

# Sponsorship and Underwriting Opportunities



## Longhorn Lonestar Legend \$25,000

- Recognition on ALL produced event material, sent to over 1,000 individuals (includes Save the Date, invitation, program, e-newsletters, social media posts, BEAR's website, and event press releases)
- Opportunity to become an ARMADILLO JOCKEY for three different armadillo races that will be taking place during the event
- Sponsor Level Includes:
  - 30 individual tickets to the event (15 couples!)
  - 30 raffle tickets
  - 60 'Dillo Dollars
  - Exclusive VIP area with table service and reserved seating (for 10) for the live auction
  - Exclusive VIP valet reserved parking
- Must respond by November 1 to be included in the Save the Date -



## Boot Scootin' Big Spender \$15,000

- Recognition in all press releases, event invitation, event program, and on BEAR's website
- Opportunity to become an ARMADILLO JOCKEY for two different armadillo races that will be taking place during the event
- Sponsor Level Includes:
  - 20 individual tickets to the event (10 couples!)
  - 20 raffle tickets
  - 40 'Dillo Dollars
  - Premium reserved seating for the live auction
  - Valet parking



## Mustang Money-Maker \$10,000

- Recognition in all press releases, event invitation, event program, and on BEAR's website
- Opportunity to become an ARMADILLO JOCKEY for one armadillo race that will be taking place during the event
- Sponsor Level Includes:
  - 12 individual tickets to the event (6 couples!)
  - 12 raffle tickets
  - 24 'Dillo Dollars
  - Valet parking



## Horseshoe High-Roller \$5,000

- Recognition in all press releases, event invitation, event program, and on BEAR's website
- Sponsor Level Includes:
  - 10 individual tickets to the event (5 couples!)
  - 10 raffle tickets
  - 20 'Dillo Dollars
  - Valet parking



## Caring Cowboy \$3,000

- Recognition in event program and on BEAR's website
- Sponsor Level Includes:
  - 8 individual tickets to the event (4 couples!)
  - 8 raffle tickets
  - 16 'Dillo Dollars
  - Valet parking



## Individual Tickets



Early Bird INDIVIDUAL - \$150  
After January 1, 2019 - \$200

Early Bird COUPLE - \$300  
After January 1, 2019 - \$350

## Other Sponsorship Opportunities

Printing Sponsor \$10,000 - help us cover printing costs and get your company name on our invitation!



'Dillo Dollar Sponsor \$5,000 - give our guests something to write home (or on Facebook!) about by underwriting the famous Armadillo Palace entertainment for the evening!

Auctioneer Sponsor \$3,000 - going once, going twice, SOLD to this year's amazing Underwriter!



Valet Sponsor \$1,500 - beep beep! This opportunity is one of the most visible, as your name will be on the valet stand!

Armadillo Naming Sponsor \$1,000 - naming rights to one of the speedy 'dillos that will be racing during the event. YOUR company logo being worn by the racing champion? Too good to be true!



\*Dillo Dollars are the 'currency' of the event that can be used for entertainment (Armadillo Races, Beverage Burros, Dillo Dreams Table, and more!). Valued at \$10 a piece.