

# **Optimist Club of Lakeside, California**

## **Serving the youth of Lakeside since 1949**

**Hello There,**

**I would like to take this time to invite you to become a sponsor for this years Bulls Only Rodeo XIV.**

**In 1949 The Lakeside Optimist Club received its charter from Optimist International and we have been producing various fundraisers ever since that time. Our longest annual fundraiser, Bulls Only Rodeo, began in 1999. We have been successful with this major event for the past thirteen years due to the generosity and support of great sponsors like you.**

**Our goal is to raise funds to be invested directly in and for the youth of Lakeside. The support we receive from our sponsors and community makes these investments possible.**

**With each year proving to be bigger and better than the last, we are currently searching for sponsors like you to join us on this successful ride. The levels of sponsorship range from \$300 to \$10,000 plus.**

**Our club takes great pride in the work we do to fulfill our commitment to the youth of Lakeside and we would be proud to work with you and your organization to continue that support.**

**The Lakeside Optimist Club, our youth and the community of Lakeside greatly appreciate all the support your organization can give our “Bulls Only Rodeo XIV”.**

**On July 20 & 21, 2012.**

**Enjoy the Ride,**



**Brent Woolsey, Chairman 2012  
brent@bullsonlyrodeo.com  
Lakeside Optimist Bulls Only Rodeo Committee**

**Contact information**

**[www.bullsonlyrodeo.com](http://www.bullsonlyrodeo.com)**

**Bulls Only Rodeo Hotline Phone number: 619-443-2447**

**P.O. Box 476 Lakeside, CA. 92040**

# Optimism

~ International and Local ~

Officially founded in 1919, the **Optimist International** organization unified existing **Optimist Clubs** that had been organized as early as 1911. Like their successors, the first Optimist joined together to encourage a spirit of hopefulness and enthusiasm among and throughout their communities.

Today, through Optimist International, thousands of Optimist clubs have hundreds of thousands of members throughout North America. Yearly these clubs conduct over thousands of community youth oriented projects which directly impact millions of our children.

Like most of the Optimist Clubs throughout our great Country, the Optimist Club of Lakeside is interested in the youth of our community. Our enthusiasm and drive is to make youth activities and youth oriented programs a mainstay of our club. We are very much a part of, but not limited to, the following district programs:

Just Say No	Respect for Law	Pro Kids Golf
Oratorical Contest	Youth Appreciation Week	Help Them Hear
Blind Olympics	Essay Contest	Bike Safety Week

## Fundraising Record

Each year we are able to invest thousands of dollars back into the youth of Lakeside. In addition to the Bulls Only Event, we put on many barbecues, spaghetti dinners and many catered dinner activities.

This year we are proudly celebrating **63** years of service to our youth and community of Lakeside, California.

The Lakeside Optimist Club record of sponsorships includes the following local youth activities including but not limited to:

Lakeside Community Schools Annual Scholarships	Boy Scouts and Girl Scouts Lakeside Sports Teams	Miscellaneous youth gifts Annual Opti-Fishing Derby
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# Lakeside Optimist Bulls Only Rodeo

## Bull Riding

### Danger! Excitement! Action!

No event at the Lakeside Rodeo Arena combines more of these elements than bull riding. A contest that's been voted "The Most Dangerous Sporting Event in America" by "Sports Writers of America".

The bull riding event pits man against beast as a cowboy (who may weigh as little as 140 pounds) struggles to maintain the ride of his life atop a ton of twisting, snorting, bucking **BULL!** In fact, purposely attempting to ride a surprisingly agile and unimaginably powerful two thousand-pound bull usually doesn't strike reasonable people as a totally sane concept. But that's all part of the "bull riding mystique". Bull riding has become the epitome of rodeo excitement! While there are other popular rodeo events, bull riding... dangerously yet predictably exciting, is consistently a crowd favorite.

Aside from a solid positive attitude, bull riding requires exceptional balance, quick reflexes, flexibility and superb coordination. After climbing onto the bull, the cowboy slips his riding hand in the handhold of a flat-braided rope, pulls the tail of the rope through a loop then puts the rope back through and around his riding hand. When he's ready, the cowboy nods his head as a signal for the gate to open **and the EIGHT seconds begins.**

*In addition to the excitement of bull riding, equally crowd-pleasing events such as **Team Bronc Riding** and **Mutton Busting** will be included in the Lakeside Optimist Bulls Only Rodeo.*



**Rodeo Contact information**

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# Lakeside Optimist Bulls Only Rodeo Youth Fundraiser

## ~ Introduction ~

The Optimist Club of Lakeside, California has been dedicated to put on a high quality "Bulls Only Rodeo". It is seen as a golden opportunity to combine great sports entertainment with fundraising for our "community".

We would like to have your company as a sponsor for our "Bulls Only Rodeo", and we look forward to building a long and lasting relationship with each of our sponsors!

All workers at the Lakeside Bulls Only Rodeo event are unpaid Optimist members and volunteer friends. They donate their time and energies to ensure that **the proceeds of this event are invested in the Lakeside Optimist Club Youth Fund, and are not paid to third party fundraisers.**

Enclosed within this brochure is information regarding Optimist International, the Lakeside Optimist Club, Bulls Only Rodeo and rodeo sponsorship criteria.

We look forward to your support and working with your company as a Lakeside Optimist Bulls Only Rodeo sponsor!

Sincerely,

**Lakeside Optimist Club  
Bulls Only Rodeo Committee**

## Contact information

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# Rodeo Business and Pleasure

## ~ Marketing ~

Rodeo is a very competitive sport in which cowboys and cowgirls compete with the clock or try for a high score. Each one of the events includes one or more animals as a part of the rodeo competition. From rodeo's roots in the old west to this modern day. Rodeo has always been exciting and entertaining for all spectators.

Today, professional rodeo is "**Big Sports Business**". Marketing studies indicate over the past decade that the most profitable and successful way to promote and sell products is through sports marketing.

Let's examine a rodeo audience - it isn't all cowboys and cowgirls. No matter how they dress, rodeo fans come from all walks of life. Doctors, Attorneys, Teachers, Businessmen and Women are among millions of spectators attending rodeos each year.

Rodeo contestants and fans are extremely loyal to the companies that sponsor rodeo and take their marketed products seriously. **The contestants and spectators alike are notorious for searching out and buying products from rodeo sponsors as their way of saying, "Thanks for supporting rodeo"!**

All of this makes a sponsorship in the Lakeside Optimist Bulls Only Rodeo an investment in the community that produces tremendous rewards for our youth now as well as in the future. This opportunity for your company to take center stage is available by investing in the upcoming and ever popular Lakeside Optimist Bulls Only Rodeo event.

## OUR GOAL

We produce a fundraiser like no other providing our spectators an exciting and action packed sports event. Through the provision of the Lakeside Optimist Bulls Only Rodeo event, we hope to raise the dollars that will allow our Lakeside Optimist Club to work with and help the youth of our community. By producing this event ourselves along with many volunteers, from our Lakeside community, we are demonstrating to the community and more importantly, the youth of Lakeside what a sincere effort will produce.

**It's hard work...we know it. But, we like it, it's worth it and we accept the challenge!**

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# Sponsorship Levels

~ An Overview ~

Sponsors are the key to success of the Lakeside Optimist Bulls Only Rodeo Youth fundraiser. At each level of sponsorship there is a valuable sponsor that is equally appreciated for their support.

The Lakeside Optimist Club is a non-profit organization. We operate under Federal Status 501C(3). Therefore all contributions from sponsors, whether it is cash, services or trade-out, each said contribution is a valuable tax deduction. **We look at this way, "Leave your tax dollars to our youth of Lakeside"!**

Our sponsorship program is diverse, not only in the amount of dollars sponsored but also in the services, advertising and benefits that are provided with each level. Of course, we would like to have all of our sponsors as Corporate Sponsors but we are aware and understand the importance to involve as many sponsors in the community as possible and at all levels. Therefore we have created several levels of sponsorship ranging from \$300.00 - \$10,000.00, and above.

**Official Bulls Only Rodeo Program - Cover:** Professionally designed, excellent quality, and distributed to well over 9000 homes in the East County, along with a copy for every Rodeo fan at our event. A **\$1,200 and above** sponsor Level must be attained to be represented on the Official Bulls Only Rodeo Program - Cover.

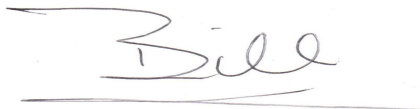
The contribution for a particular level of sponsorship can be adjusted when a sponsor provides products, benefits or services of a value agreed upon by both the Lakeside Optimist Bulls Only Rodeo Committee and the sponsor.

**Such as but not limited to:**

**In House Advertising:** Tagging your paid ads in Radio, TV, Newspaper and Billboards supporting Lakeside Optimist Bulls Only Rodeo and the date of the event. Volunteer t-shirts, bumper stickers, souvenir cups/mugs, etc.

**Product Support:** Feed, lighting, electrical, printing, water, professional or technical services, etc. Our Lakeside Optimist Bulls Only Rodeo Committee representatives are authorized to discuss and adjust your sponsorship benefits within the guideline of this sponsorship book. We look forward to a future partnership with you for this great community fundraiser for our youth. Please contact us at your earliest convenience at the number below.

Sincerely,



Bill Schadt  
Sponsor Director  
Lakeside Optimist Bulls Only Rodeo Committee

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# Mutton Bustin' Trophy Sponsor

~ Sponsor Cost: \$300.00 ~

## Includes

**Banner:** One (1) banner (3'x10' maximum) at arena level. (Sponsor to provide banner).

**Announcements:** Announcement of your company at the beginning of the event per performance.

**Program:** Your company name on the "Thank You" page of the program. Your company name on the event page of the program, "This event sponsored by."

**Tickets:** Four (4) General Admission tickets (2) for Friday night **and** (2) Saturday night.

**VIP Area:** Two (2) Invitations to VIP seating and VIP lounge with food and beverages. Friday night **OR** Saturday night.

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# Scheduled Event Sponsor

~ Sponsor Cost: \$300.00 (each night) ~

## Includes

**Banner:** One (1) banner (3øx10ø maximum) at arena level. (Sponsor to provide banner).

**Announcements:** Announcement of your company at the beginning of the event per performance.

**Program:** Your company name on the “**Thank You**” page of the program. Your company name on the schedule of events page of program as øsponsored byø.

**Tickets:** Four (4) General Admission tickets (2) for Friday night **and** (2) Saturday night.

**VIP Area:** Two (2) Invitations to VIP seating and VIP lounge with food and beverages. Friday night **OR** Saturday night.

**Availability:** Nineteen (19) Event sponsors. (9) Friday night and (10) Saturday night.

## Schedule of Events

### Friday Night 7:30 pm

Opening Ceremony - Corporate sponsor  
Wild Horse Race ø #1  
Bull Riding ø #1  
Entertainment- #1 (Barrel man)  
Bull Riding - #2  
Intermission  
Mutton Bustin- #1  
Trophy Presentation -Trophy Sponsor  
Rainbow Riders- #1  
Bull Riding - #3  
Wild Horse Race - #2  
Bull Riding - #4  
Buckle Presentation ø Buckle Sponsor  
Closing /Thank You ø Optimist Club

### Saturday Night 7:30 pm

Opening Ceremony- Corporate Sponsor  
Wild Horse Race - #3  
Bull Riding ø #5  
Entertainment- #2 (Barrel man)  
Bull Riding - #6  
Intermission  
Mutton Bustin- #2  
Trophy Presentation - Trophy Sponsor  
Rainbow Riders- #2  
Bull Riding - #7  
Wild Horse Race - #4  
Bull Riding ø #8  
Short Go for Top Bull Riders- #9  
Buckle Presentation ø Buckle Sponsor  
Closing /Thank You- Optimist Club

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# Chute Sponsor/Return Gate

~ Sponsor Cost: \$600.00 (each night) ~

## Includes

- Banners:** Two (2) banners (30x100 maximum) one on backs of bleachers facing in and one in the arena, both nights (Sponsor to provide banner).  
One (1) 48x 24 sign on chute / release gate, your company name and logo Preferred. Friday night **OR** Saturday night.
- Announcements:** Announcement of your company name each time the chute / return gate is used.
- Program:** Your company name on the “**Thank You**” page of the program.
- Tickets:** Eight (8) General Admission tickets. (4) Friday night. and (4) Saturday night.
- VIP Area:** Four (4) Invitations to VIP seating and VIP lounge with food and beverages. (2) Friday night and (2) Saturday night.
- Availability:** Six (6) Chute Sponsors, 1 through 6 and One (1) Return Gate Sponsor. Friday night **OR** Saturday night

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# Pick up Rider's

~ Sponsor Cost: \$600.00 ~

## Includes

- Banners:** Two (2) banners (3'x10' maximum) one at arena level and one on the bleachers. (sponsor to provide banners)
- Advertisements:** Two (2) advertising vests or two (2) western long sleeve shirts with your company logo/ name worn by pick up men. (Provided by sponsor)
- Announcements:** Announcements of your company name made during rodeo performances.
- Program:** Your company name on the "Thank You" page of the program.
- Tickets:** Eight (8) General Admissions tickets. (4) Friday night and (4) Saturday night.
- VIP Area:** Four (4) invitations to VIP seating and VIP lounge area with food and beverages. (2) Friday night and (2) Saturday night.

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# Penthouse Food Sponsor

**Penthouse (80 people served each night)**

## Includes

**Banners:** One (1 ) banner (30x100 maximum) at arena level. (Sponsor to provide banner)  
Two (2) signs (30x 30 maximum) inside the food area and at the entrance.  
(Sponsor to provide signs).

**Announcements:** Announcement of your company name during your night of sponsor.

**Program:** Your company name on the “**Thank You**” page of the program.

**Tickets:** Twelve (12) General Admission tickets. (6) Friday night and (6) Saturday night.

**VIP Area:** Eight (8) Invitations to VIP seating and VIP lounge with food and beverage.  
(4) for Friday night and (4) for Saturday night.

## **Additional benefits:**

One 10x10 booth for your company display (promotional or educational).

**Availability:** Two (2) sponsorships. (1) Friday night and (1) Saturday night.

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# **Belt Buckle Sponsor**

~ Sponsor Cost: \$1,000.00 ~

## **Includes:**

**Banners:** Two (2) banners (3x10 maximum) at arena level. (Sponsor to provide banner).

**Announcements:** Announcement of your company name made during rodeo performances and the buckle presentation.

**Program:** Your company name on the “**Thank You**” page of the program.

**Tickets:** Twelve (12) General Admission Tickets. (6) Friday night and (6) Saturday night.

**VIP Area:** Eight (8) invitations to VIP seating and VIP lounge with food and beverages. (4) Friday night and (4) Saturday night.

## **Additional Benefit:**

One 10x10 booth for your company display (promotional or educational)

## **Contact information**

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# Endowment Sponsor

~ Sponsor Cost: \$1,200.00 ~

## Includes

- Banners:** Two (2) banners (3'x10' maximum) one at arena level and one on tops of bleachers facing in. (Sponsor to provide banner).
- Announcements:** Announcements of your company before and during rodeo performances also at intermission and closing.
- Program:** Your company name and logo on the Official Lakeside Optimist Bulls Only Rodeo Program - Cover.  
Your company name on the “**Thank You**” page of the program.
- Tickets:** Twelve (12) General Admission tickets, (6) Friday night and (6) Saturday night.
- VIP Area:** Twelve (12) Invitations to VIP seating and VIP lounge with food and beverages. (6) Friday night and (6) Saturday night.
- Availability:** **No limit**
- Additional Benefits:**  
Your company logo and web-link on the Bulls Only website.  
One 10'x10' booth for your company display (promotional or educational).

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# **Bull Fighters Sponsor**

~ Sponsor Cost: \$1,200.00 (each night) ~

## **Includes**

- Banners:** Two (2) banners (3'x10' maximum) one at arena level and one on top of the bleachers, facing in for each sponsor. (Sponsor to provide banner)
- Announcements:** Announcements of your company / product made during rodeo performances.
- Program:** Your company name and logo on the Official Lakeside Optimist Bulls Only Rodeo Program - Cover.  
Your company name on the “**Thank You**” page of the program.
- Tickets:** Twelve (12) General Admissions tickets. (6) Friday night and (6) for Saturday night.
- VIP Area:** Twelve (12) Invitations to VIP seating and VIP lounge with food and beverages. (6) Friday night and (6) Saturday night.
- Availability:** Two (2) sponsorships (1) Friday night and (1) Saturday night.
- Additional Benefits:**  
Your company logo and web-link on the Bulls Only website.  
One 10'x10' booth for your company display (Promotional or educational).

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# VIP Area Food Sponsor

**VIP Area (est. 225 people served each night)**

## **Includes**

- Banners:** One (1 ) banner (30x100 maximum) at arena level. (Sponsor to provide banner)  
Two (2) signs (30x 30 maximum) inside the food area and at the entrance.  
(Sponsor to provide signs).
- Announcements:** Announcement of your company name during your night of sponsor.
- Program:** Your company name and logo on the Official Lakeside Optimist Bulls Only Rodeo Program ó Cover.  
Your company name on the “**Thank You**” page of the program.
- Tickets:** Thirty Six (36) General Admission tickets. (18) Friday night and (18) Saturday night.
- VIP Area:** Twenty Four (24) Invitations to VIP seating and VIP lounge with food and beverage. (12) for Friday night and (12) for Saturday night.
- Additional benefits:**  
One 100x100 booth for your company display (promotional or educational).  
Your company logo and web-link on the Bulls Only website.
- Availability:** Two (2) sponsorships. (1) Friday night and (1) Saturday night.

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# Silver Sponsor

~ Sponsor Cost: \$3,000.00 ~

## Includes

- Banners:** Three (3) Banners (30X 100maximum) Two on the bleachers facing in and one at arena level. (Sponsor to provide banner)
- Announcements:** Announcements of your company before and during performances, at intermission and closing of rodeo.
- Program:** Your company name and logo on the Official Lakeside Optimist Bulls Only Rodeo Program - Cover.  
Your company name on the “**Thank You**” page of the program.
- Tickets:** Forty (40) General Admission tickets, (20) for Friday night and (20) for Saturday night.
- VIP Area:** Twentyfour (24) Invitations to VIP seating and VIP lounge with food and beverage. (12) for Friday night and (12) for Saturday night.
- Availability:** **No limit**
- Additional Benefits:**  
Your company logo and web-link on the Bulls Only website.  
One 100X100 booth for your company display (Promotional or educational).

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# Gold Sponsor

~ Sponsor Cost: \$5,000.00 ~

## Includes

- Banners:** Four (4) banners in the rodeo (30x100 maximum) two at arena level and two on the bleachers (sponsor to provide banners).
- Announcements:** Announcement of your company throughout rodeo performances, at intermission and rodeo closing.
- Program:** Your company name and logo on the Official Lakeside Optimist Bulls Only Rodeo Program - Cover.  
Your company name on the “**Thank You**” page of the program.
- Tickets:** Sixty (60) General Admission tickets, (30) for Friday night and (30) for Saturday night.
- VIP Area:** Forty (40) Invitations to VIP seating and VIP lounge with food and beverage. (20) for Friday night and (20) for Saturday night.
- Availability:** **No limit**
- Additional Benefits:**  
Your company logo and web-link on the Bulls Only website.  
Your company name on the Lakeside Arena marquee sign prior to, during and after the rodeo, (**Only if this is the highest ranking sponsor**).  
One 10x10 booth for your company display (Promotional or educational).

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# Platinum Sponsor

~ Sponsor Cost: \$7,500.00 ~

## Includes

- Banners:** Four (4) banners (3ø x 10ø maximum) two at arena level and two on the bleachers. One (1) banner (6ø x 10ø maximum) outside arena facing the main roads running through Lakeside. (sponsor to provide banners)
- Announcements:** Announcements of your company name throughout rodeo performances, at intermission and rodeo closing.
- Program:** Your company name and logo on the Official Lakeside Optimist Bulls Only Rodeo Program - Cover.  
Your company name on the “**Thank You**” page of the program.
- Advertisement:** Your company advertisement on **one full page ad** (behind front cover) of the program. (circulation 32,000). Your advertisement on the snack bars at the rodeo grounds (8 X 10 flyer).  
Your company name on the Lakeside Arena marquee sign prior, during and after the rodeo. (**Only if this is the highest ranking sponsor**)  
Your company logo and web-link on the Bulls Only website.
- Tickets:** Eighty (80) General Admission tickets, (40) for Friday night and (40) for Saturday night.
- VIP Area:** Sixty (60) Invitations to VIP seating and VIP lounge with food and beverage. (30) for Friday night and (30) for Saturday night.
- Additional Benefit:** One 10øx10ø booth for your company display (Promotional or educational).

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# Corporate Sponsor

~ Sponsor Cost: \$10,000.00 ~

## Includes

- Banners:** Six (6) banners (3x10 maximum). Three (3) facing in, three (3) on the bleachers. Two (2) banners (6x10 maximum) facing the main roads outside the arena. (Sponsor to provide banners).
- Announcements:** Announcement of your corporation and/or product made throughout rodeo Performances.
- Program:** Your corporations name and logo on the Official Lakeside Optimist Bulls Only Rodeo Program - Cover.  
Your corporation's name on the "Thank You" page of the program.  
**Your corporations name on the schedule of event page for opening ceremony.**
- Advertisement:** Your corporation is advertised on **one full page ad** of the Program.  
• Tags on your corporation during Bulls Only radio commercials for the event, and in print East County California and the East County Gazette. (circulation 32,000)  
Your advertisement on the snack bars at the rodeo grounds (8 X 10 flyer).  
Your corporation's, name on the marquee sign, prior to, during and after the rodeo.  
Your company logo and web-link on the Bulls Only website.
- Tickets:** One Hundred (100) general admission tickets. (50) Friday night and (50) Saturday night.
- VIP Area:** Eighty (80) Invitations to VIP seating and VIP lounge with food and beverages. (40) for Friday night and (40) for Saturday night.
- Additional benefits:**  
One 10x10 booth for your company display (promotional or educational).  
Your company logo and web-link on the Bulls Only website.

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# **Lakeside Optimist BULLS ONLY RODEO XIV**

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**For more sponsorship information or if you have questions or comments, please call the Lakeside Optimist Bulls Only Rodeo Hotline Phone number:  
619-443-2447**

**Or visit our website: [www.bullsonlyrodeo.com](http://www.bullsonlyrodeo.com)**

**Please make checks payable to:  
Lakeside Optimist Foundation - Bulls Only Rodeo  
P.O. Box 476  
Lakeside, California 92040**

**Thank you!  
We appreciate your sponsorship!**