



1st New Mexico Bank Wild Wild West Rodeo

2026 RODEO SPONSORSHIP



Legendary Rodeo. Local Support. Partners in the Arena.

Wild Wild West Rodeo

June 5 & 6, 2026

Under the Cool New Mexico Evening Skies

Experience high-flying bull riding, fast-paced roping, and heart-pounding rodeo action with Casper Baca Rodeo Company set against the beautiful New Mexico evening sky. Our rodeo brings together some of the Southwest's toughest cowboys and cowgirls as they compete in rough stock and high-speed timed events for two thrilling, unforgettable nights.

From the excitement in the arena to local food and specialty vendors, there's something for everyone to enjoy. This is more than a rodeo – it's a celebration of Western heritage, community pride, and family fun.

Held at Southwest Horseman's Park, conveniently located off US Hwy 180 and Caballero Road just east of Silver City, this annual tradition draws families, fans, and supporters from across the region.

A Rodeo for the Whole Community

Hosted by the Southwest Horseman's Association, this event may be organized by us – but it truly belongs to the community.

Whether you're cheering from the stands or partnering as a sponsor, your support keeps this Western tradition strong and growing year after year.

See You at the Rodeo

We can't wait to welcome everyone back for another exciting year of action, family fun, and community pride.

JUNE 5 & 6, 2026



Contact: Kim Clark, 575-574-2629, southwesthorseman@hotmail.com
www.wildwildwestrodeo.com or www.facebook.com/wildwildwestrodeo





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To **Our Wild Wild West Rodeo Sponsors,**

Mark your calendars for **June 5-6, 2026!** We're excited to once again partner with Casper Baca Rodeo Company to bring an action-packed rodeo to Grant County. With strong prize money offered, we expect top contestants from across the Southwest and two nights of great competition and entertainment.

The Southwest Horseman's Association is proud to host this event for Grant County. But this isn't just our rodeo – it's your rodeo, too. Your sponsorship makes it possible. In return, we are committed to providing strong promotion, quality entertainment, and a fun, well-run event that highlights your business and benefits our entire community.

What's New This Year:

Streamlined Sponsorship Packages: We've simplified our packages to make the benefits clear and valuable. Each level is designed to give you strong visibility and a solid return on your support. Please see the attached sponsorship levels and pricing sheet for details.

Invoices: Invoices will be sent on March 10, 2026. Each invoice will include:

- A summary of your sponsorship benefits
- A clear pricing breakdown
- A payment deadline of **May 1, 2026**

Earlier Sponsorship Confirmation: Returning sponsors will have the first opportunity to renew their 2025 package. However, 2026 sponsorships are not guaranteed until payment is received. Early payment allows us to:

- Confirm sponsorship placements in advance
- Avoid last-minute changes
- Ensure all spots are filled before rodeo weekend

If payment is not received by **May 1, 2026**, your sponsorship may be offered to a business on our waiting list.

We truly appreciate your continued support. Because of you, this rodeo grows stronger every year. We look forward to celebrating another unforgettable Wild Wild West Rodeo with you.

If you have any questions, please feel free to reach out.

With appreciation,

The Southwest Horseman's Association
Wild Wild West Rodeo Committee
southwesthorsemans@hotmail.com

Kim Clark
Rodeo Secretary | 575-574-2629



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Sponsorship Packages

Title Sponsor – \$5,000

Platinum Sponsor – \$2,000 to \$1,000

- Nightly Performance Sponsor
- Official Truck Sponsor
- Official Tractor Sponsor
- Event Sponsor
- Bucking Chute Gate Sponsor
- Chutes Overhead Sign Sponsor

Premium Sponsor – \$1,000

- Rodeo Personnel Sponsor
- Rodeo Personnel Hotel Sponsor
- Feed Sponsor

Supporter – \$1,000 to \$500

- Box Seating
- Let Out Gate
- Arena Signs
- Parking
- Vendors

*Returning sponsors will be offered first right of refusal for their 2025 package.
The 2026 sponsorship is not guaranteed until payment is received.*



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Sponsorship Packages

Title Sponsor – \$5,000

- Official Title Sponsor: One at \$5,000

List of Benefits:

- Prominent sign placement under the announcer stand
- Announced multiple times during two nightly performances
- Flag with logo in the arena during grand entry and hot lap
- Logo and named as title sponsor on all rodeo print and online assets; website, poster, tickets
- Included in radio ads, press releases, and proclamations
- VIP Parking passes
- Option to cohost a rodeo meet & greet at your location (T.B.D.)
- Option to provide business swag to be tossed to the audience during rodeo (T.B.D.)



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Sponsorship Packages

Platinum Sponsor – \$2,000 to \$1,000

- Nightly Performance Sponsors: Four at \$2,000
- Official Truck Sponsor: One at \$2,000
- Official Tractor Sponsor: One at \$2,000
- Event Sponsors: Eleven at \$1,000
- Bucking Chute Gate Sponsors: Six at \$1,500
- Chutes Overhead Sign Sponsors: Six at \$1,000



Events: Bull riding, bareback, saddle bronc, barrel racing, breakaway roping, calf roping, team roping, steer wrestling, calf scramble, stick horse rodeo, and exceptional rodeo

List of Benefits:

- Truck, Nightly and Event Sponsors:
 - Prominent sign placement under the announcer stand
 - Announced each of the two nightly performances including during sponsored event
 - Social media, website and press inclusion
 - Two VIP Parking Passes
 - Nightly sponsors are included in radio ads/poster/tickets/flag hot lap
 - Nightly sponsors option to provide business swag to be tossed to the audience during rodeo
- Chute Gate and Overhead Sign Sponsors:
 - Sign placement on bucking chutes
 - Announced each time the chute is used for the rough stock events
 - One VIP Parking Pass
- **2026 Perk:** Get 20% off when you combine a box purchase with your Platinum sponsorship

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Sponsorship Packages

Premium Sponsor – \$1,000

- Rodeo Personnel Sponsor: Five at \$1,000
 - Announcer, clown/bullfighter, specialty acts, flag girls, and guest queens
- Rodeo Personnel Hotel Sponsor: One at \$1,000
- Feed Sponsor: One at \$1,000

List of Benefits:

- Rodeo Personnel Sponsors:
 - Social media and website inclusion when promoting rodeo personnel
 - Announced at the beginning of each rodeo performance
 - Announced once during the rodeo when the personnel are in the arena
 - VIP meet and greet with sponsored personnel
- Personnel Hotel and Feed Sponsors:
 - Announced at the beginning of each rodeo performance
 - Social media and website inclusion



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Sponsorship Packages

Supporter – \$1,000 to \$500

Starting in 2026 packages, signs, and boxes are a separate charges

- Gold, Silver, Bronze, Copper and Turquoise Box Seating. **Price based on location*
- Let Out Gate
- Arena Signs. **Price based on location*
- Parking Sponsor: Two at \$500
- Vendors. **Price based on size*

List of Benefits:

- Box Seating: 10 seats for 2 performances
 - Gold Boxes: \$1000 - #8-15 and 16-33
 - Silver Boxes: \$800 - #34-39
 - Bronze Boxes: \$700 - #1-7 and 64-58
 - Copper Boxes: \$600 - #40-48 and 65-70
 - Turquoise Boxes: \$500 - #49-56
- Signs: First come, first served until all space is allocated; we will determine placement
 - Let Out Gate at the end of the arena: One at \$500
 - Arena Signs past bucking chutes to SE corner \$300
 - Arena Signs SE corner to let out gate at end \$150
 - Parking and additional sponsorships may be available. Call to ask!
- Vendors: Deposit required. Space limited; we will determine placement
 - 10x20 booth, 3 vendor passes, and 2 parking passes at \$200
 - 10x10 booth, 3 vendor passes, and 2 parking passes at \$150



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SOUTHWEST HORSEMAN'S ARENA

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