

# HIGH DESERT STAMPEDE

*Coastal*

PRESENTED BY

pahlisch

**2024 Partner  
Information Guide**  
*April 3-6, 2024*

**LIFETIME**  
WINDOWS & DOORS

Photo: Roseanna Sales

# Your Opportunity to grow with High Desert Stampede

The Coastal High Desert Stampede presented by Pahlisch is the nation's fastest growing Professional Rodeo Cowboy Association (PRCA) event according to the PRCA's CEO, Tom Glause. We've established our rodeo through a legacy of volunteerism, innovation, and community spirit that draws world champion athletes and world class fans to Central Oregon from around world for four full days.

(NEW THIS YEAR!) Experience Xtreme Bulls live in-person on Wednesday, April 3, 2024 and stay Thursday, Friday and Saturday, April 4-6, 2024, to kickoff west coast rodeo action with us in Redmond, Oregon at the First Interstate Bank Center indoor arena at the Deschutes County Fair and Expo.

We owe our achievements to strategic partnerships in every part of our community. We offer the opportunity to connect your brand and/or service to our unique and passionate community based rodeo experience. High Desert Stampede sponsors have an opportunity to entertain employees or host clients in the area's most elite venue increasing brand loyalty and sales.



"As one of the elite entertainment experiences in Central Oregon, we enjoy partnering with the best companies and people in our community each year."

-Denis Fast  
*Chairman*

# Central Oregon's Rich Rodeo Heritage

Bursting onto the scene in 2016, Coastal High Desert Stampede presented by Pahlisch, delivered the highest paying two day rodeo event ever produced in the entire Northwest. We're pleased to be considered peers with all of the great rodeos in Central Oregon in so short a time.

We're always looking to innovate and build community involvement and a more engaging experience each year for our sponsors, contestants and fans. We continue, "Bringing You The Stars", spoiling rodeo fans and newcomers with awesome talent and fantastic competition year after year.

Wednesday night delivers awesome Xtreme Bulls followed Thursday-Saturday by full PRCA Performances that each include the following events:

1. Bareback Bronc Riding (*Men's rough stock event*)
2. Saddle Bronc Riding (*Men's rough stock event*)
3. Bull Riding (*Men's rough stock event*)
4. Barrel Racing (*Women's timed event*)
5. Steer Wrestling (*Men's timed event*)
6. Tie-Down Roping (*Men's timed event*)
7. Team Roping (*Men's timed event*)
8. Breakaway Roping (*Women's timed event*)

"Every year, we showcase the world's top cowboys, cowgirls, and animal athletes in the most entertaining and engaging way that we can dream up. You're sure to be entertained!"

-Chad Morris  
*Director*



# Rodeo Fans Are Your Customers

**ProRodeo has over 40 Million fans**

**Gender:**

52% Male

48% Female

**Age:**

9% - 18-24

50% - 25-54

41% - 55+

**Race:**

66% Caucasian

16% Hispanic

11% African American

7% Other

**Income:**

57% earn \$50,000+

37% earn \$75,000+

20% earn \$100,000+

**ProRodeo Fans compared to the national average:**

241% more likely to hunt

155% more likely to own an ATV

98% more likely to go camping

961% more likely to go horseback riding

410% more likely to go downhill skiing

**As ProRodeo fans...**

53% are married

47% have children

65% own their home

59% have attended some college

24% graduated from college

82% households own a pet

*\*Source: 2016 Scarborough Research and 2020 PRCA Annual Report via ProRodeo.com*

# Unprecedented Brand Awareness

Your advertising and promotional dollars are important and we understand how much return on investment matters. We work tirelessly to advertise and promote the High Desert Stampede and in turn, you, our community partners! By sponsoring the High Desert Stampede and partnering with us, we promote you and your brand and encourage the community to recognize that you help bring this event to the area. It's a win-win.

Each year, we are televised on national TV four nights in a row. See your branding on television, social media channels and much more simply by partnering with us.

Your exposure lasts well beyond the rodeo as your signage appears in media both locally and nationally for years to come. We believe in building partnerships over charitable giving or donations. What is important to you?

| Channel                        | Buy + Promo | Impressions |
|--------------------------------|-------------|-------------|
| TV                             | \$36,225    | 1,385,000   |
| Radio                          | \$35,025    | 2,046,184   |
| Print/Digital                  | \$ 5,197    | 684,807     |
| Web/Social                     | \$ 5,325    | 270,647     |
| In Arena Exposure (Attendance) |             | 26,900      |
| Totals:                        | \$81,772    | 4,413,538   |



# How do you get involved?

## ***1. Volunteer!***

Bottom line, our rodeo is a community of super fun people. Come see a new side of rodeo and join the ranks that deliver the High Desert Stampede to our Central Oregon community each year. Whether you're looking for volunteer experience to put on your college application or seeking a new way to support your local community, volunteering with us is a great way to get involved. Follow us on social media for networking invitations soon after the first of each year!

\$NONE!!

## ***2. Partner/Sponsor***

Become a Community Partner/Sponsor. Advertise at and throughout our event by selecting one of the limited number of packages detailed on the following pages. Higher level packages create greater exposure and return on your advertising dollars. They also provide bigger and better experiences during the rodeo while entry level packages focus on delivering advertising for your business.

E-mail: [Sponsors@highdesertstampede.com](mailto:Sponsors@highdesertstampede.com)

Beginning at \$500

***Opportunities to ask about this year are detailed on the following pages and include:***

***(NEW!) PRCA Xtreme Bulls (One Night Only)***

***PRCA NFR Playoff Series (Thursday-Saturday)***

***Exclusive Opportunities***

***Rodeo Rhett's Roundup***

***Rascal Rodeo***

***Chute 9 Pavilion***

***Miss High Desert Stampede Royalty Program***

***Partnership Programs***

# **XTREME BULLS**

## **Partnership Opportunities**



## **NEW THIS YEAR!**

We've added a full night of Bull Riding in the best possible fashion - Xtreme Bulls! Opportunities include presenting the whole night, a full section of bulls or taking over our Stampede Room with up to 250 of YOUR invited guests!

PRCA Xtreme Bulls showcases top bull riders and some of the rankest bulls the world has to offer. Expect more than a few familiar faces!

# **Xtreme Bulls**

## **Presenting Sponsor**

### **\$15,000**

Wednesday Night Official Naming Rights:

“High Desert Stampede Xtreme Bulls Presented By  
**YOUR NAME HERE**”

:30 TV Commercial on Scoreboard 3x before

Wednesday night performance

Branding on all ad spots, eblasts, webpages & more

2x Arena Banner (one each side) Wednesday Night

Website promotion

Social Media acknowledgement and promotion

Scoreboard acknowledgement during rodeo

Name on day sheet/program

20 High Desert VIP Room tickets on Wednesday

30 General Admission Tickets on Wednesday

6 High Desert VIP Room tickets, Thu, Fri & Sat

6 General Admission tickets, Thu, Fri & Sat

12 drink tokens each night with great bar access

10' x 10' Vendor Exhibit Booth

Special ability to distribute promotional materials

Potential official logo for this event:

***HIGH DESERT STAMPEDE***



***PRESENTED BY: YOU***



**WEDNESDAY  
APRIL 3, 2024**

# **Xtreme Bulls (Wednesday Only)**

## **Stampede Room Takeover**

### **\$5,000 one year only**

Want to host a private, arena level party for all of your employees, their families and potential clients? This is the option for you! Bring up to 250 guests to the private VIP room with a private bar and hor d'oeuvres or catering available upon request.

Ask us about using this room to host a semi-private meeting or event the day of your takeover. It's possible to hold an annual shareholders or quarterly all-staff meeting in the Stampede Room. Take full advantage of everything this opportunity offers!

## **Rough Stock Section Sponsor**

### **\$1,000 (Four available)**

Name announced throughout 10 buckouts in one full section of bulls Wednesday night!

Name/Logo on scoreboard throughout your section

8 General Admission Tickets on Wednesday

Name on day sheet/program

## **Match-up of the Section**

### **\$500 (Four available)**

Name/Logo featured for one high profile ride!

Name/Logo on scoreboard throughout your section including replay!

4 General Admission Tickets on Wednesday

Name on day sheet/program

# Exclusive Opportunities and Special Events



Stand out as the sponsor of the entire rodeo, a night, or event with the following exclusive opportunities and events. In each case, you are the only partner receiving such acknowledgement.

**pahlisch**  
*Presenting Sponsor*



*Stampede Room Sponsor*

WHAT'S  
INSIDE  
MATTERS

*Royalty Program Sponsor*



# Stampede Room Corporate Takeover \$8,500 (one night)

Want to host a private, arena level party for all of your employees, their families and potential clients? This is the option for you! Bring up to 250 guests to the private VIP room with a private bar and hor d'oeuvres or catering available upon request.

Ask us about using this room to host a semi-private meeting or event the day of your takeover. It's possible to hold an annual shareholders or quarterly all-staff meeting in the Stampede Room. Take full advantage of everything this opportunity offers!

Thursday, April 4, 2024

Friday, April 5, 2024

Saturday, April 6, 2024

"The High Desert Stampede has been an awesome event for our employees and customers. We have been a sponsor-partner for 5 years and know the event provides our company with name recognition and helps to grow our business. The High Desert stampede team is easy to do business with. It's fun and has a family feeling."



-Sheila at T&S Expresso

**NFR**  
**PLAYOFF SERIES**  
Thursday-Saturday  
APRIL 4, 5, & 6, 2024

# NFR Playoff Series

## Chute Sponsor

### \$3,500

Chute Banner-Thu, Fri & Sat

Branding on paid TV Spots within region

Website promotion

Social Media acknowledgement and promotion

Name mentioned when your chute is used

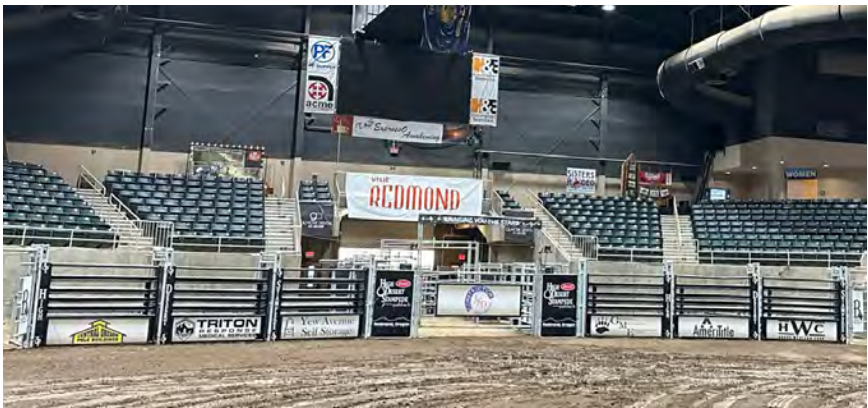
Name on day sheet/program

6 High Desert VIP Room tickets-Thu, Fri & Sat

4 General Admission Tickets-Thu, Fri & Sat

6 Xtreme Bulls GA Tickets - Wednesday

**Only 6 Chutes Available!**



Reserve early, our Chute Sponsorships are the most sought after inventory we have.

Let us know if you're interested in being added to the wait list for future years.

# Inside the Chute Sponsor \$5,000

Want more than just one chute? How about a 2x7' sign inside all of our chutes? That's right, put your logo on national television and in probably every rough stock photo taken for four nights! That's visibility on a whole different level! Package includes:

Branding on paid TV Spots within region

Website and Social Media promotion

Reader board during rodeo and Name on daysheet

8 High Desert VIP Room tickets, Thu, Fri & Sat.

16 drink tokens each night with great bar access

6 General Admission Tickets, Thu, Fri & Sat.



*Thank You to our 2022 Chute Insider Sponsor - Lifetime Windows & Doors*



Thursday-Saturday  
APRIL 4, 5, & 6, 2024

# **NFR Playoff Series**

## **Rough Stock Event Sponsor**

### **\$3,000**

Name mentioned during rough stock events - Thu, Fri & Sat  
Arena Banner  
Branding on paid TV Spots within region  
Website and Social Media promotion  
Reader board during your event  
Name on day sheet/program  
Sponsor flag presented in arena before your event  
6 High Desert VIP Room tickets - Thu, Fri & Sat  
2 General Admission tickets - Thu, Fri & Sat  
4 Xtreme Bulls GA tickets - Wednesday

Bulls | Saddle Bronc | Bareback  
Stock Contractor | Bullfighters | Pickup Men

## **Timed Event Sponsor**

### **\$3,000**

Name mentioned during timed events - Thu, Fri & Sat  
Arena Banner  
Branding on paid TV Spots within region  
Website and Social Media promotion  
Reader board during your event  
Name on day sheet/program  
Sponsor flag presented in arena before your event  
6 High Desert VIP Room tickets - Thu, Fri & Sat  
2 General Admission tickets - Thu, Fri & Sat  
4 Xtreme Bulls GA tickets - Wednesday



Barrel Racing | Tie-Down | Team Roping  
Steer Wrestling | Breakaway Roping

# Partnership Programs



Partnering with us at a particular amount delivers a predictable investment with a known benefit package.

Which of the following levels works for your advertising and marketing budget?



# Platinum \$6,000

Banner, as specified

Sponsor flag presented in arena throughout perfs

Branding on paid TV spots within region

Website & Social Media promotion

Scoreboard acknowledgement during rodeo

Name on day sheet/program

10 High Desert VIP Room tickets-Thu, Fri & Sat

20 drink tokens and VIP Room great bar access

6 General Admission tickets-Thu, Fri & Sat

8 Xtreme Bulls GA Tickets - Wednesday

Ability to distribute promotional materials  
to the audience



*Thank you to 2023 Platinum Sponsor - Gilmore Dental Group!*

# Gold \$4,000

Banner, as specified

Branding on paid TV Spots within region

Website promotion

Social Media promotion

Reader board during rodeo

Name on day sheet/program

8 High Desert VIP Room tickets-Thu, Fri & Sat

6 General Admission Tickets-Thu, Fri & Sat

6 Xtreme Bulls GA Tickets - Wednesday

Ability to distribute promotional materials to the audience



*Thank you to our annual After Party Sponsor - CS Construction!*

**NFR**  
**PLAYOFF SERIES**  
PENNINGTON

Thursday-Saturday  
APRIL 4, 5, & 6, 2024

## Silver \$2,500

3x8 Double Sided  
Mezzanine Banner  
Website promotion  
Social Media promotion  
Name on day sheet/program  
4 High Desert VIP Room  
tickets - Thu, Fri & Sat  
4 Xtreme Bulls GA Tickets  
Wednesday



## Arena Banner \$1,500

3x8 Arena Banner  
Website promotion  
Social Media promotion  
Name on day sheet/program  
4 General Admission tickets - Thu, Fri & Sat



# Mezzanine Banner

**\$1,000**

3x8 Double Sided Mezzanine Banner

Website promotion

Social Media promotion

Name on day sheet/program

4 General Admission tickets - Thu, Fri & Sat



# Entry Sign

**\$500**

18x24" Double Sided Sign Placed on walkway  
between First Interstate Bank Center and  
the Parking Lot

Website promotion

Social Media promotion

Name on day

sheet/program

6 General Admission  
tickets Thursday  
Performance Only



**NFR**  
**III PLAYOFF SERIES**  
PERFORMER

Thursday-Saturday  
APRIL 4, 5, & 6, 2024

# HDS Stampede Elite Jacket Club

## \$500

Ready to join the club? Our annual commemorative jacket or year patch to add to your existing jacket is the look you've been missing! Add this jacket to any package and wear it year-round to represent your support of the High Desert Stampede! You've seen these jackets around town and know you want one... This is your chance!

\$250 renewal year patch or \$500 customized jacket



# HDS Stampede Elite Plus

## \$1,500 (Limit 6)

Whether you're coming for the party, the networking opportunities, or the status, this package is for you! Purchase access to the hottest room in the arena with private VIP bar and arena dirt level access for four. Dinner and 8 drink tokens/night on us plus you get one custom embroidered annual commemorative jacket or year patch to add to your existing jacket exclusive only to club members!

# Specialty Packages

We have a number of special opportunities and packages not specifically named here. Make sure to ask your High Desert Stampede representative which package fits your needs best!



# Thank you!

Thank you for your participation in our Partnership, Exclusive Opportunities, or Special Event Programs! Without the generous support of community partners like you, we could not produce this premier Central Oregon event!

We appreciate your consideration as we look to make 2024 bigger and better than we've ever been before!



## 2024 High Desert Stampede Board of Directors

From left to right: Lane Lehrke, Jerry Bannon, Denis Fast, Janell Dalton, Greg Ego, Chad Morris and Dan Swearingen



## Associate Directors

From left to right:  
Mike Davis, Jessi Jackson,  
Mike Galbraith, and  
Amanda Luelling (not pictured)

Top Hands (not pictured):  
Gretchen Galbraith, Terri  
Dixon, Tim Kameron, Tony  
Lewis, Cheri Cornforth, and  
Rachell Williams.

# Thank You 2023 Partners



pahlisch



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# Thank You 2023 Partners



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BEND, OR

**R ROSENDIN**



Abilities > Disabilities



**BOOT BARN**



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AUTOMATION  
— PROBLEM SOLVED —



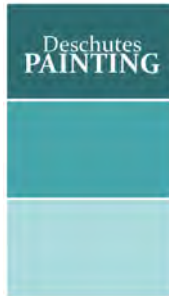
**Blong**  
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floorcovering



# Thank You 2023 Partners



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[www.patti4you.com](http://www.patti4you.com)  
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**QUALITY HEATING**  
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# Thank You 2023 Partners



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**The Bend Radio Group**



**The Bulletin**  
EMPOWERING OUR COMMUNITY



**COMBINED**  
COMMUNICATIONS, INC.  
RADIO • DIGITAL



**2023 Stampede Elite Jacket Club Members**

Stigall Ranch  
Ed Kingzett  
Seth Crawford

# Meet Your 2023-2024 Miss High Desert Stampede Queen Linnae Roeder

Born and raised in the small town of Wamic, Oregon, Linnae is the daughter of Frank and Coral Anne Roeder. She learned the value of hard work, agriculture, and her love of God at a very young age. These values led her to devoting her summers to volunteering at Camp Morrow/Morrow Ranch Bible Camp. Over her nine years there, she worked her way to one of the top spots, eventually working as their horsemanship director and lead instructor.



Morrow Ranch is also where she met her right hand man and best friend, a 1500lb angel with a size two metal shoe. Moose is the go-to horse, whether it be giving someone a horsemanship lesson, backing into the roping box to make those entry fees count, or flying around the arena carrying a girl who's waving at the crowd with a wide smile.

2024 is Linnae's last year at Blue Mountain Community College, where she is about to earn a degree in Livestock Production. During her studies, Linnae has been certified for Preg-testing and A.I. in livestock. Linnae also works at a local hat company. In her free time, she rodeos for BMCC in breakaway and team roping.

Linnae is ecstatic to represent Redmond and the PRCA as your 2024 Miss High Desert Stampede. Linnae and Moose look forward to seeing you in April for the High Desert Stampede as they will be "Bringing You The Stars."

Prov. 31:25 "She is clothed with strength and Dignity and laughs at the days to come; she is in the hands of God."

A cowboy with blonde hair, wearing a tan cowboy hat, a light blue jacket with "MVP" and "Pahlich" patches, and blue jeans, is riding a dark brown horse. The horse has a white bandage on its nose and red socks with white stars on its lower legs. They are in a barrel race, with a yellow barrel labeled "Coors Banquet" visible on the left. The background shows a blurred crowd and arena lights.

# HIGH DESERT STAMPEDE

PRESENTED BY *pahlich*

**Thank you for  
your consideration!**

**Act now to avoid  
the wait list!**

[sponsors@highdesertstampede.com](mailto:sponsors@highdesertstampede.com)  
[www.highdesertstampede.com](http://www.highdesertstampede.com)

**April 3-6, 2024**