



Tohono O'odham Nation Office of the Chairman & Vice Chairwoman

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Ned Norris, Jr.
Chairman

Wavalene M. Romero
Vice Chairwoman



November 29, 2011

The Tohono O'odham Nation is gearing up for the 74th Annual Tohono O'odham Nation Rodeo & Fair and we want you to be a part of the festivities!

As the longest running all-Indian rodeo in Arizona, this is the event of the year and draws thousands of people from all over to not only compete in the rodeo events, but also to be part of the famous parade, see the musical and dance performances, and snack on our traditional foods.

For the 74th Annual event, the Tohono O'odham Nation is reaching out for sponsors to partner with us to make this year the best ever. There are several sponsorship levels to choose from, as well as the option to customize a sponsorship to better serve your needs.

Please review the enclosed information and contact Lanez Valisto at (520) 383-2028 with any questions. We look forward to working with you for the 74th Annual Tohono O'odham Nation Rodeo & Fair!

Sincerely,

Ned Norris Jr.
Chairman

Wavalene M. Romero
Vice Chairwoman

74th Annual Tohono O'odham Nation Rodeo & Fair



February 2-5, 2012 | Eugene Tashquinth Sr. Livestock Complex - Sells, AZ

Rodeo & Fair Background Information

The Tohono O'odham Nation Rodeo & Fair is a 4-day event held in Sells, Arizona, the Tohono O'odham Nation's capital. It is the longest running all-Indian rodeo in Arizona and attracts thousands of visitors every year. This year marks the 74th anniversary!

Events at this year's Rodeo & Fair include:

- Daily Exhibits
- Live music and dance performances
- Pow Wow competition
- Fun Run
- Parade
- Traditional foods
- Carnival games
- Competitions

Rodeo Competition Events:

- All-Indian Rodeo
- All-Indian Junior Rodeo
- All-Indian Masters Rodeo
- Old Timers Roping
- Rodeo Slack

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Sponsorship Opportunities

Diamond Sponsor - \$10,000

Limit to two sponsors

- Complimentary parade float
- Complimentary booth at Exhibit Hall
- Logo on rodeo competitor bibs
- Logo on Rodeo & Fair t-shirts
- Sponsorship announced minimum of 20 times daily
- Company signage at event
- Logo on All-Around Trailer (awarded to All-Around Cowboy or Cowgirl)
- Logo and website link featured on Tohono O'odham Nation's website
- Full-page ad in Rodeo & Fair program
- Logo featured on Rodeo & Fair posters
- Sponsorship mentioned in all Rodeo & Fair press releases
- Sponsorship mentioned in all radio ads
- 10 VIP event and parking tickets
- Personal meeting with the Chairman and Vice Chairwoman

Gold Sponsor - \$5,000

Limit to four sponsors

- Complimentary parade float
- Complimentary booth at Exhibit Hall
- Logo on Rodeo & Fair t-shirts
- Sponsorship announced minimum of 10 times daily
- Company signage at event
- Logo and website link featured on Tohono O'odham Nation's website
- Half-page ad in Rodeo & Fair program
- Logo featured on Rodeo & Fair posters
- Sponsorship mentioned in all Rodeo & Fair press releases
- Sponsorship mentioned in all radio ads
- 5 VIP event and parking tickets
- Personal meeting with the Chairman and Vice Chairwoman

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Sponsorship Opportunities

Silver Sponsor - \$2,500

- Complimentary parade float
- Complimentary booth at Exhibit Hall
- Sponsorship announced minimum of 10 times daily
- Logo and website link featured on Tohono O'odham Nation's website
- Company signage at event
- Quarter-page ad in Rodeo & Fair program
- Sponsorship mentioned in all Rodeo & Fair press releases
- 5 VIP event and parking tickets

Bronze Sponsor - \$1,000

- Complimentary parade float
- Complimentary booth at Exhibit Hall
- Sponsorship announced minimum of 5 times daily
- Logo and website link featured on Tohono O'odham Nation's website
- Company signage at event
- Sponsorship mentioned in Rodeo & Fair program
- 5 VIP event and parking tickets

Customize your Sponsorship!

Please call us at (520) 383-2028 to discuss ways we can customize a sponsorship for your business to better fit your needs.

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Sponsorship Form

- \$10,000 Diamond Sponsor \$5,000 Gold Sponsor
 \$2,500 Silver Sponsor \$1,000 Bronze Sponsor

Company/Business: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____

Email Address: _____

Please make checks payable to:
Tohono O'odham Nation

Mail sponsorship form and
check to:
Tohono O'odham Nation
Rodeo & Fair
P.O. Box 837
Sells, AZ 85634

Thank you for supporting
the 74th Annual
Tohono O'odham Nation
Rodeo & Fair!

For questions, please contact:
Lanez Valisto
(520) 383-2028
Lanez.Valisto@tonation-nsn.gov

Please Note: The sponsorship form must be turned in by January 23, 2012 in order for your business logo to be included on printed materials.