



Go For Broke Barrel Racing

Sponsorship & Advertising Information

Grab your reader's attention with a great

EMAIL: goforbrokebarrelrace@gmail.com

PHONE: 515-571-4281

BARREL RACING: A fast-paced timed event sport where talented horses and riders compete for the fastest time in a cloverleaf pattern. Go For Broke Productions has established itself as a leading producer of multi-day barrel racing events. We appeal to the fiercely competitive as well as the weekend warriors of our sport by offering multi-day divisional format events built around a fast paced and family friendly atmosphere where anyone can compete for outstanding cash payouts. GFB events offer partnerships with the industries leading associations such as the Better Barrel Racing Association (known as the BBR) and the WPRA (Women's professional Rodeo) while remaining open to competitors of all levels.

Our goal every year is to promote and enhance our sport through the production of high quality events. We would like to invite your business to experience what GFB productions has to offer by spending your hard-earned advertising dollars where your market is. GFB event demographics show that we reach contestants from all over, routinely drawing competitors and their families from IA, MN, IL, WI, NE, SD, ND, KS, MO, IN, OK and even TX. A survey of actual event contestants shows that on average a contestant will spend an additional \$130 per day above the cost of entering an event on goods and services for their horses and themselves. Add in the day to day maintenance and care of horses, farms, trucks and trailers that are necessities of pursuing this sport and it's easy to see why barrel racers spend over an estimated \$70 million a year on horse-related purchases.

Go For Broke Productions reaches far beyond "just the arena" with our professionally managed website, a popular social media presence and targeted text message blasts. Year after year we strive to enhance our existing events and bringing back return contestants and appeal to new faces.

Join us in reaching this passionate barrel racing demographic through our events. Sponsorships packages include class naming rights, arena sponsors, saddle sponsors and more.

Thank you for your interest in Go For Broke Productions and our barrel racing events. Please contact owner/manager Lynde Johnson directly with additional questions.

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<p>Class Naming Rights</p> <p>\$2500 Annually</p>	<p>Naming rights to one class of your choice for the duration of the event year. Sponsor logo on entry forms, event flyers, in industry publications and promotional materials. Your business logo on our barrel wraps at every event. 2 banners hung in the arena at every event. Banners are strategically placed to maximize exposure for your business! Full page b/w ad (provided by sponsor) in every event program. Announcement recognition throughout each event as the sponsor of () class. Vendor space at every event. Your company logo on our scrolling home page listing of sponsors with a clickable link to your website address in addition to your information on the sponsor page. Text blast and social media exposure with our targeted campaigns.</p>
<p>Arena Sponsor</p> <p>\$1500 Annually</p>	<p>Your business logo on our barrel wraps at every event. 1 banner hung in the arena at every event. FULL page ad in every event program. Announcement recognition throughout each event. Vendor space at every event. Your company logo on our scrolling home page listing of sponsors with a clickable link to your website address in addition to your information on the sponsor page. Text blast and social media exposure with our targeted campaigns.</p>
<p>Saddle Sponsor</p> <p>\$1000 Annually</p>	<p>Business Name on Showdown Series Finals Saddle. Full page event program ad. 1 banner in the arena at every event. Announcement recognition throughout each event. Your company logo on our scrolling home page listing of sponsors with a clickable link o your website address in addition to your information on the sponsor page. Social media exposure with our targeted campaigns.</p>
<p>Vendor/Banner Sponsor</p> <p>\$800 Annually</p>	<p>1 banner hung in the arena at every event. Half page ad in every event program. Announcement recognition throughout each event. Vendor space at every event. Your company logo with a clickable link to your information on our sponsor page.</p>
<p>Banner Sponsor</p> <p>\$600 Annually</p>	<p>1 banner hung in the arena at every event. Half page ad in every event program. Announcement recognition throughout each event. Your company logo with a clickable link to your information on our sponsor page.</p>
<p>Buckle Sponsor w/ad</p> <p>\$250 Annually</p>	<p>Business name or logo on 1 buckle Business card ad in every event program Social media exposure Announcement recognition throughout each event</p>
<p>Buckle Sponsor</p> <p>\$175 Annually</p>	<p>Business name or logo on 1 buckle Social media exposure Announcement recognition throughout each event</p>

Packages outlined above are an example of what we can do for you. We work with each sponsor to custom tailor a program to fit your business needs and budget. For sponsorship "in-kind", please contact Lynde directly to customize a package.