



SAN LUIS OBISPO COUNTY

SHERIFF'S
RODEO



2026 SPONSOR PACKAGES

MAY 7 - 9, 2026

PASO ROBLES EVENT CENTER

PRESENTED BY THE
SHERIFF'S RODEO FOUNDATION

~ Chad Nicholson ~

The Sheriff's Rodeo Foundation is proud to announce the 5th Annual Sheriff's Rodeo on May 8th & 9th, 2026, at the Paso Robles Event Center. We are honored to once again celebrate first responders, the sport of rodeo, the western way of life, and the strong sense of community that brings us all together.

The 2025 event was our most successful year yet. Our Friday Night Kickoff Concert featuring Easton Corbin drew thousands of fans, energizing the entire weekend. On Saturday night, we continued that momentum and sold out the Sheriff's Rodeo, welcoming between 8,000–9,000 fans who packed the arena to cheer on top rodeo athletes from across the country.

This year, we are excited to introduce a major new attraction: the Sheriff's Rodeo Marketplace. For the first time, we will feature two commercial buildings filled with western retail vendors, offering guests an expanded and vibrant shopping experience throughout the weekend.

As always, these events simply aren't possible without the support of our incredible sponsors. An excellent opportunity exists to place your name or business front and center in the middle of all the rodeo action.

We offer a variety of sponsorship levels to showcase and promote your business to thousands of attendees and the broader community.

All proceeds from the Sheriff's Rodeo benefit the Sheriff's Rodeo Foundation, which provides funding for equipment and training to first responders and frontline workers in San Luis Obispo County.

Thank you for your consideration in sponsoring the 2026 Sheriff's Rodeo. We look forward to partnering with you again and making this year's event our most memorable and impactful yet.

Sincerely,
Chad Nicholson
President, Sheriff's Rodeo Foundation



Premier Sponsor

\$10,000



- Four Sheriff's Skybox tickets and one VIP parking pass
- One SLO Sheriff's Rodeo Gold Buckle
- One Sheriff's Rodeo Rtic Cooler
- One SLO Sheriff's Rodeo jacket
- Custom Sheriff's Rodeo Plaque
- Full-page ad in the SLO Sheriff's Rodeo program
- 4'x 8' arena banner
- Flag carried and displayed during the rodeo
- Social media and website promotion on all SLO Sheriff's Rodeo sites and publications
- Recognition by announcer during rodeo performance
- One vendor space

Gold Buckle Sponsor \$5,000



- **Four Sheriff's Skybox tickets with one VIP parking pass**
- **One SLO Sheriff's Rodeo Gold Buckle**
- **Custom Sheriff's Rodeo Plaque**
- **Full-page ad in the SLO Sheriff's Rodeo Program**
- **4'x 8' arena banner**
- **Flag carried and displayed during the rodeo**
- **Social media and website promotion on all SLO Sheriff's Rodeo sites and publications**
- **Recognition by announcer during rodeo performance**
- **One vendor space**

Silver Spur Sponsor

\$3,000



- **Two Sheriff's Skybox tickets with one VIP parking pass**
- **Half-page ad in the SLO Sheriff's Rodeo program**
- **4'x 8' arena banner**
- **One pair engraved Sheriff's Rodeo Silver Spurs**
- **Social media and website promotion on all SLO Sheriff's Rodeo sites and publications**
- **Recognition by announcer during rodeo performance**
- **One vendor space**

Executive Sponsor

\$2,000.00



- **Two Sheriff's Skybox tickets with one VIP parking pass**
- **Half-page ad in the SLO Sheriff's Rodeo program**
- **4'x 8' arena banner**
- **Sheriff's Rodeo briefcase/computer bag**
- **Social media and website promotion on all SLO Sheriff's Rodeo sites and publications**
- **Recognition by announcer during rodeo performance**
- **One vendor space**

Event Sponsor

\$2,000



Title sponsor of a specific rodeo event

Barrel Racing

Jr. Team Roping

Team Sorting

Breakaway Roping

Double Mugging

10 Team Roping

Open Team Roping

Sort & Rope

Bull Riding

Mutton Bustin

- **Two Sheriff's Skybox tickets with one VIP parking pass**
- **Half-page ad in the SLO Sheriff's Rodeo program on corresponding event page**
- **4'x 8' arena banner**
- **Flag carried and displayed during rodeo**
- **Social media and website promotion on all SLO Sheriff's Rodeo sites and publications**
- **Recognition by announcer during rodeo performance**
- **One vendor space**

Bucking Chute Sponsor \$2,000



- Two Sheriff's Skybox tickets with one VIP parking pass
- Half-page ad in SLO Sheriff's Rodeo program
- 4' x 8' arena banner on bucking chute
- Social media and website promotion on all SLO Sheriff's Rodeo sites and publications
- Recognition by announcer during rodeo performance
- One vendor space

All Around Cowboy & Cowgirl Awards

\$1,500



- Two Sheriff's Skybox tickets with one parking pass
- Custom Sheriff's Rodeo Plaque
- Half-page ad in the SLO Sheriff's Rodeo program
- 4' x 8' Arena banner
- Social media and website promotion on all SLO Sheriff's Rodeo sites and publications
- Recognition by announcer during rodeo performance
- One vendor space

2026

SLO Sheriff's Rodeo

Queen Sponsor

\$1,500



- Two Sheriff's Skybox tickets with one parking pass
- Custom Sheriff's Rodeo Plaque
- Half-page ad in the SLO Sheriff's Rodeo program
- 4' x 8' Arena banner
- Social media and website promotion on all SLO Sheriff's Rodeo sites and publications
- Recognition by announcer during rodeo performance
- One vendor space

FLAG GIRL SPONSORSHIP

\$1,500



- Two Sheriff's Skybox tickets with one parking pass
- Custom Sheriff's Rodeo Plaque
- Half-page ad in the SLO Sheriff's Rodeo program
- 4' x 8' Arena banner
- Social media and website promotion on all SLO Sheriff's Rodeo sites and publications
- Recognition by announcer during rodeo performance
- Embroider your logo on all Flag Girl shirts to be worn during the rodeo and promotional events
- One vendor space

2026 SPONSOR INFORMATION PAGE

Sponsor Package : _____

Company Name : _____

Please enter your company name as you want to be referred to in our advertising and announcements.

Contact Name: _____ Telephone: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Contact Email: _____

Type of Business: _____

Please describe what type of business you engage in.

Brand(s) represented: _____

If your company sells or represents particular brands that differ from the name, please enter here: _____

If you have a motto or slogan, please enter it here: _____

Please enter additional information about your company for use by our rodeo announcer: _____

Do you have a company logo? ____ Yes ____ No

If yes, please provide as a PNG, JPG or PDF.

Your Facebook: _____

Your Instagram: _____

Do you have print advertising for use in our program? ____ Yes ____ No

If so, please provide as a JPG or PDF.

Please email this form and company logos and advertising to:

sponsor@slosheriffsrodeo.com

Please make checks payable to: Sheriff's Rodeo Foundation

Checks can be mailed to: Sheriff's Rodeo Foundation

630 Quintana Road #309

Morro Bay, CA 93442



The Sheriff's Rodeo Foundation
is a non-profit: Tax ID: #39-2399877

www.slosheriffsrodeo.com

SAN LUIS OBISPO COUNTY SHERIFF'S RODEO

SOCIAL MEDIA

CLICK THE LINKS



Why Sponsor the San Luis Obispo County Sheriff's Rodeo

SLO Sheriff's Rodeo events attract large audiences, allowing you to showcase your brand to thousands of potential customers. By aligning with our rodeo concert and event, sponsors can reach a highly specific demographic interested in the rodeo sports and related products or services.

Sponsoring our rodeo will align your brand with values such as tradition, ruggedness, and authenticity, enhancing your brand's reputation. Your Sponsorship demonstrates a commitment to our community and preserving our western cultural traditions.

2025 post rodeo report 5/27/2025

INSTAGRAM (Post rodeo PEAK PERFORMANCE last 30 days)
200,700 views

FACEBOOK post rodeo peak performance last 28 days
100,395 views 28 days

YouTube

Your channel got 5,283 views in the last 28 days



5,283 views last 28 days

Views
5.3K 
About the same as usual

Watch time (hours)
27.0 
About the same as usual

Subscribers
+17

SLO Sheriff's Rodeo Web Site

 Last 30 days  compared to previous period (Mar 29 - Apr 27, 2025)

Key stats

Site sessions
12,934  365%
8 today • 8 yesterday



Unique visitors
8,284  316%

