



# Terrebonne Livestock and Agricultural Fair Association

Terrebonne Livestock and Agricultural Fair Association (TLAFA) is a nonprofit organization that has been encouraging the cowboy way of life in the youth of our community of over 70 years. The goal of TLAFA is to secure the opportunity for youth in our community to develop, not only equestrian skills, bull riding skills, and roping skills; but also, to develop character traits that are essential to a successful adult life. Such traits would be responsibility, leadership skills, teamwork, and respect for self, community, and animals. TLAFA works in coordination with the Terrebonne 4H program, The Krew of Hercules, the Cajun Rodeo Association, and many others to provide opportunities for the youth in our community to raise, interact with, and show livestock.

Made up of strictly volunteers, TLAFA provides events such as monthly horseshows, 5D barrel races, rodeos, horse clinics, and an Equestrian Drill Team (Cajun Cowgirls). All of these events help to keep kids in the arena and off the streets and provide exciting entertainment for adults and kids alike!! As a sponsor of the TLAFA's March 20 rodeo you will not only help to make the rodeo a success, but you will enable TLAFA to continue to offer opportunities to the youth of our community. Monies raised for the event will go to maintaining and upgrading the arena facilities to ensure generations of adults and kids have a place to exhibit their talents to the many spectators who enjoy these events.

When you choose to sponsor TLAFA Spring Rodeo you will get your money back in advertising!!! Last year's rodeo Facebook postings reached over 13,000 people. The 2019 Event Sponsor's name was announced 66 times on the radio (Gumbo & KCIL) within one week! Free children's passes were given to over 1,200 students in Terrebonne Parish. Arena signs were seen by the 750 people who attended the rodeo.

Please consider not only advertising your business with us but come out to our next rodeo to see for yourself the talented young men and women rope and ride!

Sincerely,

TLAFA Rodeo Committee

# CORPORATE ADVERTISING OPPORTUNITIES

March 20, 2021

Houma Airbase Arena, 221 Moffet Road, Houma, LA 70363

## Event Title Sponsor

**\$ 1,500.00**

Highly recognized as the premier sponsor of the rodeo, the event will be titled as being presented by this sponsor. **This sponsor will be the ONLY sponsor recognized on the radio!!** Sponsor banner will be displayed in a prime location of the arena, extremely visible to all spectators and contestant not only during our rodeo but also all of the horse show and 5D barrel racing events, fundraisers, and team roping events. Sponsor will receive verbal advertisement during the performance by the announcer as well as advertisement on all rodeo posters, social media (including Facebook Boost advertisements) and radio ads. **Commercial vendor will be allowed/encouraged to bring vehicles, equipment, etc. to display during the event!!** Gumbo is the number one radio station in the area!! Last year's Event Sponsor was announced 66 times in one week!!

## Gold Sponsor

**\$ 800**

As a Gold sponsor, your banner will be displayed on one out-gate of the arena and all of the horse show and 5D barrel racing events, fundraisers, and team roping events. A highly regarded sponsor of the rodeo, you will receive verbal advertisement during the performance by the announcer as well as advertisement on all social media rodeo ads (including Facebook Boost advertisements – Last year the Facebook post was seen by over 13,000 people).

## Pick Up Men Sponsor

**\$ 400.00**

The pair of Pick Up Men are part of the rodeo action all night long. Working in the arena on horseback from the beginning to the end of the rodeo. One arena banner that will remain all year and your name mentioned throughout the performance by the announcer is also included. This sponsor will be named on social media rodeo ads. (2019 Facebook boost reached over 13,000 people!)

## Bullfighters Sponsor

**\$ 400.00**

The pair of Bullfighters are seen in the arena during the two wildest events – BULL RIDING and Bronc Riding. These two cowboys are part of the action from start to finish. One arena banner which will remain in the arena all year and your name mentioned throughout the bull events by the announcer is also included. This sponsor will be named on social media rodeo ads. (2019 Facebook boost reached over 13,000 people!)

## Roping Chute Gate Sponsor (2 available)

**\$ 300.00**

The roping box is a key location on the opposite end of the arena from the center out gate and bucking chutes. Your banner will be displayed on one of the roping boxes gates. Sponsors will be recognized by the announcer during all three roping events and will receive recognition on social media rodeo ads. For an additional \$100 your banner will be displayed in the arena for the entire year!!!

## Bucking Chute Gate Sponsors (6 available)

**\$ 300.00**

Each bucking chute gate sponsorship includes a banner displayed on one of the six bucking chutes and every time that particular bucking chute is used it will be referred to as "(enter sponsor's name here) bucking chute" by the announcer during the rodeo. Bucking Chute sponsors will receive recognition on social media rodeo ads. For an additional \$100 your banner will be displayed in the arena for the entire year!!!

**Barrel Racing Sponsor****\$ 300.00**

As the Barrel Racing sponsor, you will be recognized with an arena banner and verbal advertisement in the arena throughout the rodeo performance. The barrel racing event will be announced as “brought to you by (enter sponsor’s name here)”. Your vehicle will be used in the arena before and after the barrel racing event to set out and pick up the barrels and during the famous Peanut Throw! The barrel racing sponsor will receive recognition on social media rodeo ads. For an additional \$100 your banner will be displayed in the arena for the entire year!!!

**Rodeo Clown Barrel Sponsor****\$ 500.00**

A crowd favorite! Displayed in the middle of the arena during the Bull Riding, the clown’s barrel is his safe-haven when bulls are being “argumentative”, if you will. Many times, the clown’s barrel tumbles around the arena with the clown inside after being tossed by an angry bull. Your advertisement\* will be displayed on the rodeo clown’s barrel. As his sponsor you will receive an arena banner, recognition by the announcer and mentions on social media rodeo ads.

\*Business advertisement must be provided by the sponsor 10 days prior to the rodeo.

**Peanut-Throw Sponsor****\$ 200.00**

The peanut-throw is a CRA tradition, awaited nightly by contestants and spectators. Named for exactly what it is, the peanut-throw consists of approximately 75 bags of roasted peanuts sealed with your company’s label and/or business card. The bags of peanuts will be thrown to the crowd from the vehicle used to set the barrels out while preparing for the barrel racing event during the rodeo. Promotional items provided by the peanut throw sponsor are invited and encouraged to be used also. This sponsor package also includes an arena banner. \*Business cards must be provided by the sponsor 10 days prior to the rodeo.

**Event Sponsors (6 available)****\$ 200.00**

As an event sponsor, you will receive recognition by the announcer during your chosen event:

- Ranch Style Bronc Riding
- Tie Down Calf Roping
- Bulldogging/Steer Wrestling
- Breakaway Calf Roping
- Team Roping
- Bull Riding

Your chosen event will be announced as, brought to you by (enter sponsor’s name here), during the performance. Event sponsors will be recognized with an arena banner and on social media rodeo ads.

**Arena Sponsors****\$ 150.00**

A 2’x7’ banner to be displayed in the arena. For an additional \$100 your banner will be displayed in the arena for the entire year!!!

**Calf Scramble Sponsor (1 available)****\$ 150.00**

Everyone wants a chance to be a part of the show! At one point during the rodeo, the rodeo clown will invite all kids ages 6-12 years old into the arena for the calf scramble. As the rodeo clown calls out, “On your mark, get set, GO!!!”, 2 calves are turned loose in the arena. The object of the event is for the kids to remove the ribbon that has been tied onto the tails of the calves. Children get to chase the calves around the arena until the ribbon on the calf’s tails are removed. A prize is awarded to the kid who brings the ribbon back to the rodeo clown. The calf scramble sponsor will be recognized as the event’s Brought-To-You-By sponsor during the performance.

## Concession Stand Sponsor

Here is a chance to have anyone and everyone who visits the concession stand see your business name!! With three levels of sponsorship there is sure to be a package that fits your advertising budget.

**Small Concession Stand Sign**                      **\$100**

**Medium Concession Stand Sign**                      **\$150**

**Main Concession Stand Sponsor**                      **\$300**

The **Main Concession Stand** Sponsor will not only have a large (X) sign on display at the concession stand, but the announcer will ask the crowd to “Visit our concession stand sponsored by (enter company name her) multiple times throughout the rodeo.

# Rodeo Sponsorship Form

I wish to purchase the \_\_\_\_\_ sponsorship.

Sponsorship Amount: \$ \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Sponsor Authorizing Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Sponsors are allowed and encouraged to provide their own banner. Banners must be provided to Rodeo Committee no later than **Friday, March 12.,2021**. If banner is to be designed and ordered by Terrebonne Livestock Association, all art work and information must be provided no later than **Friday, March 5, 2021**. Digitized images and logos are invited and encouraged to be submitted by email to [christitriche@tpsd.org](mailto:christitriche@tpsd.org). In the space below, please either attach a business card or sketch for the design of your sponsorship banner. \*Depending on your sponsorship choice, designed and ordered advertisement banners may vary in size.

Please submit completed sponsorship form and payments by:

Make checks payable to: **Terrebonne Livestock Association**  
Please note on check memo: **Rodeo Sponsorship**  
Mail to: **P.O. Box 2852**  
**Houma, LA 70361**

For more information, email [christitriche@tpsd.org](mailto:christitriche@tpsd.org) or call  
**Billy Theriot, Rodeo Committee Chair / 985-856-4317**