

Publicity Committee Minutes -
September 29, 2020

Conference Call In Members: Scott Clements, Scott Gallegos, Connor Toney, Tim Smith, Scott Crosby, Mitch Burghlea, Joyce Nelsen and Kitty O'Keefe.

Guest called in: Tiah DeGrofft, Sponsor Director with Pendleton Roundup

Minutes

Announcements and Introductions:

- a. Scott Clement called meeting to order at 9:01 am and introductions were made.
- b. Tim moved to accept the minutes and Scott Crosby 2nd the motion. The minutes were accepted. Kitty to post on website
- c. Chair Statement: Scott welcomed guests.

Old Business: none

New Business:

- a) Review 2021 Publicity Budget
 - i) See Attachment 1
 - ii) Members reviewed and discussed what sponsorships, media, TV/Radio they'd like to see in 2021.
 - iii) Scott Clement will present budget to full board Oct.14, 2020
- b) Presentation by Tiah DeGrofft – Sponsor Director with Pendleton Roundup
 - i) See Attachment 2
 - ii) Tiah shared with members the following: largest 4 day rodeo in the world. 60,000 fans and 1,000 cowboys attend. They believe in Tradition; they promote community contributors and giving back.
 - iii) Sponsorship package for OUNC is 20K and includes outdoor space to set up our 811 trailer.

- iv) Contract will include cancellation options: rollover,
complete refund and or donate
- c) For the Good of the Order: none
- d) Next meeting: tbd

Meeting adjourned at 9:42 a.m.
Submitted by Kitty O'Keefe on September 29, 2020

2021 Publicity Budget Forecast

ANTICIPATED SPONSORSHIPS, RADIO & GENERAL, ect.

	BUDGET	PAID	DIFFERENCE
ADVERTISING			
Alpha Media (year round)	\$16,000		\$16,000
National Excavator Initiative - TV commercial (new)	\$40,000		\$40,000
Dormers - Online Store purchases. Includes T-shirt program & shipping costs	\$100,000		\$100,000
SUBTOTAL	\$156,000	\$0	\$156,000
SPONSORSHIPS			
Dozer Day - Vancouve, WA. + swag	\$1,000	\$0	\$1,000
Dozer Day - Eugene, OR	\$5,000	\$0	\$5,000
Mid Oregon Construction Safety Summit	\$1,500	\$0	\$1,500
The Oregonian (new)	\$4,000		\$4,000
Sunday Parkways (new)	\$2,000	\$0	\$2,000
JJ Harrison	\$5,000	\$0	\$5,000
Hillsboro Hops + 811 swag	\$11,100		\$11,100
Pendleton Roundup	\$20,000		\$20,000
			\$0
SUBTOTAL	\$49,600	\$0	\$49,600
MISC.			
Other (general)	\$10,000	\$0	\$10,000
Standard Manuals	\$10,000		\$10,000
Spanish version		\$0	
English version		\$0	
Dashboard Calenders	\$12,000	\$0	\$12,000
SUBTOTAL	\$32,000	\$0	\$32,000
	\$237,600	\$0	\$237,600



SPONSORING THE PENDLETON ROUND-UP

ALWAYS THE SECOND FULL WEEK IN SEPTEMBER



SEPTEMBER 15-18, 2021

WWW.PENDLETONROUNDUP.COM

2019



"LET 'ER
BUCK"

55,000 - 60,000 VISITORS ANNUALLY

49%



51%



57%

HAVE A COLLEGE



11%



AFRICAN AMERICAN



21%



HISPANIC



68%



WHITE

51% EARN MORE THAN \$50,000

OF THOSE - 34% EARN \$75,000+

OF THOSE - 20% EARN 100,000+



53% ARE 25 - 54 YEARS OF AGE

44% ARE OVER 50



58% ARE MARRIED

47% HAVE CHILDREN

70% OWN THEIR OWN HOME









PENDLETON ROUND-UP & HAPPY CANYON

COMMUNITY CONTRIBUTORS



TO CHARITABLE
ORGANIZATIONS

\$221,527

TO SERVICE
ORGANIZATIONS

\$184,235

SCHOLARSHIP STUDENTS,
QUEEN & COURT

\$223,750

The Round-Up & Happy Canyon award
3 separate scholarships to the local community.
Members that serve on the Round-Up Court or as a
Happy Canyon Princess receives a scholarship at the
end of their reign.

*COURT SCHOLARSHIP OVER 12 YEARS TIME



Estimated Annual economic
community impact of

**\$65
MILLION**

& continues
to climb!

"LET'ER
BUCK"

WWW.PENDLETONROUNDUP.COM

SPONSOR BENEFITS

Major Sponsor (\$20,00 Sponsorship)

- Ten (10) tickets to each performance of the Pendleton Round-Up in Sponsor Seating.
 - Options to purchase additional tickets. **
- Ten (10) tickets to one Happy Canyon performance.
- Ten (10) meals in the Roy Raley Room each day.
- Ten (10) Tickets to the Buckle Club Dinner
- Thirty (30) wristbands for each day to the Roy Raley Building.
- Ten (10) complimentary passes to Happy Canyon Hospitality Room.
- Two (2) parking stickers (good for all four days).
- Booth Space in Round-Up Way for the 811 Trailer and pop up tent.
- Full-page color advertisement in all Round-Up souvenir programs with artwork provided by the Sponsor.
- One half page black and white advertisement in all Happy Canyon souvenir programs with artwork provided by the Sponsor.
- Four (4) sponsor signs identifying the Sponsor as an official sponsor, as locations set forth by Organizers on the Round-Up and Happy Canyon grounds.
- Logo Court Street Electronic Messaging Board in September.
- Sponsorship mentioned on the Pendleton Round-Up and Happy Canyon social media pages.
- Listed as a Major Sponsor on Pendletonroundup.com
- Any advertising or promotional material printed and distributed by the Organizers will identify the Sponsor as an Official Sponsor.
- Access to VIP Shuttle
- Access to VIP Behind the Scenes Tours

