



## Merced Western Heritage Foundation: Preserving Our Western Legacy

### OUR MISSION

The Merced Western Heritage Foundation (MWHF) is a non-profit organization dedicated to preserving the rich Western heritage of Merced County. Our core mission is to revive rodeo and other Western sports in our region, providing not only exciting family entertainment but also educational opportunities for our community to learn about the Western way of life. Looking ahead, our goal is to give back to our community in meaningful and positive ways.

### JOIN US AS A PARTNER

We warmly invite anyone interested to become a partner and participate in our inaugural PRCA rodeo event, scheduled for Friday June 12 & Saturday June 13, 2026, at the Merced County Fair. Our vision is to establish this rodeo as an annual tradition that continually gives back to Merced County.

### SPONSORSHIP AND BUSINESS EXPOSURE

As a sponsor, your business will gain positive exposure through our robust promotional efforts, including print media and direct mail campaigns. With expanded advertising opportunities in 2026, we aim to attract a larger audience from across Merced County, as well as cowboys and cowgirls who will compete in the event.

### YOUR IMPACT AS A SPONSOR

Your sponsorship of the Merced Western Heritage Foundation will directly support bringing the PRCA Rodeo to Merced, as well as funding awards for the rodeo event of your choice and contributing to the prize money for event winners. The greater the awards, the higher the level of competitor participation, which leads to a more thrilling and dynamic rodeo experience for all.

### CUSTOM SPONSORSHIP PACKAGES

No matter the level of sponsorship you choose, MWHF is committed to customizing your package to ensure your business receives optimal exposure, promotion, and partnership opportunities with both our foundation and the rodeo event.

## BE PART OF OUR SUCCESS

Your generosity and support are greatly appreciated as we strive to make this rodeo a success and reach our goals. Every contribution helps us in our efforts to promote and preserve our Western heritage.

## CONTACT INFORMATION

Join our cause and become a sponsor of the Merced Western Heritage Foundation! For more information about sponsorship opportunities or if you have any questions, please contact our Rodeo Vice President, Liz Johnston, at 209-480-5561 or Rodeo Treasurer Sharon Rucker Scotto, at 209-769-0854





## Honorary Heritage Sponsor

1/21/2026

Sponsor's Name \_\_\_\_\_

Title: \_\_\_\_\_

Merced Western Heritage Foundation  
171 Rahilly Rd  
Merced, CA 95341

**Subject:** Three-Year Sponsorship Commitment

Dear Honorary Heritage Sponsor,

On behalf of **Merced Western Heritage Foundation**, we are honored to confirm and celebrate your generous commitment as a valued sponsor for the next three years. Your support will play a vital role in advancing our mission to **Merced Western Days**, directly impacting the lives of those we serve.

### Sponsorship Details:

- **Sponsorship Term:** Start Date: \_\_\_\_\_ End Date \_\_\_\_\_ (3 years)
- **Annual Contribution:** \$ \_\_\_\_\_ per year
- **Total Commitment:** \$ \_\_\_\_\_ over three years
- **Purpose of Funds:** Merced Western Days Professional Rodeo (PRCA)

In recognition of your partnership, **Merced Western Heritage Foundation** will:

- Feature your organization's name/logo on our website, event materials.
- Offer opportunities for your team to engage in our programs and events.

We deeply value your trust and investment in our work. Together, we will create lasting change and measurable impact over the next three years.

Please sign below to confirm your sponsorship commitment.

With gratitude,

*Doug Aue*

Doug Aue  
President

*Liz Johnston*

Liz Johnston 209-480-5561  
Vice President

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**Acknowledgement of Commitment**

I, \_\_\_\_\_, on behalf of \_\_\_\_\_, agree to the sponsorship terms outlined above.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_





## Sponsorship Package

Opportunities to Partner and Promote Your Brand

### Introduction

Thank you for considering partnership opportunities with us. Our sponsorship package is designed to provide maximum visibility and engagement for your brand, while supporting our mission and events. We offer a range of sponsorship levels to suit different objectives and budgets.

### Sponsorship Levels

Sponsor Category	Price
Title Sponsor- Exclusive Sponsorship	\$25,000.00
Diamond Sponsor	\$15,000.00
Platinum Sponsors Your Choice to Sponsor Rough Stock or Timed Events. There are 7 total events to choose from.	\$10,000.00
(6) Golden Bucking Chute Sponsors 3 Left Chutes – 3 Right Chutes	\$5,000.00
Arena Silver Sponsors	\$2,500.00
Mutton Bustin' Sponsors (Fri 6/12 Perf 1 \$5,000.00) (Sat 6/13 Perf 2 \$5,000.00)	\$5,000.00 per night

**Title Sponsor.....\$25,000.00**

- ❖ 20 VIP Tickets Per Day with VIP Parking Pass
- ❖ 15 General Admission Tickets Per Day
- ❖ Box Seating with Signage
- ❖ Out Gate Banner
- ❖ Business Exclusive  
(i.e. Vehicle, Beverage, Casino, etc.)
- ❖ Live Animal Display at Business during the Week of the Rodeo
- ❖ Prominent Signage in VIP Area and Arena
- ❖ Business Name Announcement throughout the Rodeo

**Diamond Sponsor.....\$15,000.00**

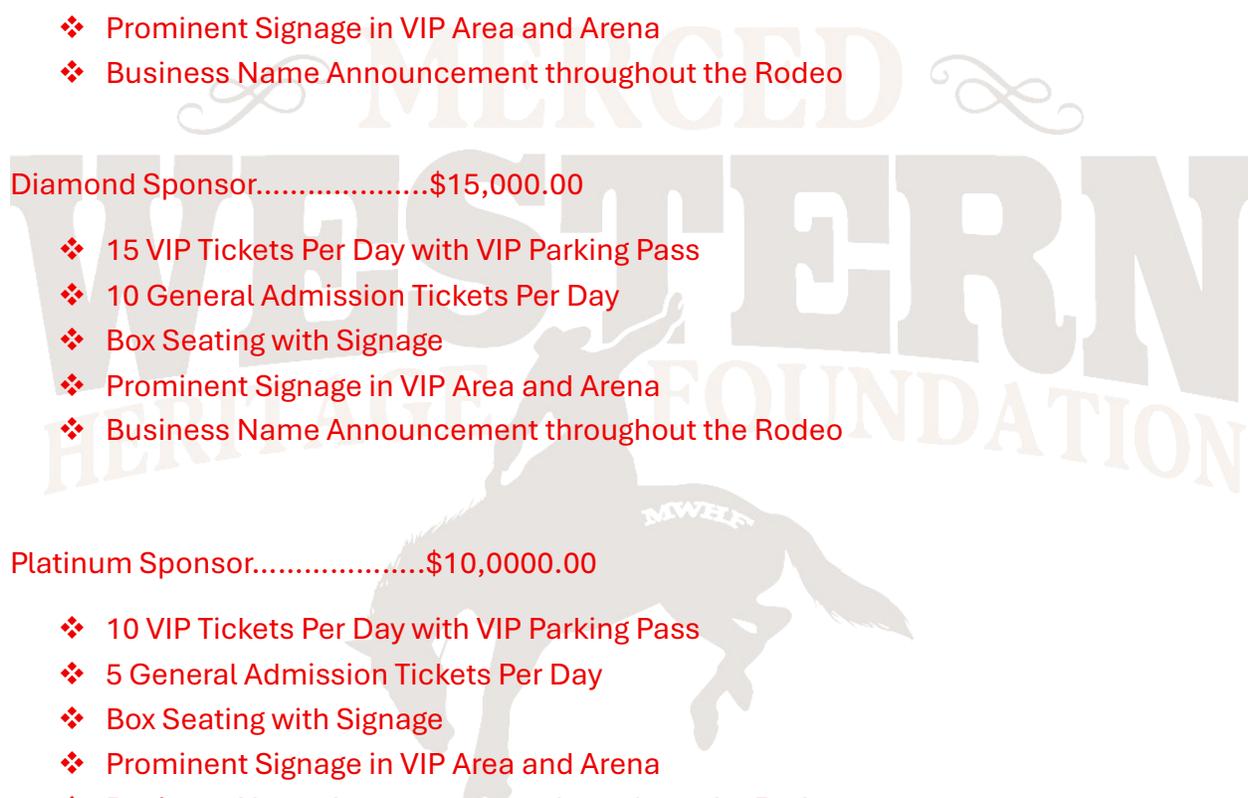
- ❖ 15 VIP Tickets Per Day with VIP Parking Pass
- ❖ 10 General Admission Tickets Per Day
- ❖ Box Seating with Signage
- ❖ Prominent Signage in VIP Area and Arena
- ❖ Business Name Announcement throughout the Rodeo

**Platinum Sponsor.....\$10,000.00**

- ❖ 10 VIP Tickets Per Day with VIP Parking Pass
- ❖ 5 General Admission Tickets Per Day
- ❖ Box Seating with Signage
- ❖ Prominent Signage in VIP Area and Arena
- ❖ Business Name Announcement throughout the Rodeo
- ❖ Sponsoring Rough Stock Event or Timed Event (2)

**Golden Bucking Chute Sponsor.....\$5,000.00**

- ❖ 6 VIP Tickets Per Day with VIP Parking Pass
- ❖ 4 General Admission Tickets Per Day
- ❖ Box Seating with Signage
- ❖ Signage on Bucking Chute
- ❖ Business Name Announcement throughout the Rodeo



Arena Silver Sponsor.....\$2,500.00

- ❖ 4 VIP Tickets Per Day with VIP Parking Pass
- ❖ 4 General Admission Tickets Per Day
- ❖ Arena Signage
- ❖ Business Name Announcement throughout the Rodeo

Mutton Bustin' Sponsor.....\$5,000.00

- ❖ 4 VIP Tickets Per Day with VIP Parking Pass
- ❖ 4 General Admission Tickets Per Day
- ❖ Business Name Announcement throughout the Rodeo





# Partnership Agreement Form

## Partner Information:

- Company/Individual Name: \_\_\_\_\_
- Contact Person: \_\_\_\_\_
- Address: \_\_\_\_\_
- City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_
- Phone Number: \_\_\_\_\_
- Email Address: \_\_\_\_\_

## Event Information:

- Event Name: **Merced Western Days**
- Event Date: **Friday June 12, 2026 & Saturday June 13, 2026**
- Event Location: **Merced County Fairgrounds**

## Sponsorship Level: (please check your sponsorship)

- Title Sponsor (\$25,000.00) \_\_\_\_
- Diamond Sponsor (\$15,000.00) \_\_\_\_
- Platinum Sponsor (\$10,000.00) \_\_\_\_
- Golden Buckle Chute Sponsor (\$5,000.00) \_\_\_\_
- Arena Silver Sponsor (\$2,500.00) \_\_\_\_
- Mutton Bustin' Sponsor (\$5,000.00) \_\_\_\_

I, \_\_\_\_\_ give permission for my Sponsorship Name and/or Logo to be listed on social media, Website and other public advertisement. YES \_\_\_\_ NO \_\_\_\_



Signature: \_\_\_\_\_ Date: \_\_\_\_\_