Publicity Committee Minutes -September 29, 2020 Conference Call In Members: Scott Clements, Scott Gallegos, Connor Toney, Tim Smith, Scott Crosby, Mitch Burghelea, 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 2<sup>nd</sup> 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

#### ANTICIPAED 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		<b>\$0</b>		\$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

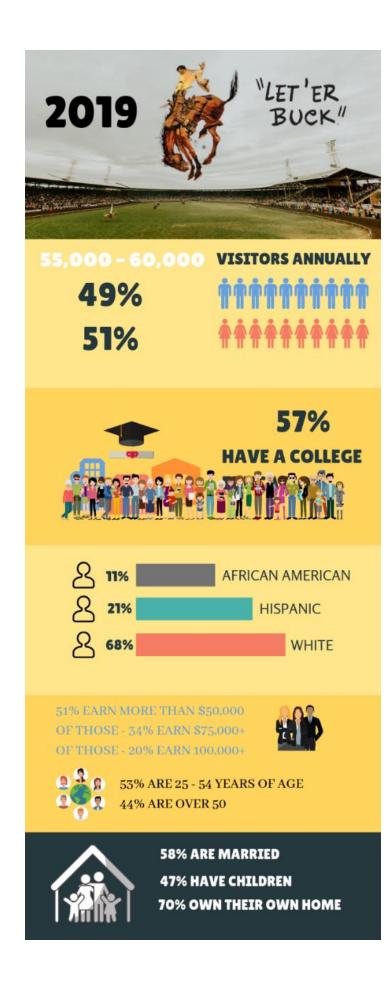
ALWAYS THE SECOND FULL WEEK IN SEPTEMBER





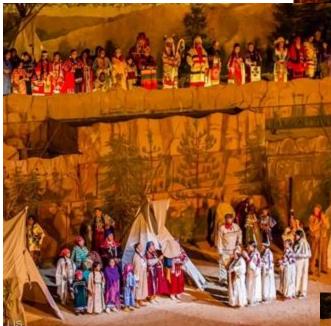
## SEPTEMBER 15-18, 2021

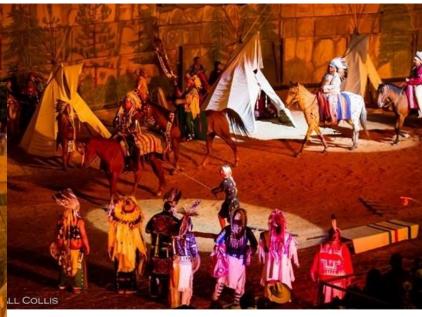
## WWW.PENDLETONROUNDUP.COM





















# PENDLETON ROUND-UP. & HAPPY CANYON

## COMMUNITY CONTRIBUTERS

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. Estimated Annual economic community impact of

R

& 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 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

