



**COWBOYS
FOREVER
FOUNDATION**



**COWBOYS FOREVER
FOUNDATION SUMMER
RODEO SERIES**

2026 SPONSORSHIP BROCHURE

Dear Local Business,

The Cowboys Forever Foundation Rodeo, held at the Eagle County Fairgrounds, would like to invite you to become a sponsor of the 2026 summer rodeo series. We are excited for another year of summer rodeos to bring the community together and bring awareness to a persistent issue in our county.

The aim of this rodeo series is to offer the community a place to visit during the summer months and to support up-and-coming rodeo contestants from around the state. Proceeds from the event will be used to fund the Cowboys Forever Foundation, whose mission is to preserve our western heritage and support our community. We have also partnered up with Speak Up Reach Out (SURO) to raise awareness about suicide. From 2021 to 2025, we have been able to donate over \$33,000 to SURO from rodeo gate proceeds. The stigma around mental health and suicide continues to impact our community. From 2004 to 2020, Eagle County lost 131 individuals to suicide. There is still a need for mental health support systems and awareness about these issues our county is facing.

This year's rodeo series will take place the middle of June to mid-August on Friday nights starting at 7:30 pm. The dates are June 19th and 26th, July 3rd, 10th, and 31st, and August 7th and 14th. We will have bronc riding, team roping, ladies breakaway roping, ladies barrel racing, junior barrel racing, dally ribbon roping, junior steer riding, bull riding, calf scramble, and mutton bustin'.

The Cowboys Forever Foundation is a 501(c)3 organization. Your tax-deductible donation creates a partnership that helps us meet our goals. By becoming a sponsor, you will become involved in the great sport of rodeo while advertising your company to countless spectators and competitors. You will also be supporting a great cause that targets an ongoing issue in our community. We have many different types and levels of sponsorship and would love to accommodate you in any way we can.

We hope you will join us for our 2026 Cowboys Forever Summer Rodeo Series and help support our community!



PRESENTING SPONSOR

\$10,000

(LIMIT 1)

DEADLINE: MAY 1ST, 2026



BENEFITS

- First right to retain Presenting Sponsorship in 2027
- Radio Ad Recognition as 2026 Presenting Sponsor
- Recognition as Presenting Sponsor throughout CFF Summer Rodeo Series and each rodeo performance
- Display space opportunity in the merchandise area during each performance
- Bucking Chute Banner (includes PA announcements during rough stock events – banner provided by CFF)
- Flag presentation during Grand Entry and before two of the rodeo events (flag provided by CFF)
- Commercial announcement at each rodeo (1-5 sentences)
- Logo on Advertisement Poster and Event Website
- Wall Banner in Arena and Outside Arena (provided by sponsor – 3' x 8')
- Multiple PA Announced Recognition during Rodeo Performances
- Social Media Recognition
- (16) Season Pass Rodeo Tickets
- (32) Drink Tickets
- (4) CFF Rodeo Hats and (4) CFF Rodeo Shirts

CHUTE SPONSOR

\$6,000

(LIMIT 5)

DEADLINE: MAY 1ST, 2026



BENEFITS

- First right to retain Chute Sponsorship in 2027
- Radio Ad Recognition
- Recognition throughout CFF Summer Rodeo Series and each rodeo performance
- Bucking Chute Banner (includes PA announcements during rough stock events – banner provided by CFF)
- Flag presentation during Grand Entry and before one of the rodeo events (flag provided by CFF)
- Commercial announcement at each rodeo (1-4 sentences)
- Logo on Advertisement Poster and Event Website
- Wall Banner in Arena and Outside Arena (provided by sponsor – 3' x 8')
- Multiple PA Announced Recognition during Rodeo Performances
- Social Media Recognition
- (12) Season Pass Rodeo Tickets
- (24) Drink Tickets
- (2) CFF Rodeo Hats and (2) CFF Rodeo Shirts

GATE SPONSOR

\$5,000

(LIMIT 2)

DEADLINE: MAY 1ST, 2026



BENEFITS

- First right to retain Gate Sponsorship in 2027
- Recognition as Presenting Sponsor throughout CFF Summer Rodeo Series and each rodeo performance
- Bucking Chute Banner (includes PA announcements during rough stock events – banner provided by CFF)
- Flag presentation during Grand Entry and before one of the rodeo events (flag provided by CFF)
- Commercial announcement at each rodeo (1-4 sentences)
- Logo on Advertisement Poster and Event Website
- Wall Banner in Arena and Outside Arena (provided by sponsor – 3' x 8')
- Multiple PA Announced Recognition during Rodeo Performances
- Social Media Recognition
- (10) Season Pass Rodeo Tickets
- (20) Drink Tickets
- (2) CFF Rodeo Hats and (2) CFF Rodeo Shirts

MUTTON BUSTIN' EVENT SPONSOR

\$3,500

(LIMIT 1)

DEADLINE: MAY 1ST, 2026



BENEFITS

- First right to retain Mutton Bustin' Event Sponsorship in 2027
- Recognition as a sponsor throughout CFF Summer Rodeo Series and each rodeo performance
- Flag presentation before one of the rodeo events (flag provided by sponsor)
- Commercial announcement at each rodeo (1-2 sentences)
- Business name on Mutton Bustin' Trophy each rodeo
- Logo on Advertisement Poster and Event Website
- Wall Banner in Arena and Outside Arena (provided by sponsor – 3' x 8')
- Multiple PA Announced Recognition during Rodeo Performances
- Social Media Recognition
- (8) Season Pass Rodeo Tickets
- (16) Drink Tickets

GOLD DUST PEAK EVENT SPONSOR

\$3,500

(LIMIT 8)

DEADLINE: MAY 1ST, 2026



BENEFITS

- First right to retain Event Sponsorship in 2027
- Recognition as a sponsor throughout CFF Summer Rodeo Series and each rodeo performance
- Flag presentation before one of the rodeo events (flag provided by sponsor)
- Commercial announcement at each rodeo (1-2 sentences)
- Logo on Advertisement Poster and Event Website
- Wall Banner in Arena and Outside Arena (provided by sponsor – 3' x 8')
- Multiple PA Announced Recognition during Rodeo Performances
- Social Media Recognition
- (8) Season Pass Rodeo Tickets
- (16) Drink Tickets

EAGLE PEAK GRAND ENTRY SPONSOR

\$2,500

(LIMIT 8)

DEADLINE: MAY 1ST, 2026



BENEFITS

- First right to retain Grand Entry Sponsorship in 2027
- Recognition as a sponsor throughout CFF Summer Rodeo Series and each rodeo performance
- Flag presentation during the grand entry (flag provided by sponsor)
- Logo on Event Website
- Wall Banner in Arena and Outside Arena (provided by sponsor – 3' x 8')
- Multiple PA Announced Recognition during Rodeo Performances
- Social Media Recognition
- (6) Season Pass Rodeo Tickets
- (12) Drink Tickets

ELK MOUNTAIN SPONSOR

\$1,500

(LIMIT 20)

DEADLINE: MAY 1ST, 2026



BENEFITS

- Recognition as a sponsor throughout CFF Summer Rodeo Series
- Logo on Event Website
- Wall Banner in Arena (provided by sponsor – 3' x 8')
- PA Announced Recognition during Rodeo Performances
- Social Media Recognition
- (4) Season Pass Rodeo Tickets
- (8) Drink Tickets

COTTONWOOD PEAK SPONSOR

\$1,000

BENEFITS

- Logo on Event Website
- Wall Banner in outside of arena (provided by sponsor – 3' x 8')
- Social Media Recognition
- (2) Season Pass Rodeo Tickets
- (4) Drink Tickets

CASTLE PEAK SPONSOR

\$500

BENEFITS

- Logo on Event Website
- Social Media Recognition
- (1) Season Pass Rodeo Tickets
- (2) Drink Tickets



SPONSORSHIP COMMITMENT FORM

Official Company Name: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Physical Address: _____

City/State: _____ Zip: _____

We commit to be a sponsor of the 2026 Cowboys Forever Foundation Summer Rodeo Series at the following level:

- Presenting Sponsor at\$10,000
- Chute Sponsor at\$6,000
- Gate Sponsor at\$5,000
- Mutton Bustin Event Sponsor at\$3,500
- Gold Dust Peak Event Sponsor at\$3,500
- Eagle Peak Sponsor at\$2,500
- Elk Mountain Sponsor at\$1,500
- Cottonwood Peak Sponsor at\$1,000
- Castle Peak Sponsor at -----\$500

Sponsorship Amount: _____

Signature: _____ Date: _____

Check # _____

Please Invoice

Please make all checks payable to the Cowboys Forever Foundation



ADDITIONAL INFORMATION

PHONE: 970-376-2232

EMAIL: COWBOYSFOREVERFOUNDATION@GMAIL.COM

WEBSITE: COWBOYSFOREVERFOUNDATION.ORG

MAIN CONTACT; SAMANTHA WITTLER (PRESIDENT)

THE COWBOYS FOREVER FOUNDATION IS A 501C(3) ORGANIZATION

PLEASE LET US KNOW IF YOU NEED ADDITIONAL INFORMATION

COWBOYS FOREVER FOUNDATION

P.O. BOX 5651

EAGLE, CO 81631



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