



LOST DUTCHMAN DAYS RODEO 2025

FEBRUARY 21ST-23RD, 2025

SPONSOR MANAGERS

**SPONSORSHIP
COORDINATOR**

Carol Handy
928-200-3956
carol@krde.com

QUEEN SPONSORSHIP
Heidi Erickson
hlwoodward11@gmail.com

Dave Coker
480-310-0454
david.coker454@gmail.com



ABOUT Us

Who are we?

Lost Dutchman Days is everything a small town rodeo should be, except we make a **HUGE** impact. Our event is a partnership produced event, dedicated to raising funds for several local youth serving organizations.

The rodeo production itself is put on by Superstition Mountain Promotional Corporation and the AJ Mounted Rangers.

The parade and carnival is organized by the Apache Junction Chamber of Commerce.



Who benefits?

- AJ Little League
- Boys and Girls Club
- AJHS Boosters
- Eagle's Club
- Superstition Rotary Club
- Local 4-H
- And so many more!
- SASI

WHY we do What we do

If you love your community and want to be involved with one of the largest events in the East Valley, then join us as we continue to raise money for the kids. Because at the end of the day, that is what it's all about.

We hope you choose to be a part of the success we have had in raising money for our community by sponsoring Lost Dutchman Days. We average over \$100K in donations that goes right back to the community, every year. Your support will be appreciated by those that you call customers, friends, and most of all, the kids we help in so many ways.

If you have any questions along the way, please reach out so we can make this a great experience for you and your business.

SPONSOR GUIDE

HOWDY PARTNER, START HERE!

Maximum Visibility Packages

- **Title Sponsor: \$12K (1 Available)**
 - This package has the highest guarantee of visibility. Your business name will be the Title Sponsor of Lost Dutchman Days. Get the VIP while making a difference for the children of Apache Junction. Includes the whole she-bang. VIP tickets to all events, VIP parking, premium banner space, promo flags, a behind-the-scenes experience, and more.
- **Stock Sponsor: \$7K (1 Available)**
 - This package has a high guarantee of visibility. Your business name will be the Stock Sponsor of Lost Dutchman Days. This package includes VIP tickets to all events, parking, special meet n' greet opportunities, banner space, and more.
- **Half-Time Sponsor: \$3.5K (2 Available)**
 - Be the presenting sponsor of our daily half-time entertainment. Entertainment can range from trick riders to specialty acts. Includes VIP tickets to all events, parking, special meet n' greet opportunities, banner space, and more.
- **Entertainment Stage Sponsor: \$2.5K (2 Available)**
 - "The Presenting Sponsor of Lost Dutchman Days 3-Day Entertainment". With 9 bands playing throughout the weekend, your business will have banner presence and announcements throughout the day, every day! The package includes VIP tickets to the rodeo & dance, banner presence on the entertainment stage, and more upon request.

Medium Visibility Packages

- **Rodeo Event Sponsor: \$1,500 (8 Available)**
 - One of the most popular packages is our Rodeo Event Sponsor. It is one of the eight rodeo events presented by your business. Includes parking, promo flags in performance, announcements, and more!
- **Top Chute & Roping Chute Sponsor: \$1,500**
 - Another prized location is our Top Chute & Roping Chute Sponsor for space above the bucking chutes and roping chutes. These banners stay up year-round and provide great visibility during the show. Start with the Silver Buckle Sponsor and get your name on the list for this spot!
- **Lower Chute & Roping Chute Sponsor: \$1,250**
 - Options on both the Roping Chute and Lower Bucking Chute gate (if available). The package includes tickets, parking, even announcements, and more. If you are looking for bargain visibility, this package is what you want!

Specialty Sponsorship Packages

- **Brat Party & Rodeo Dance Sponsor: \$1,750 (Unlimited)**
 - Your business name will be the presenting sponsor of the Brat Party & Rodeo Dance at the Elks Lodge. The package includes VIP tickets to the rodeo & dance, banner presence at the Brat Party & Dance, VIP parking, promo flags, media promo, a behind-the-scenes experience, and more!

SPONSOR GUIDE

LET'S FIND THE RIGHT PACKAGE FOR YOU

Specialty Sponsorship Packages Continued

- **Championship Buckle Sponsor: \$1,500 (9 Available)**
 - Be the presenting sponsor of the championship buckle for an event of our rodeo. Package includes VIP tickets, parking, exclusive opportunity to in the arena to present the buckle, and more!
- **Silver Buckle Sponsor: \$1,250 (9 Available)**
 - This package is excellent if you're waiting to get your name on one of our more popular packages. Get involved while making a difference. This package still includes VIP tickets, parking, (1) premier arena banner space, and much more!
- **Mutton Bustin' Sponsor: \$750**

Your business name will be the presenting sponsor of the Mutton Bustin'. The package includes banner presence in a high traffic area, VIP tickets to the rodeo and VIP parking.

Good Visibility Packages

- **Grocery Race Sponsor: \$750**
 - A crowd favorite on Saturday and Sunday is the Kids Grocery Race where groceries are scattered throughout the arena and we let the kids in the crowd in the arena for some fun. Your business will play a small part in the joy for those kids. Includes rodeo tickets, dance tickets, banner and announcements.
- **Banner Sponsor: \$300 (All Available)**
 - Includes banner in the arena or event space.

Exact amount of VIP tickets, parking and other deliverables to be included in your sponsorship contract. Please let your sponsor manager know which level you're interested in and we can go from there!

SPONSOR GUIDE

Title Sponsor / Investment: \$12,000

- Lost Dutchman Days Presented by “Your Business”
- Five banners promoted – 3 in the arena, 2 in general areas
- Three flag runs + announcements
- 15 General Rodeo Tickets, Dance Tickets, Lunch Tickets
- 10 Kick Off and Wrap Up Party Reservations + Dinner
- 4 VIP Parking (per availability)
- 2 Foursome Golf Teams in the Lost Dutchman Golf Tournament
- 6 Hole Sponsors for the Lost Dutchman Golf Tournament
- 2 Complimentary Vendor Booths at Event
- Complimentary Parade Entry

Stock Sponsor / Investment: \$7,000

- Lost Dutchman Days Rodeo Stock...Brought to you by “Your Business”
- Three Banners Promoted – 2 in the arena, 1 in general area
- 2 Promo Flag Runs + Announcements
- 10 General Rodeo Tickets, Dance Tickets, Lunch Tickets
- 8 Kick Off and Wrap Up Party Reservations + Dinner
- 3 VIP Parking (per availability)
- 1 Foursome Golf Team in the Lost Dutchman Golf Tournament
- 4 Hole Sponsors for the Lost Dutchman Golf Tournament
- 1 Complimentary Vendor Booth at Event
- 1 Complimentary Parade Entry

Half-Time Sponsor / Investment: \$3,500

- Lost Dutchman Days Half-Time Entertainment Brought to you by “Your Business”
- Two Banners Promoted – 1 in the arena, 1 in general area
- 2 Promo Flag Runs + Announcements
- 6 General Rodeo Tickets, Dance Tickets, Lunch Tickets
- 4 Kick Off and Wrap Up Party Reservations + Dinner
- 2 VIP Parking (per availability)
- 1 Complimentary Vendor Booth at Event
- 1 Foursome Golf Team in the Lost Dutchman Golf Tournament
- 1 Hole Sponsor for the Lost Dutchman Golf Tournament

Entertainment Sponsor(s) / Investment: \$3,500

- Lost Dutchman Days Entertainment Stage Brought to you by “Your Business”
- Two Banners Promoted – 1 in the arena, 1 in the entertainment tent
- 2 Promo Flag Runs + Announcements
- 6 General Rodeo Tickets, Dance Tickets, Lunch Tickets
- 4 Kick Off and Wrap Up Party Reservations + Dinner
- 1 Foursome Golf Team in the Lost Dutchman Golf Tournament
- 1 Hole Sponsor for the Lost Dutchman Golf Tournament
- 1 Complimentary Vendor Booth at Event
- 2 VIP Parking (per availability)

SPONSOR GUIDE

Golf Special / Investment: \$850

- Your business banner displayed in a high traffic area at the rodeo grounds
- One team reserved for the Lost Dutchman Days Golf Tournament
- One golf tournament hole sponsor

Kick-Off Dinner Sponsor(s) / Investment: \$500

- One banner promoted at event & announcement
- 2 Kick-Off Party Reservations + Dinner

Wrap-Up Dinner Sponsor(s) / Investment: \$500

- One banner promoted at event & announcement
- 2 Wrap-Up Party Reservations + Dinner



SPONSOR GUIDE

| | Title Sponsor | Stock Sponsor | Entertainment Sponsor | Royalty Sponsor | Event Sponsor | Upper Chute Sponsor | Lower Chute Sponsor | Main Gate Sponsor | Grocery Race Sponsor | Arena Banner |
|--------------------------|----------------------|----------------------|------------------------------|------------------------|----------------------|----------------------------|----------------------------|--------------------------|-----------------------------|---------------------|
| Amount | \$12,000 | \$7,000 | \$3,500 | \$2,500 | \$1,500(7) | \$1,500 (10) Sold Out | \$1,250 (4) Sold Out | \$1,250 | \$750 | \$300 |
| Banners | 3 | 2 | 2 | 2 | 1 | 1 Upper Chute | 1 Lower Chute | 1 Main Gate | 1 | 1 |
| Promo Flag Runs | 3 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | --- | --- |
| Rodeo Tickets | 15 | 6 | 6 | 6 | 4 | 4 | 2 | 2 | 2 | --- |
| Dance Tickets | 15 | 6 | 6 | 6 | 4 | 4 | 2 | 2 | 2 | --- |
| Kick Off Wrap Up Tickets | 10 | 6 | 4 | 4 | 2 | 2 | 2 | 2 | --- | --- |
| VIP Parking | 4 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | --- | --- |
| Parade Entry | 1 | 1 | --- | --- | --- | --- | --- | --- | --- | --- |
| Vendor Spot(s) | 2 | 1 | 1 | --- | --- | --- | --- | --- | --- | --- |
| Golf Team Entries | 2 TEAMS | 1 TEAM | 1 TEAM | 1 TEAM | --- | --- | --- | --- | --- | --- |
| Golf Hold Sponsor | 4 | 2 | 1 | 1 | --- | --- | --- | --- | --- | --- |

Included for all sponsors:

Company name announced at least once per day during the event (4 days). Facebook and Instagram shout outs (at least once depending on package). Company name (and logo+link depending on package) on LDD website for the whole year.

Please check our Specialty Sponsorship in Sponsor Guide

- Brat Party & Rodeo Dance Sponsor
- Championship Buckle Sponsor
- Silver Buckle Sponsor
- Mutton Bustin' Sponsor

LOST DUTCHMAN DAYS ROYALTY SPONSORSHIP OPPORTUNITIES

Premium Royalty Sponsorship | Investment: \$2500

- One banner promoted in the arena at the LDD Rodeo
- 1 flag run + announcement at the LDD Rodeo
- 4 General Rodeo Tickets, Dance Tickets, Lunch Tickets,
- 2 Kick Off and Wrap Up Party Reservations + Dinner
- 1 Foursome Golf Team in the Lost Dutchman Golf Tournament OR an extra banner spot
- 2 VIP Parking (per availability)
- 1 Hole Sponsors for the Lost Dutchman Golf Tournament
- Royalty appearance at your event or location
- Ad in Royalty Pageant Program
- Your Logo/Company name on LDD Royalty Trailer
- Facebook promo with Royalty at your location and mentions on LDD & LDD Royalty Facebook page
- Banner displayed at all LDD Royalty events, announcements, along with display of your promo items

Saddle Sponsorship | Investment: \$1,500 (0 Available)

- Your Logo on Saddle

Breast Collar Sponsorship | Investment: \$1,200 (3)

- 2 General Rodeo Tickets, Dance Tickets, Lunch Tickets,
- 2 Kick Off and Wrap Up Party Reservations + Dinner
- 1 VIP Parking (per availability)
- Banner hung at Royalty Hospitality trailer during rodeo
- Royalty appearance at your event or location
- Ad in Royalty Pageant Program
- Your Logo/Company name on LDD Royalty Trailer
- Facebook promo with Royalty at your location and mentions on LDD & LDD Royalty Facebook page
- Banner displayed at all LDD Royalty events, announcements, along with display of your promo items

Buckle Sponsorship | Investment: \$500 (5)

- Banner hung at Royalty Hospitality trailer during rodeo
- Ad in Royalty Pageant Program
- Your Logo/Company name on LDD Royalty Trailer
- Facebook promo with Royalty at your location & mentions on Royalty Facebook page
- Banner displayed at all LDD Royalty events, along with display of your promo items

LOST DUTCHMAN DAYS ROYALTY SPONSORSHIP OPPORTUNITIES

Sash Sponsorship | Investment: \$250 (5)

- Ad in Royalty Pageant Program
- Your Company name on LDD Royalty Trailer
- Facebook promo with Royalty at your location & mentions on Royalty Facebook page
- Banner displayed at all LDD Royalty events, announcements, along with display of your promo items

General Sponsorship | Investment: \$150

- Logo in Royalty Pageant Program
- Your Company name on LDD Royalty Trailer
- Shoutouts on Royalty Facebook page
- Banner displayed at all LDD Royalty events

Lost Dutchman Days Royalty Annual Events

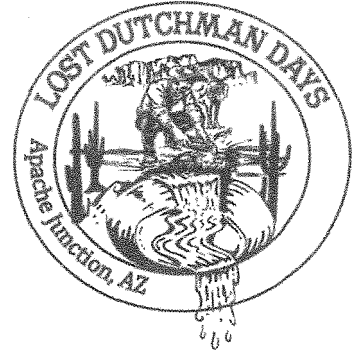
- Royalty Pageant
- Queen Fundraiser (money is raised for a charity in Apache Junction)
- Breast Cancer Fundraiser (money is raised for Breast Cancer Awareness)
- Rodeos and parades throughout Arizona
- All events associated with Lost Dutchman Days

All the money from sponsorships and the Royalty Fun Day Fundraiser go towards royalty prizes, traveling to events, cost of Royalty pageant and other expenses throughout the year.

Not only are these ladies beautiful and can ride a horse, they are great ambassadors for rodeo and our community. They spend countless hours talking with children, business leaders, city leaders and other people in the community. This is invaluable opportunity for these ladies to become great leaders in future. Your sponsorship will be a great asset for them as well as your business, and is tremendously appreciated.

For more information on these opportunities, please contact the LDD Royalty Director, Heidi Erickson at 480-603-6819 or misslostdutchmandays@yahoo.com

Sponsor Contract



Company Name:

Contact Name:

Title:

Cell Phone:

Email:

Address:

City:

State:

Zip:

Sponsor Type:

Sponsorship Amount for Rodeo:

How would you like to pay? Check _____ Invoice: _____

Sponsor Will Provide:

Banner

LDD Committee Will Provide(List if different than sponsorship package contents):

Sponsor Signature:

LDD Committee Signature:

FOR CHECKS - Please Mail to PO Box 5241 Apache Junction, Arizona 85278

Committee Use Only-----

Invoiced On:

Date Payment Received:

Type of Payment:

Check Number:

Vendor Booth Info:

Received By:

Amount Received: