



KLAMATH RIVER
ROUNDUP
— PRCA RODEO —

June 11-13, 2027

Planning for the 2nd Annual Klamath River Roundup is underway!

Our “First Run” brought star-studded rodeo entertainment with World Champion cowboys, NFR Champions, a multitude of NFR qualifiers, & elite rough stock. The reviews from contestants, contractors, sponsors, & fans have been spectacular, with some saying all three performances were “NFR quality.” World class rodeo entertainment will be making a comeback in Klamath County & we invite you to join us as we continue this historic ride.

Who We Are

The Klamath River Roundup is organized by the Friends of the Klamath County Fairgrounds, a 501(c)3 non-profit organization whose mission is to provide funding for the Klamath County Fairgrounds. Proceeds from the Klamath River Roundup will be granted to the Klamath County Fairgrounds to help with the repairs & maintenance, improvements, & overall operations of the facility.

Why Sponsor the Klamath River Roundup?

As a sponsor, you can help support us in pursuit of our mission. Your business will have first class advertising with:

- *Coverage on the Cowboy Channel.*
- *Your business' logo on the scoreboard & in the arena.*
- *Mentions by our announcer during the performances.*
- *Listings on our website & program.*

In addition to fantastic advertising & media coverage, our **Platinum & Gold Sponsors** receive VIP tickets. Our VIP section includes:

- *Exclusive arena-side seating, placing you right by the action.*
- *A free meal from our Cowboy Hospitality tent, providing an opportunity to mingle with the contestants.*
- *VIP designated No-Host Bar.*

Quick Facts

- Our inaugural rodeo weekend drew approximately **3,000 spectators**.
- The Klamath River Roundup – PRCA Rodeo is **positioned at the crossroads of Southern OR & Northern CA providing an opportunity to reach a regional audience beyond Klamath County.**
- Our core market encompasses **Klamath, Lake, Jackson, & Josephine Counties (OR) along with Siskiyou, Modoc, & Lassen Counties (CA).**

In addition to increasing regional brand awareness, sponsoring the Klamath River Roundup is a fantastic way to support the Klamath Basin community & show pride in our Western Heritage.

For More Information

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541-310-3980

www.klamathriverroundup.org



KLAMATH RIVER ROUNDUP

— PRCA RODEO —

Sponsorship Level	Amount	VIP Access & Parking	Standard Entry	# of Tickets	30-Sec Commercial	Arena Sign	Scoreboard Logo Loop	Stage Mention	Website Listing	Program Listing
Platinum Sponsorships*										
Title Sponsor x1	\$30,000	X		6 per day	X	X	X	X	X	X
Presenting Sponsor x3	\$10,000	X		4 per day	X	X	X	X	X	X
Scoreboard Sponsors (Fri, Sat, Sun)	\$5,000	X		6 for day sponsored	X	X	X	X	X	X
Instant Replay Sponsors (Fri, Sat, Sun)	\$5,000	X		6 for day sponsored	X	X	X	X	X	X
Nightly Sponsors (Fri, Sat, Sun)	\$5,000	X		6 for day sponsored	X	X	X	X	X	X
Gold Bushwacker Sponsorships*										
Barrel Racing w/ custom barrel covers	\$4,500	X		4 for 1 day	X	X	X	X	X	X
Bareback Riding	\$4,000	X		4 for 1 day	X	X	X	X	X	X
Breakaway Roping	\$4,000	X		4 for 1 day	X	X	X	X	X	X
Bull Riding	\$4,000	X		4 for 1 day	X	X	X	X	X	X
Saddle Bronc Riding	\$4,000	X		4 for 1 day	X	X	X	X	X	X
Steer Wrestling	\$4,000	X		4 for 1 day	X	X	X	X	X	X
Team Roping x2	\$4,000	X		4 for 1 day	X	X	X	X	X	X
Tie-Down Roping	\$4,000	X		4 for 1 day	X	X	X	X	X	X
Announcer	\$4,000	X		4 for 1 day	X	X	X	X	X	X
Clown	\$4,000	X		4 for 1 day	X	X	X	X	X	X
Grand Entry	\$4,000	X		4 for 1 day	X	X	X	X	X	X
Chute Sponsors x6	\$3,000	X		4 for 1 day		Chute Sign	X	X	X	X
Silver Virgil Sponsorships*										
Arena Tractor	\$2,000		X	4 for 1 day			X	X	X	X
In Gate	\$2,000		X	4 for 1 day			X	X	X	X
Out Gate	\$2,000		X	4 for 1 day			X	X	X	X
Royalty	\$2,000		X	4 for 1 day			X	X	X	X
Bronze Dillinger Sponsorships**										
National Anthem x3	\$1,000		X	2 for 1 day				X	X	X
Saloon	\$1,000		X	2 for 1 day				X	X	X
Veterinarian	\$1,000		X	2 for 1 day				X	X	X
Rodeo Friends	\$500		X	2 for 1 day					X	X
Marketing Banner	\$250		X	2 for 1 day						X
*Sponsors must supply as outlined above: TV commercials, announcement scripts, logos for loop & website. Items must meet format specifications. Placement is at sole discretion of the Klamath County Fairgrounds & Klamath River Roundup.										
**Bronze sponsors must supply their own banner. Banners will not be in the arena.										