
POJTER VALLEY

Spring Festival

and Rodeo

MEMORIAL DAY WEEKEND MAY 22-25, 2026



★ Howdy! ★

Thank you for your interest in becoming a sponsor of the 80th Potter Valley Rodeo!

Our very first rodeo was held in 1946 and continues to be a highly anticipated event today. With 80 years of tradition in our community, some things never change: we share a common thread -we love the sport of rodeo and we are proud to use it as a vehicle to raise thousands of dollars annually to benefit local charities and students. We are fortunate enough to work alongside 2nd and 3rd generation families who have volunteered countless hours to preserve and improve our western and philanthropic traditions.

This year marks our 16th anniversary at our new permanent location, conveniently situated in downtown Potter Valley. Thanks to the kindness of our sponsors, community and volunteers, we have been able to make much needed improvements that will continue to serve the community for many years to come.

We would like to extend a personal invitation to become involved in this great Potter Valley tradition. Sponsors are a key element in bolstering our initiatives of supporting local children and non-profits, fostering western culture and promoting the sport of rodeo.

If you are a past sponsor, we want to thank you for your prior support! You may also notice some changes in our sponsorship structure. We feel this new tiered system simplifies sponsorship opportunities and makes available more benefits to you than our past sponsorship structure. We welcome you to explore the different opportunities available and feel free to contact us to customize a program specifically for your needs.

Now on to our next 80 years!

- Potter Valley Community Parks and Recreation Potter Valley Rodeo Committee

★ Event Profile ★

EVENT: 2026 Potter Valley Rodeo

DATES: Friday, May 22, 2026 - Monday, May 25, 2026

PRODUCER: Potter Valley Community Parks & Recreation Potter Valley Rodeo Committee P.O. Box 68 Potter Valley, CA 95469
(707) 743-1742 PotterValleyRodeo.com
pottervalleyrodeo@gmail.com



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The Potter Valley Rodeo is a California Cowboys Professional Rodeo Association (CCPRA) sanctioned rodeo.

The Potter Valley Rodeo provides a full weekend of fun family entertainment.

The festivities start Friday evening with the start of the Junior Rodeo Slack and crowning of the Potter Valley Rodeo Queen. Saturday begins with the Main Street Parade hosted by the Potter Valley Community Center, and the Potter Valley Fire Department's Chicken BBQ at high noon. Saturday's activities then move to the rodeo grounds with the axe throw and woodcutting competitions followed by the Junior Rodeo

Performance and the Starlight Dance. Sunday's activities feature the CCPRA Rodeo with slack in the morning and the performance in the afternoon. The weekend concludes Monday with a gymkhana and family play day.



★ 2026 Sponsorship Advertising Opportunities ★

\$5,000 – Diamond

- Event Naming Rights
- Banner at Rodeo Grounds Entrance Gate
- Bucking Chute Sign
- Name & Logo on Website
- Name & Logo on Event Poster
- Brochure Listing
- Radio/Social Media Recognition
- Verbal Recognition Throughout Weekend Activities
- 12 Tickets to Saturday & Sunday Performances
- 6 Parking Passes
- 12 Tickets for Sunday's Rodeo-Sponsored BBQ

Optional

- Vendor Booth Spot
 - Float in Saturday's Parade
 - Opportunity to Award Championship Buckles
- Business category exclusivity and first right of refusal for 2027 rodeo.

\$3,500 – Bulls & Ranch Bronc Chute Out

- Event Naming Rights
- Banner at Rodeo Grounds Entrance
- Year-Round Arena Sign*
- Name & Logo on Website
- Name & Logo on Event Poster
- Brochure Listing
- Radio/Social Media Recognition
- Verbal Recognition Throughout Weekend Activities
- 10 Tickets to Saturday & Sunday Performances
- 10 Tickets for Sunday's Rodeo-Sponsored BBQ
- 5 Parking Passes
- **Optional**
- Vendor Booth Spot
- Float in Saturday's Parade

Business category exclusivity and first right of refusal for 2027 rodeo.

\$2,500 – Platinum

- Year-Round Arena Sign*
- Name & Logo on Website
- Name & Logo on Event Poster
- Brochure Listing
- Radio/Social Media Recognition
- Verbal Recognition Throughout Weekend Activities
- 8 Tickets to Saturday & Sunday Performances
- 8 Tickets for Sunday's Rodeo-Sponsored BBQ
- 4 Parking Passes
- **Optional**
- Vendor Booth Spot
- Float in Saturday's Parade



★ 2026 Sponsorship Advertising Opportunities ★

\$1,500 – Event Sponsorship

- Year-Round Arena Sign*
- Name & Logo on Website
- Name & Logo on Event Poster
- Radio/Social Media Recognition
- Verbal Recognition Throughout Weekend Activities
- 6 Tickets to Saturday & Sunday Performances
- 2 Parking Passes

Optional

- Vendor Booth Spot
- Float in Saturday's Parade



\$1,000 – Gold

- Year-Round Arena Sign*
- Name & Logo on Website
- Name & Logo on Event Poster
- Radio/Social Media Recognition
- Verbal Recognition Throughout Weekend Activities
- 4 Tickets to Saturday & Sunday Performances
- Brochure Listing

Optional

- Vendor Booth Spot
- Float in Saturday's Parade

\$750 – Silver

- Year-Round Arena Sign*
- Name & Logo on Website
- Verbal Recognition Throughout Weekend Activities
- 2 Tickets to Saturday & Sunday Performances

Optional

- Brochure Listing
- Float in Saturday's Parade

\$500 – Bronze

- Year-Round Arena Sign*
- Name & Logo on Website
- Brochure Listing

\$250 -Copper

- Name Listed on Website
- Brochure Listing

Under \$250 -Friends of the Rodeo

- Brochure Listing



**Year Round Sign Requirements:*

- 4-foot by 4-foot sponsor supplied banner will be displayed for one consecutive year.
- Banners must have grommets and be printed on a heavy outdoor vinyl.
- The Rodeo is not responsible for any stolen banners.

★ Sponsorship Advertising Contract ★

Please complete this page and clearly indicate the sponsorship advertising options you would like. Send this form with payment back to us in the self-addressed envelope enclosed for your convenience. Sponsorship advertising contact and payment must be received by **April 15th, 2026** to guarantee inclusion in all advertising opportunities. If you have any questions regarding sponsorship advertising, please contact us by email at pottervalleyrodeo@gmail.com or by phone at (707)743-1742. Thank You!

Company Name: _____

Contact: _____ Email Address: _____

Mailing Address: _____ City: _____

State: Zip: Phone: Website: _____

Signature: _____ Date: _____

Please make checks payable to Potter Valley Community Parks & Recreation, Inc.

SPONSORSHIP ADVERTISING CONTRACT AND PAYMENT MUST BE RECEIVED BY APRIL 15, 2026.

\$5,000 – Diamond

Optional Opportunities:

- Vendor Booth Spot
- Float in Saturday's Parade
- Opportunity to Award Championship Buckles

\$3,500 – Chute Out Event

Optional Opportunities:

- Vendor Booth Spot
- Float in Saturday's Parade

\$2,500 – Platinum

Optional Opportunities:

- Vendor Booth Spot
- Float in Saturday's Parade

\$1,500 – Event Sponsor

- Sunday Sheep Riding
- Vendor Booth Spot
- Mini Bull Riding
- Float in Sat Parade

\$1,000 – Gold

Optional Opportunities:

- Vendor Booth Spot
- Float in Saturday's Parade

\$750 – Silver

- Float in Saturday's Parade

\$500 – Bronze

\$250 – Copper

Under \$250 – Friends of the Rodeo

\$1,000 Chute Sign

Year-Round Signs need to be mailed to the address listed below or local pick-up arranged by May 1st 2026.

Potter Valley Rodeo Committee • P.O. Box 68 Potter Valley, CA
95469 (707) 743-1742 • pottervalleyrodeo@gmail.com

Potter Valley Community Parks and Recreation, Potter Valley Rodeo Committee, is a 501 (c) (3) non-profit organization. Federal ID# 68-0622229.

