



ADVERTISING OPPORTUNITIES

UPDATED 08.03.26

El Dorado Fairgrounds in Placerville, CA
TRADITION AT ITS FINEST

2 ACTION PACKED PERFORMANCES

Friday, Aug 28, 2026
Saturday, Aug 29, 2026



Step right up to the ultimate rodeo extravaganza!

Join over 10,000 eager fans as they gather for a thrilling family experience at our rodeo event.

Year after year, this beloved tradition captivates audiences with heart-pounding action, world-class athletes, and unforgettable entertainment.

Don't miss out on the excitement and camaraderie that make this event a highlight on every family's calendar.

Grab your cowboy hat and get ready for a day of fun and adventure at the rodeo that's been captivating audiences for generations!

BENEFITTING THE COMMUNITY

At the heart of our rodeo tradition is a deep rooted commitment to our community. Our rodeo committee is dedicated to giving back in meaningful ways. This ensures that our event not only entertains but enriches the lives of those around us. Through charitable initiatives and support for local causes, we strive to make a positive impact year-round.

Join us as we harness the spirit of giving and celebrate together at our rodeo, where every event and bull ride supports a brighter future for our community.

PROCEEDS BENEFIT 10 LOCAL CHARITIES

OUR STORY, OUR PARTNERS

As proud partners of the Gold Country Pro Rodeo and the Marysville Stampede, two of Northern California's largest and successful rodeos, we are dedicated to keeping Western heritage alive and thriving while providing quality family entertainment for over 60 years.

Our events are produced by event production experts Ez Events, Inc and the legendary Flying U Rodeo Company, founded by Cotton Rosser, a name synonymous with excellence in professional rodeo production. After a ranch accident in 1956 ended his competitive career, Cotton purchased Flying U Rodeo and transformed it into one of the most respected stock contracting firms in the sport.

Known for producing world-class events such as the National Finals Rodeo, The Reno Rodeo, and the Grand National Rodeo in San Francisco, Cotton built a reputation for blending top-tier competition with unmatched showmanship. Inspired by the pageantry of rodeo's golden era, Flying U brings energy, creativity, and professionalism to every performance from thrilling specialty acts like Trick Riding and Bull Jumping to unforgettable opening ceremonies that captivate audiences of all ages.

Today, the Rosser family, the Flying U and our team continue that proud tradition, delivering high-quality rodeo productions that celebrate the spirit of the Old West while creating dynamic opportunities and memorable experiences for our community.

ADVERTISING OPPORTUNITIES

■ Motherlode Package \$25,000

- Industry Exclusive
- 30 Sec Event Commercial Daily
- TV and/or Radio Tags
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags
- Custom 8'x2' Banner in Arena
- Live Grounds Signage
- Custom Flag Ridden Through Arena
- 10 Day VIP Tickets
- 12 Saturday VIP Tickets
- 20 General Admission Day of Choice

SOLD

■ Presenting Package \$20,000

- Industry Exclusive
- 30 Sec Event Commercial Daily
- TV and/or Radio Tags
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags
- Custom 8'x2' Banner in Arena
- Live Grounds Signage
- Custom Flag Ridden Through Arena
- 10 Day VIP Tickets
- 10 Saturday VIP Tickets
- 10 General Admission Day of Choice

SOLD

■ Media Package \$17,500

- 30 Sec Event Commercial Daily
- TV and/or Radio Tags
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags
- Logo Placement on Bottom Third of Digital Screen During Every Rodeo Replay
- Custom 8'x2' Banner in Arena
- Custom Flag Ridden Through Arena
- 14 VIP Tickets Day of Choice
- 10 General Admission Day of Choice

■ Saturday Night Party Package \$12,500

- After Party Naming Rights
- Exclusive Rodeo Party Signage
- 30 Sec Event Commercial Daily
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags
- Custom 8'x2' Banner in Arena
- Custom Flag Ridden Through Arena
- 14 Saturday VIP Tickets
- 10 Saturday General Admission
- 24 Saturday Night After Party Admissions

SOLD

■ Community Partner Package \$10,000

- 30 Sec Event Commercial Daily
- TV and/or Radio Tags
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags
- Custom 8'x2' Banner in Arena
- Custom Flag Ridden Through Arena
- 10 VIP Tickets Day of Choice
- 10 General Admission Day of Choice

■ 20' Bridge Banner Package \$10,000

- 30 Sec Event Commercial Daily
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags
- Custom 20' Banner on the Chute Bridge
- Custom 8'x2' Banner in Arena
- Custom Flag Ridden Through Arena
- 10 VIP Tickets Day of Choice
- 10 General Admission Day of Choice

SOLD

Kid Zone Package

\$10,000

- 30 Sec Event Commercial Daily
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Social Media Tags
- Custom 8'x2' Banner in Arena
- Custom Banner in Kid Zone
- 10 VIP Tickets Day of Choice

Liquor Package

\$7,500

- 30 Sec Event Commercial Daily
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags
- Custom 8'x2' Banner in Arena
- Event Grounds Signage
- Custom Flag Ridden Through Arena
- 10 VIP Tickets Day of Choice

Beer Package

\$7,500

- 30 Sec Event Commercial Daily
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags
- Custom 8'x2' Banner in Arena
- Event Grounds Signage
- Custom Flag Ridden Through Arena
- 10 VIP Tickets Day of Choice

SOLD

Chute Package (6)

2 AVAILABLE!

Each \$5,950

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Custom Banner on Chute
- 4 Friday VIP Tickets
- 4 Saturday VIP Tickets

Gold Rush Package

\$4,950

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags
- Custom 8'x2' Banner in Arena
- Custom Flag Ridden Through Arena
- 8 VIP Tickets Day of Choice

Bullfighting Package

\$3,950

- Live Public Announcement
- Branded Bullfighting Outfits
- Branded Arena Barrell
- Logo on Digital Screen
- Logo on Website
- Custom 8'x2' Banner in Arena
- Custom Flag Ridden Through Arena
- 6 VIP Tickets Day of Choice

SOLD

VIP Tent Package (4)

Each \$3,950

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Custom 8'x2' Banner in Arena
- Custom 5'x3' Banner in VIP Area
- 8 Friday VIP Tickets
- 6 Saturday VIP Tickets

SOLD

Grand Entry Carriage Experience \$3,950

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Custom Banner Both Sides of Carriage
- Up to 6 people ride in carriage both Friday and Saturday during Grand Entry
- 6 Friday VIP Tickets
- 6 Saturday VIP Tickets

Barrel Racing Package \$3,500

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Custom 8'x2' Banner in Arena
- 4 Friday VIP Tickets
- 4 Saturday VIP Tickets



Bareback Package \$3,500

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Custom 8'x2' Banner in Arena
- 4 Friday VIP Tickets
- 4 Saturday VIP Tickets

Steer Wrestling Package \$3,500

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Custom 8'x2' Banner in Arena
- 4 Friday VIP Tickets
- 4 Saturday VIP Tickets

Bull Riding Package \$3,500

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Custom 8'x2' Banner in Arena
- 4 Friday VIP Tickets
- 4 Saturday VIP Tickets



Saddle Bronc Package \$3,500

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Custom 8'x2' Banner in Arena
- 4 Friday VIP Tickets
- 4 Saturday VIP Tickets

Team Roping Package \$3,500

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Custom 8'x2' Banner in Arena
- 4 Friday VIP Tickets
- 4 Saturday VIP Tickets

Breakaway Package \$3,500

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Custom 8'x2' Banner in Arena
- 4 Friday VIP Tickets
- 4 Saturday VIP Tickets

Tie Down Roping Package \$3,500

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Custom 8'x2' Banner in Arena
- 4 Friday VIP Tickets
- 4 Saturday VIP Tickets

Silver Spur Package (3) \$2,500

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Custom 8'x2' Banner in Arena
- 2 VIP Tickets Day of Choice
- 4 General Admission Day of Choice

Arena Gate Package \$2,500

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Custom 8'x2' Banner on Arena Gate
- 2 VIP Tickets Day of Choice
- 4 General Admission Day of Choice

Parachute Jumper Package \$2,500

- Live Public Announcement
- Logo on Day Sheet
- Logo on Website
- Custom 8'x2' Banner in Arena
- 2 VIP Tickets Day of Choice
- 4 General Admission Day of Choice

Custom Flag Package (6) Each \$2,500

- Live Public Announcement
- Custom Flag Ridden Through Arena
- Logo on Website
- Logo on Digital Screen
- 2 General Admission Tickets

Extreme Ramp Package \$2,000

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Custom 8'x2' Banner on Extreme Ramp
- 2 General Admission Tickets

Half Time Entertainment Package \$2,000

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Custom 8'x2' Banner in Arena
- 2 General Admission Tickets

Kids Mutton Busting Package \$1,950

- Live Public Announcement
- Logo on Day Sheet
- Logo on Website
- Custom 8'x2' Banner in Arena
- Swag Item in Kids Bag
 - (100 Bags Business to Provide Item)
- 2 General Admission Tickets

Pre-Show Kid's Coin Dig Package \$1,000

- Logo on Day Sheet
- Live Public Announcement

Arena Banner Package \$550

- Custom 8'x2' Banner in Arena

ADVERTISING COMMITMENT

The rodeo is a cherished family-friendly event that thrives on community spirit and support, engaging participants from all walks of life.

With the dedicated efforts of **over 100 volunteers**, this two-day extravaganza is made possible.

A bustling crowd of more than 10,000 attendees gathers across the rodeo's multiple days, alongside thousands more reached through digital ads, videos, social media, billboards, posters, postcards, signs, banners, and hundreds of radio ads, fueled by enthusiastic word-of-mouth throughout the town. Over 10 non-profit organizations benefit directly from this impactful event.

To sustain this tradition, we rely on businesses like yours to contribute financial support through a range of customizable advertising opportunities and material contributions. These partnerships are tailored to align with your business's goals, ensuring mutual benefit and community enhancement.

COMPANY INFORMATION

COMPANY / ORGANIZATION _____

CONTACT PERSON _____ PHONE _____

ADDRESS _____

EMAIL _____

ADVERTISING PACKAGE SELECTION

- | | | |
|--|--|--|
| ☐ Motherlode Package | ☐ Gold Rush Package | ☐ Tie Down Roping Package |
| ☐ Presenting Package | ☐ Bullfighting Package | ☐ Silver Spur Package |
| ☐ Media Package | ☐ VIP Tent Package | ☐ Arena Gate Package |
| ☐ Saturday Night Party | ☐ Grand Entry Carriage | ☐ Parachute Jumper Package |
| ☐ Community Partner | ☐ Barrel Racing Package | ☐ Custom Flag Package |
| ☐ 20' Bridge Banner | ☐ Bareback Package | ☐ Extreme Ramp Package |
| ☐ Kids Zone Package | ☐ Steer Wrestling Package | ☐ Half Time Entertainment |
| ☐ Liquor Package | ☐ Bull Riding Package | ☐ Mutton Busting Package |
| ☐ Beer Package | ☐ Saddle Bronc Package | ☐ Pre-Show Coin Dig Package |
| ☐ Chute Package | ☐ Team Roping Package | ☐ Custom Arena Banner |
| ☐ Digital Sign Banner Package | ☐ Breakaway Package | |

PAYMENT INFORMATION

Please make Checks, Money Orders & Cashier's Checks Payable to: EzEvents, Inc.

To Pay Via Credit Card - please provide email address to send secure payment link:

***There will be a 4% processing fee automatically added for ALL credit card or online payments*

Signature Authorization (required) _____ Date _____

Check No. _____ Amount _____
(If Applicable)

Please email or mail your completed form to:

EIDoradoStampede@gmail.com or EzEvents, Inc. P.O. Box 7046, Auburn, CA 95604

ADVERTISING 2YR COMMITMENT

Lock in the 2026 price for 2 years

COMPANY INFORMATION

COMPANY / ORGANIZATION _____

CONTACT PERSON _____ PHONE _____

ADDRESS _____

EMAIL _____ WEBSITE _____

ADVERTISING PACKAGE SELECTION

- | | | |
|--|--|--|
| ☐ Motherlode Package | ☐ Gold Rush Package | ☐ Tie Down Roping Package |
| ☐ Presenting Package | ☐ Bullfighting Package | ☐ Silver Spur Package |
| ☐ Media Package | ☐ VIP Tent Package | ☐ Arena Gate Package |
| ☐ Saturday Night Party | ☐ Grand Entry Carriage | ☐ Parachute Jumper Package |
| ☐ Community Partner | ☐ Barrel Racing Package | ☐ Custom Flag Package |
| ☐ 20' Bridge Banner | ☐ Bareback Package | ☐ Extreme Ramp Package |
| ☐ Kids Zone Package | ☐ Steer Wrestling Package | ☐ Half Time Entertainment |
| ☐ Liquor Package | ☐ Bull Riding Package | ☐ Mutton Busting Package |
| ☐ Beer Package | ☐ Saddle Bronc Package | ☐ Pre-Show Coin Dig Package |
| ☐ Chute Package | ☐ Team Roping Package | ☐ Custom Arena Banner |
| ☐ Digital Sign Banner Package | ☐ Breakaway Package | |

PAYMENT INFORMATION

_____ I would like to secure my package for a 2 year commitment. I understand that I will be the secured business for the selected package above for 2026 & 2027.

Please make Checks, Money Orders & Cashier's Checks Payable to: EzEvents, Inc.

To Pay Via Credit Card – please provide email address to send secure payment link:

**There will be a 4% processing fee automatically added for ALL credit card or online payments*

Payment for 2026 + 25% Deposit for 2027 – Amount Sent \$ _____

Balance for 2027 is due January 15, 2027

Signature Authorization (required) _____ Date _____

Check No. _____ Amount _____

(If Applicable)

Please email or mail your completed form to:

EIDoradoStampede@gmail.com or EzEvents, Inc. P.O. Box 7046, Auburn, CA 95604