



45TH ANNUAL
**PLEASANTON
COWBOY HOMECOMING**



August 19-21, 2010

The Pleasanton Cowboy Homecoming is the community's only major festival held annually the third weekend of August. The association works hard to provide great entertainment for the whole family during the three day festival and this year is no different. We've added some new features, including bringing back the Thursday night dance, sanctioning the cook-off and having a ranch rodeo for both youth and adults. The 2010 Cowboy Homecoming Festival will be the Hottest Festival in Texas ~ Guaranteed!

Highlights:

- Three nights of outstanding musical entertainment
Thursday – David Lee Garza with JR Castillo
Friday – Kevin Fowler with Kyle Park
Saturday – Stoney LaRue with Scott Wiggins Band
- Homecoming Queen Coronation
- Parade featuring over 100 entries
- IBCA Sanctioned Cook Off
- *Hotter than Hell* Ranch Rodeo by Triple R
- Live Music all day Saturday
- Kids events
- Chicken Roping
- Tournaments – Texas Hold 'Em, 7 on 7 Football, Horseshoe & Washers
- Contests – Jalapeño Eating, Margarita Pour-Off

We invite you to be a part of this year's celebration by becoming an event sponsor. As you may know, the Cowboy Homecoming Association is a non-profit organization that works with seven other civic organizations to raise funds for scholarships to graduating seniors, in addition to supporting numerous community projects. With over 300 volunteers, the association works diligently to plan and deliver the city-wide celebration. We receive no government funding to accomplish this; instead we rely on the private sector and corporate participation.

Attached you will see the various sponsorship levels and the many amenities that accompany your generous support. We look forward to having you as a sponsor to help make the 2010 Cowboy Homecoming Festival a huge success!

Laura Ricks
Co-Chair
830 569-2163

Aubrey Schulze
Co-Chair
830 569-2163

Pleasanton Chamber of Commerce
www.PleasantonCofC.com



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Sponsorship Packages

Cowboy Homecoming Title Sponsor

- 24 weekend wristbands
- 24 admissions to the ALL Exclusive VIP Parties w/ unlimited beverages
- 6 VIP Parking Passes
- (10) 5' X 6' Banners hung in the park
- 10 meet and greets for the Friday night and Saturday night bands *
- Three Corporate tables at VIP Party

Sponsor will be mentioned every time Cowboy Homecoming is named

\$10,000.00

Platinum Cowboy Sponsor

- 16 weekend wristbands
- 16 admissions to the exclusive VIP Party and VIP Ranch Rodeo area w/ unlimited beverages
- 4 VIP Parking Passes
- 12 koozies
- (4) 5' X 6' Banners hung in the park
- 4 meet and greets for the Friday night and Saturday night bands *
- Two Corporate tables @ VIP Party

Included in all Marketing efforts

\$5,000.00

Gold Star Sponsor

- 12 weekend wristbands
- 12 admissions to the exclusive VIP Party and VIP Ranch Rodeo area w/ unlimited beverages
- 2 VIP Parking Passes
- 12 koozies
- (2) 5' X 6' Banners hung in the park
- 2 meet and greets for the Friday night and Saturday night bands *
- One Corporate table @ VIP Party

Included in all Marketing efforts

\$2,500.00

**Pending approval by each of the bands*



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Sponsorship Packages

Silver Buckle Sponsor

- 8 weekend wristbands
- 8 admissions to the exclusive VIP Party and VIP Ranch Rodeo area w/ unlimited beverages
- 1 VIP Parking Pass
- 8 koozies
- 5' X 6' Banner hung in the park
- 1 Corporate Table @ VIP Party

\$1,000.00

Bronze Buckout Sponsor

- 4 weekend wristbands
- 4 admissions to the exclusive VIP Party and VIP Ranch Rodeo area w/ 16 beverage tickets
- 4 koozies
- 4' X 5' Banner hung in the park

\$500.00

Saddle Bronc Sponsor

- 2 dance tickets
- 2 admissions to the exclusive VIP Party w/ 8 beverage tickets
- 2 koozies
- 3' X 4' Banner hung in the park

\$350.00

Spur Sponsor

- 4 ground admissions
- 2 koozies
- 11" x 17" Poster hung at Event

\$150.00



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Sponsorship Commitment Form

Company: _____	Contact: _____
Address: _____	Phone #: _____
City, Zip: _____	Email: _____

Sponsorship Level

_____ Title Sponsor
\$10,000

_____ Platinum Cowboy Sponsor
\$5,000

_____ Gold Star Sponsor
\$2,500

_____ Silver Buckle Sponsor
\$1,000

_____ Bronze Buckout Sponsor
\$500

_____ Saddle Bronc Sponsor
\$350

_____ Spur Sponsor
\$150

Please complete and return the commitment form along with your payment to:

Pleasanton Cowboy Homecoming Association
P.O. Box 163
Pleasanton, Texas 78064

Pleasanton Chamber of Commerce
www.PleasantonCofC.com