

100th Rodeo

Join us for the
100th

Rowell Ranch Rodeo



May 13 – 22, 2022

Celebrating the rich agricultural heritage of history and diversity in the East Bay



History of the Rowell Ranch Rodeo

Once existing as a mere dream in the mind of a young boy from England, Harry Rowell immigrated to the United States to realize his vision and subsequently created our local treasure - the Rowell Ranch Rodeo.

We have strived to preserve the iconic image of the American West; the image of America our founder fancied, and the catalyst that ultimately prompted him to leave his native country.

Your support is critical to preserving our history for future generations, and we are honored by your loyalty. For those of you who are new to the Rowell Ranch Rodeo, we hope you have found an interest in our western heritage.

Feel free to contact us with any and all inquiries, as we always welcome the opportunity to share a piece of our Western history with you.

2022 Rowell Ranch Rodeo Event Dates

Friday, May 13th

- Chili Cook-Off - 5:00-9:00pm

Saturday, May 14th

- Rowell Ranch Rodeo Parade - 10:00am

• Saturday Night Special Event

Wednesday, May 18th

- Competitive Mixer - 4:00pm
- BBQ/Dance - 6:00pm

Thursday, May 19th

- Cowgirl Luncheon - 11:00am-2:30pm
- Local Team Roping - 5:00pm

Friday, May 20th

- Chutes and Skirts - 6:00pm
Tickets must be purchased in advance.
To purchase tickets: online at rowellranchrodeo.com or call Rowell Saddlery at 510-581-2577
- Rockin' Bull Bash Bull Riding - 7:30pm
(gates open at 6:00pm) Dance with live band to follow

Saturday and Sunday, May 21st - 22nd

- 100th Annual Rowell Ranch Rodeo (gates open at 10:00am)
- Cowboy Experience - 12:00pm-1:00pm
- BBQ/Dance with live band (Sat.) - 6:00pm

To purchase tickets visit our website at www.rowellranchrodeo.com

Saturday, May 21st - "Armed Forces Day" in support of our troops in the armed services.

Sunday, May 22nd - "Tough Enough to Wear Pink Day" in support of breast cancer awareness.

Rodeo Week is
May 13th –
May 22nd

Advertising & Banners

Banner space contact:

Brian Morrison - rrr@bamorrison.com
510-715-2586

- **Limited space!** First come first serve
- All artwork (PDF) to be provided by owner
- \$399.00 Banner (3x7)

Advertising:

Cliff Sherwood - cliff@sherwoodandco.net
510-828-1265

	Color	B & W
1/8 Page - 2 1/2 w x 2 3/8 h		\$175
1/4 Page - 3 1/2 w x 4 7/8 h	\$325	\$250
1/2 Page - 7 3/8 w x 4 7/8 h	\$400	\$300
Full Page - 7 3/8 w x 9 7/8 h	\$650	\$550

50% non-refundable upon contract submission is required, no exceptions.

Remainder due before set-up.





Rowell Ranch Rodeo Sponsorship

Sponsor Benefits	Sponsor Levels				
	Event \$500	Gate \$1,000	Major \$2,500	Title \$5,000	Premier \$10,000
Rodeo tickets for Saturday & Sunday, May 21st & 22nd	2	4	8	8	15
Parking passes for Saturday & Sunday, May 21st & 22nd	1	2	4	4	8
Banner (2'x4' - provided by sponsor) displayed in rodeo grounds	1	1	1	2	3
Dinner tickets for the Competitive Mixer BBQ, Wednesday, May 18th		4	4	8	12
Saturday, May 21st BBQ dinner tickets		4	4	8	12
10'x10' Tent provided to promote your business			1	2	2
VIP Pass to Maggie's Patio hospitality area, Saturday & Sunday, May 21st - 22nd		2	2	4	6
Cowgirl Luncheon, Thursday, May 19th Table for 8					★
Your business name mentioned in the Rowell Ranch Rodeo sponsorship section of the program		★	★	★	★
Your business name displayed periodically on the electronic scoreboard		★	★	★	★
Recognition as one of Rowell Ranch Rodeo's major sponsors throughout all Rodeo events				★	★
Your company logo (provided by sponsor) on Rowell Ranch Rodeo website	★	★	★	★	★
Arena Flag (you provide) presented during rodeo					★
Recognition as a Premier Sponsor at all Rowell Ranch Rodeo events					★
Tickets to Chutes and Skirts, Friday, May 20th					8

Benefits of Sponsorship

Rowell Ranch Rodeo provides several levels of sponsorship. At all levels, your sponsorship entitles your company a unique advertising opportunity to a large demographic audience.

Sponsorship also includes tickets to several local events. Refer to the table inside for details.

- Prominent inclusion of your company's name under the Sponsor Listing of the Rodeo Program
- Visibility of your company's name via the Digital Scoreboard and broadcast by the Rodeo Announcer during Friday, Saturday and Sunday's performance
- VIP pass to Maggie's Patio hospitality area for Gate Sponsors and above (Saturday and Sunday)
- Association of your company with a historic event that gives back to the community (Rowell Ranch Rodeo, Inc. is a non-profit organization)
- All contributions are tax deductible!

Exhibitor Information/Official Price List

Tent Space:

Theresa Dominguez – 510-861-5250 or rrrvendors@yahoo.com

50% non-refundable upon contract submission is required, no exceptions.

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- 10'x10' – \$300 (space only) \$500 if Rowell Ranch Rodeo provides tent
- 10'x20' – \$500 (space only) Provide your own tent/booth
- 10'x30' – \$575 (space only) Provide your own tent/booth

Please make checks payable to: Rowell Ranch Rodeo, Inc.
c/o 26202 Magnolia Rd.
Escalon, California 95320

Contact Information

Rowell Ranch Rodeo, Inc.

2544 Castro Valley Blvd.

Castro Valley, CA 94546

Brian Morrison: 510-715-2586 - rrr@bamorrison.com

Cliff Sherwood: cliff@sherwoodandco.net

www.rowellranchrodeo.com

501-(C)(3) Non-profit Organization

EIN: 94-2429688