

National Cattle Congress Fair Ranch Broncs & Bull Riding Challenge and Waterloo Bull Riding Challenge Sponsorship Opportunities

NCC Fair
Ranch Broncs & Bull Riding Challenge

September 25-26, 2026

Waterloo Bull Riding Challenge

February 19-20, 2027



2 Events, 1 Sponsor

The National Cattle Congress and Big Bucks ProRodeo are joining this year to help you!

Become a sponsor of TWO EVENTS, the National Cattle Congress Fair Ranch Broncs & Bull Riding Challenge AND the Waterloo Bull Riding Challenge, and have your company advertised at each event!

Why Support the Fair Rodeo?

For over a century, the National Cattle Congress Fair has been a beloved tradition in the Cedar Valley. Each year we're excited to introduce new contests, entertainment, and fair food to our 50,000+ fairgoers. This year's main entertainment in the Hippodrome is presented by Big Bucks ProRodeo: NCC Fair Ranch Broncs & Bull Riding Challenge!

With help from our lively carnival and main act in the Hippodrome, families from around the Midwest return every year to experience everything the Fair has to offer. This year, they can see you too!

Become a sponsor and offer your support for our on-going mission to provide positive shared experiences at the Fair, and showcase your brand at the exciting main entertainment: the Fair Rodeo!



Why Support the Bull Riding Challenge?

Everyone experiences Cabin Fever during the winter, which is why the February Waterloo Bull Riding Challenge is a great opportunity for your company to advertise themselves at our popular Bull Riding event. With participating bull riders from across the country and the Cedar Valley's love of bull riding, your brand will be seen by a wide variety of event-goers and participants alike.

Sponsorship Opportunities

Advertising Options

Reserve Champion - \$500/event | \$800 both events **Grand Champion - \$1,000/event | \$1,500 both events**

- 4 GA tickets (2/night or 4 one night)
- Announcer mentions

- 6 GA tickets (3/night or 6 one night)
- Announcer mentions
- Optional: Merch bag giveaways during performance

Bronze Level Sponsorships - \$2,000/event | \$2,800 both events

Regular Bronze

- 8 reserved tickets (4 per night)
- 2 Banners (if supplied)
- Flag flown on horseback (if provided by sponsor)
- Announcer mentions (Script necessary)
- Optional: Merch bag giveaways during performances. You may provide some merch to go to champions or to a fan of the night
- Special opportunities depending on which bronze level you choose

- Regular Bronze Cont. - Select 1 option below:
 - Program/Daysheet
 - Setup/Labor Crew
 - Kid Stick Horse Race
 - Kid's Mutton Bustin'
 - After Party Concert (February Only)

First Responders Bronze: Ambulance, Paramedics, Security

- 8 tickets (4 per night)
- 2 Banners (if supplied by sponsor)
- 1 Flag flown in grand entry (if provided by sponsor)
- Announcer mentions
- Business logo on event website (SVG logo necessary)



Silver Level Sponsorships - \$4,000/event | \$5,500 both events

Bounty Bull Sponsorship

- 16 tickets (8 per performance)
- 2 Banners (if supplied)
- Announcer mention. Script for advertising during each performance with "coming up is the Bounty Bull brought to you by XYZ Company!" (\$200 Bounty is progressive - \$200 each night, rider gets the big check, progressive if unriden on Friday)
- Your business designs and makes the extra large check that'll be used in the area. Business rep. presents large check to champion in arena w/photo option
- Business logo on event website (SVG logo necessary)
- Business share/post on event social media handles: Instagram & Facebook with video of ride and tag of your business. (@ or # of business necessary)

Rodeo Arena Center Gate Sponsorship

- 16 tickets (8 per performance)
- 2 Banners (if supplied) on arena out gate (Center Gate)
- Announcer mentions (Script necessary)
- Optional: Merch bag giveaways during performances
- Business logo on event website (SVG logo necessary)

Bucking Chute Gate - \$5,000 per event | \$7,000 both (Limit 6 total)

- 8 GA tickets (4 per performance)
- 1 Banner on the outside of 1 bucking chute gate
- 3'x5' double sided flag flown on horseback (if provided)
- Announcer mention when livestock is bucked out of the chute
- Optional: Merch bag giveaways during performances
- Business logo on event website

Sponsorship Opportunities

Gold Level Sponsorship - \$10,000/event | \$14,000 both events

- 20 tickets (10 per performance)
- 2 Banners (if supplied by sponsor)
- Announcer mentions in conjunction with contract personnel (Script necessary)
- Optional: Merch bag giveaways during performances. Merch bag can go to fan of the night(s) or to the winning contestant(s)
- Special opportunities depending on which contract personnel you choose (rodeo clown includes a sticker on clown barrel, bullfighters include jerseys, Pick up man includes 10"x10" patch on pick up men chaps, etc.)
- Special Opportunity: meet and greet with chosen personnel before rodeo / photo optional w/ media tags
- Business advertising on event social media handles: Instagram & Facebook
- 1 VIP box per night, per event
- Business logo on rodeo website (SVG logo necessary)
- Select 1 below:
 - Rodeo Clown
 - Bull Fighters (2)
 - Vet
 - Specialty Act
 - Announcer
 - Photographer
 - Judges (2)
 - Rodeo Secretary & Timer
 - Bull Shagger/Pickup Man
 - Pharamedics/Ambulance

Platinum Level Sponsorships - \$15,000/event | \$18,000 both events

Presenting Sponsor

- All advertising for the rodeo will include your business name presenting the event
Example; "____" Presented by: ____
- 40 reserved tickets (20 per night)
- Multiple announcer mentions during each performance (Script necessary)
- Optional: Merch bag giveaways during performances
- 2 Banners (if supplied by sponsor)
- Business advertising/shared posts on social media handles: Instagram & Facebook
- Business logo and link on event website, featured as Platinum Partner
- Digital professional photos from the event
- 1 VIP box per night, per event

Big Bucks Rough Stock

- 20 reserved tickets each night
- Multiple announcer mentions at the event (Script necessary)
- Rough stock named after your business. Both parties agree to name all age-appropriate names
- Optional: Merch bag giveaways during performances. Business mech can go to event champion(s) or fan of the night
- 2 Banners (if supplied by sponsor)
- Business advertising/shared posts on social media handles: Instagram & Facebook
- Business logo and link on event website, featured as Platinum Sponsor
- Digital professional photos from the event
- 1 VIP box per night, per event

Diamond Title Sponsorships - \$20,000+/event | \$30,000+ both events

- 20 reserved tickets each night
- Naming of the event
Example; [Your business name] PRCA Rodeo
- Multiple announcer mentions during each performance (Script necessary)
- Optional: Merch bag giveaways during performances
- Digital professional photos from the event
- 2 Banners (if supplied)
- Business advertising/shared posts on social media handles: Instagram & Facebook
- Business Logo on Big Bucks official event advertising poster: Digital and Printed
- Business logo and link on event website, featured as Diamond Sponsor
- 1 VIP box per night, per event

National Cattle Congress Fair Ranch Broncs & Bull Riding Challenge and Waterloo Bull Riding Challenge Sponsorship Committment Form

[Submit my Sponsorship on a Google Form](#)

Company Name: _____

Address: _____

Contact Name: _____

Contact's Email: _____

Contact's Phone: _____

Sponsor Level(s): _____

Regular Bronze & Gold Sponsors, please indicate which option you'd like to sponsor below:

(Eg: Program/Daysheet, Rodeo Clown)

Which event would you like to sponsor?

_____ Fair Rodeo

_____ Waterloo Challenge

_____ Both

Sponsor Signature: _____ Date: _____

Please make checks payable to:

Big Bucks Rodeo

PO Box 1449 Mesquite,

NV 89024

For any questions, please contact Big Bucks ProRodeo:

bigbucksrodeo@gmail.com

(435)851-2202