

FRIDAY
Sept. 11

2026

SATURDAY
Sept. 12



**PARTNERSHIP
OPPORTUNITIES**

PRESENTED BY





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BE PART OF THE TRADITION

Why Businesses Choose to Partner with the Wylie Championship Rodeo

Promote Your Brand

Your business receives meaningful visibility before, during, and after the rodeo through arena signage, announcer recognition, digital marketing, printed materials, social media, and event promotions. Every partnership is designed to help your business stand out while connecting with a highly engaged local audience.

Create Memorable Experiences

Many partnership levels include exclusive VIP Hospitality Packages featuring premium arena-side seating, catered hospitality, preferred parking, and expedited entry. Whether entertaining clients, recognizing employees, or spending time with family and friends, the rodeo provides an unforgettable experience.

Build Relationships

The rodeo brings together business leaders, elected officials, community partners, families, and visitors in one place. It creates a relaxed environment where meaningful conversations and lasting relationships naturally happen.

Support Your Community

Your partnership helps preserve one of Wylie's most cherished traditions while supporting the Wylie Area Chamber of Commerce's mission to create opportunities for businesses to connect, grow, and flourish.

MORE THAN A TWO-NIGHT EVENT

Many partnership benefits continue well beyond rodeo weekend. Depending on your partnership level, your business may receive ongoing recognition through Chamber marketing, social media, website exposure, branded merchandise, and long-term visibility throughout the community.

Whether you're looking to increase brand awareness, entertain valued clients, reward employees, or demonstrate your commitment to Wylie, there's a partnership opportunity designed to help you achieve your goals.

CHAMPIONSHIP PARTNERSHIPS ★ *Lead the Tradition*

Championship Partnerships represent the highest level of investment in the Wylie Championship Rodeo and are designed for businesses seeking premium visibility, exceptional hospitality, and meaningful community leadership.

These exclusive partnerships place your business at the center of one of Wylie's most anticipated annual events through premier branding opportunities, outstanding guest experiences, and recognition before, during, and after the rodeo. Whether you're entertaining valued clients, recognizing employees, or elevating your brand, Championship Partnerships provide an unmatched opportunity to connect with the community while supporting a tradition that has brought families and businesses together for more than 33 years.

With limited availability and premium benefits, Championship Partnerships offer the highest level of exposure and represent a true investment in the continued success of the Wylie Championship Rodeo.

CHAMPIONSHIP PARTNERSHIP BENEFITS

Every Championship Partnership includes a designated number of **VIP Hospitality Packages** and **VIP Arrival Packages**, along with the **Championship Marketing Package** as outlined in each partnership offering.

VIP Hospitality Package

Each Championship Partnership includes a designated number of VIP Hospitality Packages. While the number of hospitality packages varies by partnership level, every VIP guest enjoys the same premium rodeo experience.

Each VIP Hospitality Package includes:

- One reserved arena-side VIP seat offering an outstanding view of the rodeo action
- Catered VIP dinner
- Complimentary beverages and refreshments
- Access to the VIP Hospitality Area
- VIP Hospitality Packages are assigned by evening as outlined in each partnership (for example, 6 Friday / 6 Saturday) and may not be combined, transferred, or reassigned to another performance

VIP Arrival Package

Each Championship Partnership includes a designated number of VIP Arrival Packages. While the number of arrival packages varies by partnership level, every VIP Arrival Package provides the same premium arrival experience.

Each VIP Arrival Package includes:

- Preferred VIP parking
- Golf cart transportation from the VIP parking area to the VIP entrance
- Expedited VIP entrance
- VIP Arrival Packages are assigned by evening as outlined in each partnership

Championship Marketing Package

Every Championship Partner receives:

- Two premium arena signs strategically placed on opposite sides of the rodeo arena, providing exceptional visibility from nearly every seating section during both evenings of the rodeo
- Business recognition by the rodeo announcer throughout both evenings
- Recognition in the official rodeo program and on the giant LED video screen
- Acknowledgment on website and event pages
- Exhibitor booth available with reservation; sponsor provides tent, table, chairs and decor
- Post-event thank you on chamber social media, website and in e-Newsletters

CHAMPIONSHIP PARTNERSHIP OPPORTUNITIES

Entertainment Partner (Limit 1 Partner)

Investment: \$5,000

Exclusive Partnership Benefit: Exclusive recognition on the Giant LED Video Screen throughout both evenings.

At a Glance:

- 12 VIP Hospitality Packages (6 Friday & 6 Saturday)
- 6 VIP Arrival Passes (3 each night)
- Championship Marketing Package

Over the Chutes Partner (Limit 4 Partners)

Investment: \$4,950

Exclusive Partnership Benefit: Premium banner displayed above the bucking chutes.

At a Glance:

- 12 VIP Hospitality Packages (6 Friday & 6 Saturday)
- 6 VIP Arrival Passes (3 each night)
- Championship Marketing Package

Premier Arena Banner Partner (Limit 4 Partners)

Investment: \$2,500

Exclusive Partnership Benefit: 6' x 10' banner displayed at the livestock run-out gate.

At a Glance:

- 12 VIP Hospitality Packages (6 Friday & 6 Saturday)
- 6 VIP Arrival Passes (3 each night)
- Championship Marketing Package

Pressbox Partner (Limit 1 Partner)

Investment: \$2,500

Exclusive Partnership Benefit: Exclusive Pressbox sponsorship with highly visible signage located on the pressbox.

At a Glance:

- 12 VIP Hospitality Packages (6 Friday & 6 Saturday)
- 6 VIP Arrival Passes (3 each night)
- Championship Marketing Package

Reserved Seating Partner (Limit 1 Partner)

Investment: \$2,500

Exclusive Partnership Benefits: Logo featured on reserved seating credentials.

A highly visible banner is displayed above the reserved seating section, facing the arena.

At a Glance:

- 12 VIP Hospitality Packages (6 Friday & 6 Saturday)
- 6 VIP Arrival Passes (3 each night)
- Championship Marketing Package

Bucking Chute Partner (Limit 6 Partners)

Investment: \$2,100

Exclusive Partnership Benefits: Signage on assigned bucking chute and announcer recognition each time chute is used.

Opportunity to purchase additional signage inside the gate - \$600

At a Glance:

- 12 VIP Hospitality Packages (6 Friday & 6 Saturday)
- 6 VIP Arrival Passes (3 each night)
- Championship Marketing Package

FEATURED PARTNERSHIPS ★ *Share the Tradition*

Featured Partnerships are designed for businesses that want to maximize their visibility while creating memorable experiences for clients, employees, and guests. Combining meaningful brand recognition with exceptional hospitality, these partnerships offer an outstanding opportunity to showcase your business while supporting one of Wyllie's most celebrated community traditions.

From prominent arena recognition to exclusive sponsorship experiences, Featured Partnerships provide the perfect balance of marketing value, relationship building, and community engagement. Whether you're looking to strengthen customer relationships, reward your team, or increase your company's presence in the community, these partnerships deliver exceptional value and lasting impact.

FEATURED PARTNERSHIP BENEFITS

Every Featured Partnership includes a designated number of **VIP Hospitality Packages** or **General VIP Hospitality Packages**, **VIP Arrival Packages**, and the **Featured Marketing Package** as outlined in each partnership offering.

VIP Hospitality Package

Select Featured Partnerships include a designated number of VIP Hospitality Packages. While the number of hospitality packages varies by partnership level, every VIP guest enjoys the same premium rodeo experience.

A Select VIP Hospitality Package includes:

- One reserved arena-side VIP seat offering an outstanding view of the rodeo action
- Catered VIP dinner
- Complimentary beverages and refreshments
- Access to the VIP Hospitality Area
- VIP Hospitality Packages are assigned by evening as outlined in each partnership (for example, 6 Friday / 6 Saturday) and may not be combined, transferred, or reassigned to another performance

VIP Arrival Package

Each Featured Partnership includes a designated number of VIP Arrival Packages. While the number of arrival packages varies by partnership level, every VIP Arrival Package provides the same premium arrival experience.

Each VIP Arrival Package includes:

- Preferred VIP parking
- Golf cart transportation from the VIP parking area to the VIP entrance
- Expedited VIP entrance
- VIP Arrival Packages are assigned by evening as outlined in each partnership

General VIP Hospitality Package

Select Featured Partnerships include a designated number of grandstand seats within the designated VIP hospitality area. While the number of general hospitality packages varies by partnership level, every VIP guest enjoys the same premium rodeo experience.

A Select General VIP Hospitality Package includes:

- One reserved arena-side VIP grandstand seat offering an outstanding view of the rodeo action
- Catered VIP dinner
- Complimentary beverages and refreshments
- Access to the VIP Hospitality Area
- General VIP Hospitality Packages are assigned by evening as outlined in each partnership (for example, 6 Friday / 6 Saturday) and may not be combined, transferred, or reassigned to another performance

Featured Marketing Package

Every Featured Partner receives:

- Two premium arena signs strategically placed on opposite sides of the rodeo arena, providing exceptional visibility from nearly every seating section during both evenings of the rodeo
- Business recognition by the rodeo announcer throughout both evenings
- Recognition in the official rodeo program and on the giant LED video screen
- Acknowledgment on website and event pages.
- Post-event thank you on chamber social media, website and in e-Newsletters

FEATURED PARTNERSHIP OPPORTUNITIES

Rodeo Event Partner (Unlimited Partners)

Investment: \$1,750

Exclusive Partnership Benefit: Company flag carried during Grand Entry and before your sponsored event. If a returning sponsor requires a new flag due to a logo change, a \$250 replacement fee will apply.

At a Glance:

- 12 VIP Hospitality Packages (6 Friday & 6 Saturday)
- 6 VIP Arrival Passes (3 each night)
- Featured Marketing Package

Rodeo Clown Partner (Limit 1 Partner)

Investment: \$1,600

Exclusive Partnership Benefit: Rodeo clown wears a custom shirt with your company branding.

At a Glance:

- 12 VIP Hospitality Packages (6 Friday & 6 Saturday)
- 6 VIP Arrival Passes (3 each night)
- Featured Marketing Package

Cowboy Gate Partner (Limit 2 Partners)

Investment: \$1,285

Exclusive Partnership Benefit: Your company logo on a gate adjacent to the arena event entry gate.

At a Glance:

- 12 General VIP Hospitality Packages (6 Friday & 6 Saturday)
- 6 VIP Arrival Passes (3 each night)
- Featured Marketing Package

Official VIP Hospitality Partner (Limit 2 Partners)

Investment: \$1,575

Exclusive Partnership Benefit: Recognition in the VIP Hospitality Area.

At a Glance:

- 12 General VIP Hospitality Packages (6 Friday & 6 Saturday)
- 6 VIP Arrival Passes (3 each night)
- Featured Marketing Package

Arena Lookout Partner (Limit 1 Partner)

Investment: \$1,250

Exclusive Partnership Benefit: Your company logo on a sign or banner displayed in an elevated location on the scissor lift located beside the arena.

At a Glance:

- 12 General VIP Hospitality Packages (6 Friday & 6 Saturday)
- 6 VIP Arrival Passes (3 each night)
- Featured Marketing Package

FEATURED PARTNERSHIP OPPORTUNITIES

Business Round-Up Partner (Limit 5 Partners Each Night)

Investment: \$895

Exclusive Partnership Benefit: Opportunity to host a team or a group of friends at this outstanding community event.

At a Glance:

- 10 General VIP Hospitality Packages (select one night to use all 10 entries)
- 5 VIP Arrival Passes (for use on one night)
- Featured Marketing Package

Official VIP Transportation Partner (Limit 6 Partners)

Investment: \$525

Exclusive Partnership Benefits:

Company logo displayed on one of the official VIP transportation golf carts throughout the rodeo weekend.

Recognition as the Official VIP Transportation Partner.

Visibility as VIP guests arrive and are transported from the VIP parking area to the VIP entrance.

At a Glance:

- 8 General VIP Hospitality Packages (4 Friday & 4 Saturday)
- 4 VIP Arrival Passes (2 each night)
- Featured Marketing Package, excluding the 2 arena signs.

COMMUNITY PARTNERSHIPS ★ *Join the Tradition*

For more than 33 years, local businesses have played an important role in the success of the Wylie Championship Rodeo. Community Partnerships offer an affordable way for businesses of all sizes to support one of Wylie's most cherished traditions while increasing their visibility and demonstrating their commitment to the community.

Whether you're partnering with the rodeo for the first time or continuing a long-standing tradition, these opportunities provide meaningful recognition, valuable marketing exposure, and the chance to be part of an event that brings thousands of spectators together each year.

Perfect for businesses looking to increase their community presence while supporting the continued success of the Wylie Championship Rodeo.

COMMUNITY PARTNERSHIP BENEFITS

Every Community Partnership includes a designated number of **General Admission Experiences** and **Official Rodeo T-Shirts**, along with the **Community Marketing Package** as outlined in each partnership offering.

General Admission Experience

Community Partnerships include a designated number of General Admission Packages, providing your guests with a convenient and enjoyable rodeo experience.

Community Partner General Admission includes:

- General admission to the Wylie Championship Rodeo on the designated evening
- Expedited entry once guests arrive at the rodeo grounds
- Access to enjoy all rodeo performances, vendor areas, food concessions, and family-friendly activities

General Admission Packages may be used on Friday, Saturday, or divided between both evenings as outlined in each partnership offering.

Official Rodeo T-Shirts

Community Partnerships include a designated number of Official Rodeo T-shirts.

Each Official Rodeo T-Shirt serves as a lasting reminder of the Wylie Championship Rodeo. Whether worn during the event or throughout the year, these shirts celebrate the rodeo experience while proudly supporting one of Wylie's favorite community traditions.

Community Marketing Package

Every Community Partner receives:

- Business recognition by the rodeo announcer both evenings
- Recognition in the official rodeo program and on the giant LED video screen
- Acknowledgment on website and event pages
- Post event thank you on chamber social media, website and in e-Newsletters

COMMUNITY PARTNERSHIPS

Lil' Rustlers Partner (Limit 2 Partners)

Investment: \$500

Exclusive Partnership Benefit: Recognition for sponsoring the children's rodeo activities for one night. Opportunity to present prizes to winners of the games before Rodeo opening ceremonies.

At a Glance:

- 10 General Admission Experiences
- 2 Official Rodeo T-Shirts
- Community Marketing Package

Partnership note: Reserve your partnership early to receive first choice of sponsoring either the Friday or Saturday performance. Performance assignments will be made in the order partnerships are confirmed.

Trail Boss Partner (Unlimited Partners)

Investment: \$300

Exclusive Partnership Benefit: Grandstand signage. One arena sign prominently displayed along the top of the grandstands, facing the rodeo arena for outstanding visibility throughout both evenings.

At a Glance:

- 8 General Admission Experiences
- 2 Official Rodeo T-Shirts
- Community Marketing Package

Official Rodeo T-Shirt Partner (Limit 15 Partners)

Investment: \$275

Exclusive Partnership Benefit: Your company logo will be featured on the back of the official 2026 Wylie Championship Rodeo T-shirt, transforming a two-day sponsorship into a lasting marketing opportunity. As shirts are worn by volunteers, sponsors, participants, and community members, your business continues to receive valuable visibility throughout the community long after the rodeo weekend has ended.

At a Glance:

- 6 General Admission Experiences
- 2 Official Rodeo T-Shirts
- Community Marketing Package

Arena Lights Partner (Limit 15 Partners)

Investment: \$275

Exclusive Partnership Benefits: One company sign displayed on a strategically placed arena light tower located within the event grounds. Continuous visibility both evenings as guests move throughout the rodeo venue.

At a Glance:

- 6 General Admission Experiences
- 2 Official Rodeo T-Shirts
- Community Marketing Package

PARTNERSHIP POLICIES

To ensure an exceptional experience for all partners and guests, please review the following partnership guidelines:

Hospitality Experiences

- Rodeo Hospitality Experiences are assigned to a specific evening as outlined in your partnership benefits (for example: 6 Friday / 6 Saturday) and may not be combined or transferred to a single evening.
- General Admission Experiences may be used according to the terms of the individual partnership.

Guest Confirmation

- All VIP guests must be confirmed in advance.
- A completed guest list must be submitted to the Wylie Area Chamber of Commerce no later than September 3, 2026, to ensure accurate catering counts, minimize unnecessary expenses, and reduce food waste.
- VIP wristbands will be issued only for confirmed guests. Guests not submitted by the deadline cannot be guaranteed admission to the VIP Hospitality Area.

Additional VIP Opportunities

- Championship and Featured Partners with VIP Hospitality benefits may purchase additional VIP Grandstand seats for \$50 per person, per evening, based on availability.

Partnership Terms

- Partnership investments are non-refundable.
- Hospitality experiences, VIP wristbands, and parking passes have no cash value and may not be exchanged for other partnership benefits.
- Partnership benefits are non-transferable except as approved by the Wylie Area Chamber of Commerce at least one week prior to the event.
- The Wylie Area Chamber of Commerce reserves the right to make reasonable adjustments to partnership benefits if circumstances beyond its control require modifications to the event.

Partnership Assignments

- To ensure fairness for all partners, sponsorship display locations—including arena signage, bucking chutes, gates, and other placement opportunities—will be assigned by the Wylie Area Chamber of Commerce unless a specific location or performance selection is identified as a benefit of the partnership. Requests for specific placements outside of those designated benefits cannot be accommodated.
- To ensure fairness for all partners and provide the best possible guest experience, arena-side VIP seating will be assigned by the Wylie Area Chamber of Commerce. While every VIP Hospitality Package includes reserved arena-side seating with an outstanding view of the rodeo action, specific seat locations or seating preferences cannot be accommodated.