So, let's get ready to rodeo!

The Golden Spike Rodeo in conjunction with the Box Elder County Fair is soon approaching for the entire county to enjoy on August 21, 22, 23, and 24! UPDATE: as of 2024 the Golden Spike Rodeo has become a 4-night PRCA Rodeo! We are one of the top 50 rodeos in the PRCA this year which makes us a PRCA Playoff Series stop which will draw more of the top PRCA and WPRA as well as Wilderness Circuit cowboys and cowgirls. We also will be featured on the Cowboy Channel as in years past. Because of our exposure to the Playoff Series and the Cowboy Channel instead of your advertising being seen by 22 to 24 thousand fans in the stand, your advertising will be exposed to thousands of other people on the Cowboy Channel as well as the Cowboy Channel app. LEGACY PRO RODEO will be our stock contractor. With our change to a full event 4-night rodeo, you will notice an increase in sponsorship pricing.

We are happy to have our announcer, Wayne Brooks, back with us this year; he has become the voice of the Golden Spike Rodeo. Also, Scott Walton, Walton Scoreboards; Andrew Jones, Backslash Media Inc., will be with us again, along with Derrold Yost with Atkins Sound, World Class Bullfighters; Joe Butler and others, great pick-up men; Ty Reeder, Tate Shepherd and Jeremy Clark, and our own barrel man; Randee Munns, and Emily Hilton and Amanda Dilworth are our photographers.

We, as the Rodeo Committee, are excited to celebrate the 99<sup>th</sup> anniversary of the Box Elder County Fair & Golden Spike Rodeo. It's hard to believe we are almost 100 years old. We are going to need your help and support in preparing to make it a big one! We are happy to offer you the opportunity to support our county by continuing or becoming a sponsor and by providing you an outlet to advertise throughout northern Utah. Please look over and consider one or more of the following. We would hope to have all of you in the same places as last year and will give preference to those who sponsored events last year. We feel a great deal of loyalty to those who have been with us for so long and hope you will be able to continue going forward. We are continually looking for opportunities to expand our advertising base. We are grateful for the more than 150 advertisers who help make the rodeo a reality. Thank you and remember that we are just a phone call away if you have questions.

**LED Video Display**--Those who have sponsored the **EVENTS** on the LED Video Screen in the past as well as those sponsoring **Bucking Chute Gates, Specialty Acts, Announcer Stand, Roping Chute**, etc. will have a letter enclosed with your past sponsorship. Occasionally one of these spots becomes available. If you are interested, please contact one of the committee.

**Above the Chute Banner**—your price is \$1,000.00. To sponsor this above the chute banner, provide us with a **4 foot by 8 foot** banner to be hung above the chute throughout the entire four nights of the rodeo. For this contribution you will receive two rodeo tickets each night (Wednesday thru Saturday). You will also have your name printed on each day sheet program. Those who had Above the Chute Banners last year will have the first option to have it again. **\*We have some concerns regarding the banners Above the Chute that are not the correct size. PLEASE make sure your Above the Chute banner is 4' X 8'. We will not hang a banner Above the Chute that is not the correct size. Those banners not 4' X 8' will be hung elsewhere. If you have questions concerning the size of your existing banner in storage, give us a call!**

**LED Logo Display Board---your price is \$400.00.** The LED Logo Display board is a rolling logo board that will roll from 7:00 p.m. to the end of the rodeo all 4 nights with each logo being shown a few seconds and being repeated every few minutes. This is another great way for you to advertise.

**Arena Wall Banner Sponsor—your price is \$600.00.** To sponsor this wall banner, provide us with a 4 foot by 8 foot banner (this does not mean a 5 foot by 10 foot banner or a 3 foot by 7 foot banner) to be hung on the arena walls throughout the entire four nights of the rodeo. Please check your banner size with Jan Rhodes and make adjustments if necessary. We are trying to have as much uniformity as possible. You will have your name printed on each day sheet program.

**Arena Banner Sponsor-(Top of the Bleachers)—your price is \$300.00.** To sponsor this, provide us with a banner measuring 22 inches by 8 feet to be hung throughout the four nights of the rodeo. You will also have your name printed on each day sheet program.

We do have additional opportunities available for advertising and if you are interested, please contact a committee member. Some of these would include advertising spots on the LED Video Display, Contestant Hospitality Tent, etc.

With your support the Golden Spike Rodeo committee can continue to offer a great rodeo with the best stock contractor and specialty acts. These sponsors will be on a **first come first serve basis**. A phone call to one of the committee members will lock in your spot.

**Banner notification and payment DEADLINE is Aug 2, 2024.**  
**Banners need to be at the fairgrounds by August 2, 2024.**

**Important notice for those who receive ticket packets for sponsorship: Tickets go on sale on Thursday, July 25<sup>th</sup> at 9 a.m. We do not send you an actual ticket, we send you a voucher to get your tickets online or at the courthouse. In order for you to have the opportunity to get the seats you want, we need your commitment and payment by July 19<sup>th</sup> so that we can send you your vouchers! If we don't receive your money by July 19th, you will still receive your vouchers but you will have to choose from available seats at that time. REMEMBER, you need to redeem the voucher online or at the courthouse. You need to redeem the vouchers as soon as possible on or after July 25<sup>th</sup>.**

**The voucher is NOT a ticket.**

**Please mail payment to:**

**Brent Rose  
P.O. Box 807  
Park Valley, UT 84329**

**OR to the**

**Box Elder County Office  
01 Main Street  
Brigham City, Utah 84302  
Attn: Marla Young**

**PLEASE MAKE CHECKS PAYABLE TO: BOX ELDER COUNTY**

Or Contact Marla Young at the County office to pay with a credit card. Her phone number is: 435.734.3355

Sincerely,

Golden Spike Rodeo Committee –  
Brent Rose 435.279.3284  
Denny Allred 435.279.4396  
Jay Carter 435.452.1492  
J.D. Wilde 435.720.2301

Find us on Facebook or go to [www.goldenspikeroдео.com](http://www.goldenspikeroдео.com)

**A blank INVOICE is enclosed**