



46th Annual
**PLEASANTON
COWBOY HOMECOMING**



August 18-20, 2011

Greetings!

The Pleasanton Cowboy Homecoming is the community's only major festival held annually the third weekend of August. The Chamber 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 adding a Carnival, bringing back the Thursday night dance, sanctioning the cook-off, adding a Salsa Contest and having great ranch rodeo action. The 2011 Cowboy Homecoming Festival will be the Hottest Festival in Texas ~ Guaranteed!

Highlights:

- Three nights of outstanding musical entertainment
 - Thursday is our Kickoff Party with free admission to the park & dance
 - Friday & Saturday nights will showcase great Texas music including Kyle Park and Josh Abbott on Friday and Gabe Garcia and Cody Canada & The Departed (formerly of Cross Canadian Ragweed) on Saturday
- Homecoming Queen Coronation Friday night
- Parade featuring over 100 entries
- IBCA Sanctioned Cook Off & Salsa Contest
- Hot Ranch Rodeo Action both Friday & Saturday
- Live Music all day Saturday
- Kids events including the new Carnival
- Chicken Roping
- Tournaments – Texas Hold 'Em, 8 on 8 Football, Horseshoe & Washers
- Contests – Jalapeño Eating, Lil Darling, Lil Mr & Miss Cowboy Homecoming

We invite you to be a part of this year's celebration by becoming an event sponsor. As you may know, the Chamber of Commerce is a non-profit organization that works with civic organizations to raise funds for scholarships to graduating seniors, in addition to supporting numerous community projects. With over 300 volunteers, the Cowboy Homecoming committee 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 2011 Cowboy Homecoming Festival a huge success!

Shauna Garza
Chair

Maureen E. Spruill
Co-Chair

Pleasanton Chamber of Commerce
www.PleasantonCofC.com



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Sponsorship Packages

Cowboy Homecoming Title Sponsor

- 24 weekend wristbands
- 24 passes to the exclusive VIP Parties & VIP Rodeo area 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 passes to the exclusive VIP Party and VIP Rodeo area w/ unlimited beverages
- 4 VIP Parking Passes
- 12 koozies
- (4) 5' X 6' Banners hung in the park
- 4 meet and greets with bands *
- Two Corporate tables @ VIP Party

Included in all Marketing efforts

\$5,000.00

Gold Star Sponsor

- 12 weekend wristbands
- 12 passes to the exclusive VIP Party and VIP Rodeo area w/ unlimited beverages
- 2 VIP Parking Passes
- 12 koozies
- (2) 5' X 6' Banners hung in the park
- 2 meet and greets with 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 Rodeo area w/ unlimited beverages
- 1 VIP Parking Pass
- 8 koozies
- 5' X 6' Banner hung in the park, listed on our website
- 1 Corporate Table @ VIP Party

\$1,000.00

Bronze Buckout Sponsor

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

\$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, listed on our website

\$350.00

Spur Sponsor

- 4 ground admissions
- 2 koozies
- 11" x 17" Poster hung at Event, listed on our website

\$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 Chamber of Commerce
Attn: Cowboy Homecoming
P.O. Box 153
Pleasanton, Texas 78064

Pleasanton Chamber of Commerce
www.PleasantonCofC.com