

2021 DODGE CITY DAYS

SPONSORSHIP OPPORTUNITIES



BE A PART OF DODGE CITY DAYS

BE A CORPORATE HOST

Becoming a Corporate Host will allow your business to take a larger role in a specific Dodge City Days event. Corporate Hosts team up to make Dodge City Days possible by contributing in ways such as NAMING RIGHTS SPONSORS, EVENT SPONSORS, as well as MEDIA PARTNERSHIP, FOOD AND BEVERAGE HOSTS, and MERCHANDISE PARTNERSHIPS.

BE A FESTIVAL GUIDE SPONSOR

The Official Dodge City Days Festival Guide is the most widely used printed publication during the 10-day festival. 15,000 Festival Guides in both English and Spanish are distributed to business and organizations throughout Dodge City and Ford County and are handed out at Dodge City Days Events.

MAKE A IN-KIND CONTRIBUTION

Many products and services are required to stage a community festival the size of Dodge City Days. Whether you can provide printing, food, beverages, motorized vehicles, disposal services, etc., your gift makes it possible for us to build a world class festival and make it available to all at a reasonable price.

PRE-ORDER DODGE CITY DAYS SWAG

Give the gift of “Dodge City Days Support” to your staff by pre-ordering Lapel Pins and T-Shirts. Bulk ordering Dodge City Days Lapel Pins prior to the festival not only saves money, but it rewards your dedicated staff with 10 days of concerts, competitive events, children’s activities, food, fun and much more! The more pins you buy, the cheaper they are – there is no greater value for the price! Contact the Chamber or visit the Dodge City Days website for Lapel Pin pre-order forms.

CHAMBER SPONSORED EVENTS

- ▶ Dodge City Days Official Kickoff Party
- ▶ Dodge City Days Parade
- ▶ Smokin Saddles Pro BBQ Contest
- ▶ Backyard BBQ Contest
- ▶ Kids-Q BBQ Contest
- ▶ KCBS Rib Cookoff
- ▶ Salute the Troops
- ▶ Dog Day Afternoon
- ▶ Arts, Crafts & Things Show
- ▶ Classic Car Show
- ▶ Touch-A-Truck
- ▶ Kidfest
- ▶ Lapel Pin Raffle

If you would like to be involved with a Dodge City Days event that is not listed here, please contact the Chamber for the organizing entities’ contact information.

NAMING RIGHTS SPONSORSHIP OPPORTUNITIES

KICKOFF RECEPTION NAMING RIGHTS

\$2,500

- ▶ Exclusive naming rights/host of the Kickoff Party
- ▶ Company name on all printed materials
- ▶ Option to display banner during event
- ▶ Featured: Festival Guide, website, social media

SMOKIN' SADDLES BBQ CONTEST NAMING RIGHTS - SOLD NATIONAL BEEF

- ▶ Exclusive naming rights for Smokin Saddles BBQ
- ▶ Company name on all printed materials
- ▶ Company logo on event "swag" items
- ▶ Option to display banner(s) at event
- ▶ Featured: Festival Guide, website, social media

BACKYARD BBQ NAMING RIGHTS

SOLD - CENTERA BANK

- ▶ Exclusive naming rights for Backyard BBQ Contest
- ▶ Company name on all printed materials
- ▶ Company logo on event "swag" items
- ▶ Option to display banner(s) at event
- ▶ Featured: Festival Guide, website, social media

KIDS-Q NAMING RIGHTS

SOLD - DODGE CITY MEDICAL CENTER

- ▶ Exclusive naming rights for Kids-Q BBQ Contest
- ▶ Company name on all printed materials
- ▶ Company logo on event "swag" items
- ▶ Option to display banner(s) at event
- ▶ Featured: Festival Guide, website, social media

KCBS RIB COOKOFF NAMING RIGHTS

SOLD- VILLAGE SQUARE MALL

- ▶ Exclusive naming rights for Steak Cookoff Contest
- ▶ Company name on all printed materials
- ▶ Company logo on event "swag" items
- ▶ Option to display banner(s) at event
- ▶ Featured: Festival Guide, website, social media

SALUTE THE TROOPS NAMING RIGHTS

SOLD - FREDDY'S

- ▶ Exclusive naming rights for Salute the Troops
- ▶ Company name on all printed materials
- ▶ Option to display banner(s) at event
- ▶ Featured: Festival Guide, website, social media
- ▶ Volunteer access and recognition at event

DOG DAY AFTERNOON NAMING RIGHTS

SOLD - PEPSI

- ▶ Exclusive naming rights for Dog Day Afternoon (Wacky Trike Races)
- ▶ Company name on all printed materials
- ▶ Option to display banner(s) at event
- ▶ Featured: Festival Guide, website, social media

CAR SHOW NAMING RIGHTS

\$2,500

- ▶ Exclusive naming rights for the Car Show
- ▶ Company name on all printed materials
- ▶ Company logo on event "swag" items
- ▶ Option to display banner(s) at event
- ▶ Featured: Festival Guide, website, social media
- ▶ Volunteer access and recognition at event

TOUCH-A-TRUCK

\$2,500

- ▶ Exclusive naming rights for Touch-A-Truck
- ▶ Company name on all printed materials
- ▶ Option to display banner during event
- ▶ Featured: Festival Guide, website, social media

LONGHORN CATTLE DRIVE

SOLD - BOOT HILL CASINO & CVB

- ▶ Exclusive naming rights for the Longhorn Cattle Drive
- ▶ Company name on all printed materials
- ▶ Option to display banner during event
- ▶ Featured: Festival Guide, website, social media

KIDFEST NAMING RIGHTS

SOLD - MCDONALD'S

- ▶ Exclusive naming rights for Kidfest
- ▶ Company name/logo on all promotional material
- ▶ Option to display banner(s) at event
- ▶ Featured: Festival Guide, website, social media
- ▶ Volunteer access and recognition at event

LAPEL PIN RAFFLE NAMING RIGHTS

\$2,500

- ▶ Exclusive naming rights for the Lapel Pin Raffle
- ▶ Company name/logo on all promotional material
- ▶ Option to display banner(s) at event
- ▶ Featured: Festival Guide, website, social media
- ▶ Volunteer access and recognition at event

LAPEL PIN SPONSOR

SOLD - MCDONALD'S

- ▶ Exclusive name imprint on 15,000 lapel pins
- ▶ ½ page full color ad in the official Festival Guide
- ▶ Logo placed on website, press releases, event advertising and social media

BEVERAGE SPONSOR

SOLD - PEPSI

- ▶ Product exclusively at Chamber sponsored Events
- ▶ Logo placed on website, press releases, event advertising and social media

EVENT SPONSORSHIP OPPORTUNITIES

KICKOFF RECEPTION EVENT SPONSOR

\$1,000

- ▶ Company name on printed materials
- ▶ Featured: Festival Guide, website, social media
- ▶ Option to display banner(s) at event
- ▶ Volunteer access and recognition at event

SMOKIN SADDLES BBQ EVENT SPONSOR

\$1,000

- ▶ Company name on printed materials
- ▶ Featured: Festival Guide, website, social media
- ▶ Option to display banner(s) at event
- ▶ Volunteer access and recognition at event

BACKYARD BBQ EVENT SPONSOR

\$1,000

- ▶ Company name on printed materials
- ▶ Featured: Festival Guide, website, social media
- ▶ Option to display banner(s) at event
- ▶ Volunteer access and recognition at event

KIDS-Q BBQ EVENT SPONSOR

\$1,000

- ▶ Company name on printed materials
- ▶ Featured: Festival Guide, website, social media
- ▶ Option to display banner(s) at event
- ▶ Volunteer access and recognition at event

KCBS RIB COOKOFF

\$1,000

- ▶ Company name on printed materials
- ▶ Featured: Festival Guide, website, social media
- ▶ Option to display banner(s) at event
- ▶ Volunteer access and recognition at event

SALUTE THE TROOPS EVENT SPONSOR

\$1,000

- ▶ Company name on printed materials
- ▶ Featured: Festival Guide, website, social media
- ▶ Option to display banner(s) at event
- ▶ Volunteer access and recognition at event

CAR SHOW EVENT SPONSOR

\$1,000

- ▶ Company name on printed materials
- ▶ Featured: Festival Guide, website, social media
- ▶ Option to display banner(s) at event
- ▶ Volunteer access and recognition at event

CAR SHOW PLAQUE SPONSORSHIP

\$100

- ▶ Your business name will be engraved on one of the 18 plaques awarded to the category winners during the Classic Car Show
- ▶ Your business will receive recognition during awards show

LONGHORN CATTLE DRIVE

\$1,000

- ▶ Company name on all printed materials
- ▶ Option to display banner during event
- ▶ Featured: Festival Guide, website, social media

KIDFEST EVENT SPONSOR

\$1,000

- ▶ Company name on printed materials
- ▶ Featured: Festival Guide, website, social media
- ▶ Option to display banner(s) at event
- ▶ Volunteer access and recognition at event

LAPEL PIN RAFFLE EVENT SPONSOR

\$1,000

- ▶ Company name on printed materials
- ▶ Featured: Festival Guide, website, social media
- ▶ Option to display banner(s) at event
- ▶ Volunteer access and recognition at event

ALL NAMING RIGHTS & EVENT SPONSORSHIPS
WILL RECEIVE THE FOLLOWING:

Two complimentary tickets to the Official Dodge City Days Kickoff Reception

Sponsorship name recognition in the Business Advantage Chamber Newsletters,
which is distributed to over 800 individuals and business each month.

FESTIVAL GUIDE SPONSORSHIP OPPORTUNITIES

BACK COVER ADVERTISEMENT - \$3,000 SOLD

Dodge City Convention & Visitors Bureau

- ▶ Full page, four color advertisement on the back of each official Festival Guide
- ▶ 10,000 copies distributed in Dodge City and Ford County, printed in English and Spanish

FULL PAGE ADVERTISEMENT – \$2,500

- ▶ Printed Festival Guide -
 - ▶ Full page, four color advertisement on first 4 pages or last 4 pages of Official Festival Guide
 - ▶ 10,000 copies distributed in Dodge City and Ford County, printed in English and Spanish
 - ▶ Advertisement specifications are a width of 3.69 inches by height of 8.52 inches
- ▶ Official Dodge City Days App (Available in iTunes and Google Play) -
 - ▶ Listed as one of the top sponsors of Dodge City Days
 - ▶ Business Name and Logo
 - ▶ Clickable link to business website/social media and other contact information

1/2 PAGE ADVERTISEMENT – \$1,000

- ▶ Printed Festival Guide -
 - ▶ 1/2 page, four color advertisement in Official Festival Guide
 - ▶ 10,000 copies distributed in Dodge City and Ford County, printed in English and Spanish
 - ▶ Advertisement specifications are 3.69 inches width by 4.26 inches tall
- ▶ Official Dodge City Days App (Available in iTunes and Google Play) -
 - ▶ Business Name and Logo
 - ▶ Contact information listed

1/4 PAGE ADVERTISEMENT – \$500

- ▶ Printed Festival Guide -
 - ▶ 1/4 page, four color advertisement in Official Festival Guide
 - ▶ 10,000 copies distributed in Dodge City and Ford County, printed in English and Spanish
 - ▶ Advertisement specifications are 3.69 inches width by 2.13 inches tall
- ▶ Official Dodge City Days App (Available in iTunes and Google Play) -
 - ▶ Business name

New to Dodge City Days is the official Dodge City Days App. The new app contains all the printed festival guide information but will allow the user to find real time information, interactive maps and much more!

ALL FESTIVAL GUIDE SPONSORSHIPS WILL RECEIVE THE FOLLOWING:

Two complimentary tickets to the Official Dodge City Days Kickoff Reception Sponsorship name recognition in the Business Advantage Chamber Newsletters, which is distributed to over 800 individuals and businesses each month.

SPONSORSHIP SIGN UP

THANK YOU FOR SUPPORTING DODGE CITY DAYS!

WE APPRECIATE YOUR INVOLVEMENT!

Please complete & return this form to the Dodge City Area Chamber of Commerce to confirm your Dodge City Days contribution.

Business Name: _____

Contact Person: _____

Email: _____ Phone: _____

Please indicate which Dodge City Days Sponsorship your business is interested in supporting.

NAMING RIGHTS SPONSORSHIP

EVENT: _____

EVENT: _____

EVENT: _____

AMOUNT: \$ _____

EVENT SPONSORSHIP

EVENT: _____

EVENT: _____

EVENT: _____

AMOUNT: \$ _____

FESTIVAL GUIDE SPONSORSHIP

(Please indicate the ad size)

BACK COVER | FULL PAGE | 1/2 PAGE | 1/4 PAGE

AMOUNT: \$ _____

IN-KIND DONATION

AMOUNT: \$ _____

SIGNATURE: _____ DATE: _____

PLEASE RETURN COMPLETED FORM TO:

DODGE CITY AREA CHAMBER OF COMMERCE

101 E. Wyatt Earp | P.O. Box 939 | Dodge City, KS 67801

Phone: (620) 227-3119 FAX: (620) 227-2957

For more information, please email Joni Wittman at jwittman@dodgechamber.com

www.dodgecitydays.org