




FORT BEND HISTORY ASSOCIATION HOSTS THE



BLACK COWBOY LEGACY

RODEO

AT THE GEORGE RANCH HISTORICAL PARK

HONORING FORT BEND COUNTY'S BLACK COWBOY LEGACY



2023 PARTNERSHIP OPPORTUNITIES

SATURDAY, FEBRUARY 11, 2023 - GEORGE RANCH ARENA

BENEFITING THE EDUCATIONAL AND PRESERVATION EFFORTS OF FORT BEND HISTORY ASSOCIATION



FORT BEND HISTORY ASSOCIATION HOSTS THE

BLACK COWBOY LEGACY RODEO

AT THE GEORGE RANCH HISTORICAL PARK

HONORING FORT BEND COUNTY'S BLACK COWBOY LEGACY



DATE & LOCATION

Saturday, February 11, 2023 • 4-10 p.m.
George Ranch Historical Park Arena
10215 FM 762, Richmond, TX

EVENT SCHEDULE

4 p.m. — Hitch'n Post Opens: Entertainment,
Kids' Activities, Craft and Food Booths

5:30 p.m. — VIP Covered Wagon and Saloon Open

6:30 p.m. — Grand Entry Parade

7 p.m. — Rodeo Competition Begins

9:30 p.m. — VIP Covered Wagon and
Saloon Close

ABOUT OUR RODEO:

For more than 100 years, Black Cowboys played an essential role in Fort Bend County ranching operations. At the George Ranch specifically, four generations of Black Cowboys worked alongside four generations of the George family, leaving behind a rich legacy of Black Cowboy heritage that is unique to this part of Texas. On February 11, 2023, the 4th annual **Black Cowboy Legacy Rodeo** will spotlight our diverse history by paying tribute to these Cowboys while introducing them to new generations of county residents.

In 2022, over 900 attendees enjoyed this fun-filled family day that features a prize pot rodeo and slack events like Bull Riding, Steer Wrestling, Team Roping, Barrel Racing, and Mutton Busting. Between arena events, the commentator educates the audience about the origins of cowboys in Texas. This community event raises funds to support the **Educational Programs** at the Fort Bend History Association, while teaching about the instrumental role that Black Cowboys played in the county's success.

To reach a broader audience who may seek activities outside the arena, the Black Cowboy Legacy Rodeo will include a variety of food and marketplace vendors, entertainment and activities for the entire family.

Questions?

Contact Michaela Carriere at 281-342-1256 or sponsors@fbhistory.org

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR - \$10,000 *(one available/category exclusivity)*

- Right to provide:
 - Four 5'x 10' or smaller vinyl banners with grommets to be hung in the Arena
 - Four 10'x10' promotional/marketing booths
 - Four company representatives to participate in Grand Entry Parade
- Prominent logo placement on rodeo webpage with link to company's site
- Prominent logo placement on all rodeo advertising and promotional materials
- Thirty complimentary VIP Reception and reserved seating badges
- Eight recognition announcements during rodeo in Arena
- Recognition on day-of materials and VIP badge



PLATINUM BUCKLE SPONSOR - \$5,000

- Right to provide:
 - Two 5'x 10' or smaller vinyl banners with grommets to be hung in the Arena
 - Two 10'x10' promotional/marketing booths
 - Two company representatives to participate in Grand Entry Parade
- Prominent logo placement on rodeo webpage with link to company's site
- Prominent logo placement on all rodeo advertising and promotional materials
- Twenty complimentary VIP Reception and reserved seating badges
- Four recognition announcements during rodeo in Arena
- Recognition on day-of materials

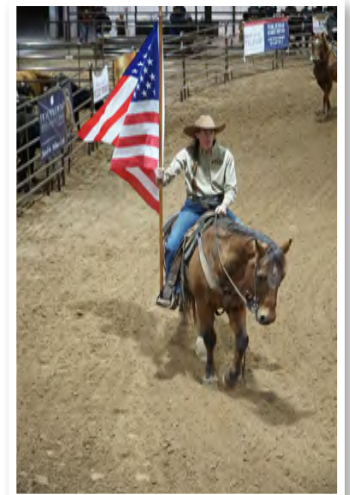


GOLD BUCKLE SPONSOR - \$2,500

- Right to provide:
 - One 5'x 10' or smaller vinyl banner with grommets to be hung in the Arena
 - One company representative to participate in Grand Entry Parade
- Logo placement on rodeo webpage and all rodeo advertising and promotional materials
- Ten complimentary VIP Reception and reserved seating badges
- Two recognition announcements during rodeo in Arena
- Recognition on day-of materials

SILVER SPUR SPONSOR - \$1,500

- Right to provide one 3'x 8' vinyl banner with grommets to be hung in the Arena
- Logo placement on rodeo webpage and rodeo promotional materials
- Eight complimentary VIP Reception and reserved seating badges
- One recognition announcement during rodeo in Arena
- Recognition on day-of materials



BRONZE BADGE SPONSOR - \$1,200

- Right to provide one 3'x 8' vinyl banner with grommets to be hung in the Arena
- Name recognition on rodeo webpage
- Four complimentary tickets to rodeo VIP Reception
- One recognition announcement during rodeo in Arena
- Recognition on day-of materials

Note: All banners/flags must be provided by Jan. 27, 2023

Questions? Contact Michaela Carriere at 281-342-1256 or sponsors@fbhistory.org
Customized packages available upon request. Deadline: January 11, 2023

PROMOTIONAL BRANDING OPPORTUNITIES

VIP SALOON KEEPERS - \$1,800 *(one available)*

- Right to provide one 3'x 8' vinyl banner with grommets to be hung in the saloon area
- Name recognition on rodeo promotional materials
- One recognition announcement before one race
- Eight complimentary VIP Reception and reserved seating badges
- Recognition on day-of materials

VIP COVERED WAGON - \$1,800 *(one available)*

- Right to provide one 3'x 8' vinyl banner with grommets to be hung in the saloon area
- Name recognition on rodeo promotional materials
- One recognition announcement before one race
- Eight complimentary VIP Reception and reserved seating badges
- Recognition on day-of materials

MUTTON-BUSTING - \$1,100 *(four available)*

- Right to provide one 3'x 8' vinyl banner to be hung in the mutton-busting area
- Name recognition on rodeo promotional materials
- One recognition announcement during mutton-busting competition
- Four complimentary VIP Reception and reserved seating badges
- Recognition on day-of materials

SECURITY & EMT - \$800 *(four available)*

- Right to provide one 2'x 4' vinyl banner with grommets to be hung in the EMT area
- Name recognition on rodeo promotional materials
- Two complimentary VIP Reception and reserved seating badges
- Recognition on day-of materials

RODEO EVENTS - \$500/EACH *(four available)*

1) Team roping 2) Barrel racing 3) Calf tie-down 4) Bull riding

- Right to provide one 2'x 4' vinyl banner with grommets to be hung in arena
- One recognition announcement after selected event
- Two complimentary VIP Reception and reserved seating badges
- Recognition on day-of materials

ARENA BANNER SPONSOR - \$200/EACH *(eight available)*

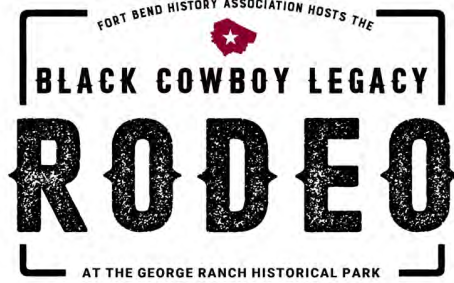
- Right to provide one 2'x 4' vinyl banner with grommets to be hung in arena

General admission ticket packages will be available online at fbhistory.org

Note: All banners and flags must be provided by Jan. 27, 2023.



QUESTIONS? Contact Michaela Carriere at 281-342-1256 or sponsors@fbhistory.org
Customized packages available upon request. Deadline: January 11, 2023



HONORING FORT BEND COUNTY'S BLACK COWBOY LEGACY

SPONSORSHIP COMMITMENT

SPONSORSHIP TYPE

- Presenting Sponsor (\$10,000) Silver Spur Sponsor (\$1,500)
 Platinum Buckle Sponsor (\$5,000) Bronze Badge Sponsor (\$1,200)
 Gold Buckle Sponsor (\$2,500)

PROMOTIONAL BRANDING OPPORTUNITIES

- VIP Saloon Keepers (\$1,800) Security & EMT (\$800)
VIP Covered Wagon (\$1,800) Rodeo Events (\$500/each)
Mutton-Busting (\$1,100) *Please select event(s):*
Arena Banner Sponsor (\$200/each) Team Roping Calf Tie-Down
Barrel Racing Bull Riding

**VIP COUPLES TICKET
PACKAGE \$250.00**
2 tickets & VIP access

- INFORMATION:** I/We would like to waive benefits to receive the full tax deduction.
 I/We cannot participate, but would like to donate \$ _____

Company/Individual Name: _____

(How it should appear in print) Please check here if company should receive recognition.

Contact Person: _____

Mailing Address: _____

Phone: _____ E-mail: _____

PAYMENT METHOD: *To guarantee recognition in rodeo advertising, the commitment form and payment must be received on or before January 11, 2023.*

- Please charge \$ _____ to my credit card Card Number: _____
Circle one: Visa MC Discover AmEx Expiration: _____ CVV: _____
 Check enclosed (*Payable to Fort Bend History Association*)
 Please send me an invoice for my sponsorship(s) Date: _____

Signature: _____

fortbendhistory
ASSOCIATION

Please return form and payment to: Fort Bend History Association
P.O. Box 460 | Richmond, Texas 77406-0012 | sponsors@fbhistory.org
Thank you for helping to keep Fort Bend History alive!