



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Are you making the most of your sponsorships? Eagle Vision offers a wide variety of opportunities that can significantly increase revenue for your committee.

Here are a few of the opportunities that we see and offer:

- Titles
- Cams
- Photobooth
- Camera Crane
- Drone Fly-Over
- Volunteer Shirts
- 4k Cinematographer/ Photographer

Titles

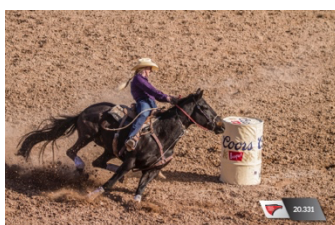
Titles are probably the most prominent and sought after sponsorship opportunity. They gain the most notable attention, visually and audibly. The titles consist of the lower thirds, timer bug, replay stinger, as well as the leader board. Displayed on the Eagle Vision replay board, the titles sponsor can have their logo on each of the tiles, fully customized with colours to fit their brand. Depending on your attendance and the capabilities of your sponsorship team we have seen this spot go for as low as \$6,500 and over \$20,000. Streaming your rodeo online can also bring additional value through increased viewership.

Lower Thirds

Timer Bug

Leader Board

Replay Stinger

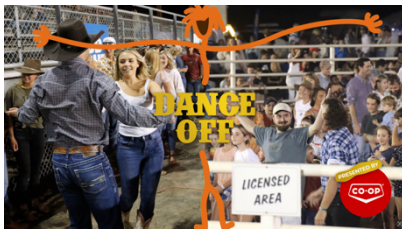




Cams

Cams are a great way for sponsors to gain attention while the crowd is not only engaged, but while they are also emotionally caught up in the high of the moment. Eagle Vision offers a variety of cams including a dance off cam, kiss cam, look alike cam, and a future rodeo queen cam.

Dance Off



Kiss Cam



Future Miss Rodeo



Photobooth

The photobooth is an incredible way for sponsors to make an impression not just at the rodeo, but afterwards. Our photobooth can produce prints on the spot with the logo of the rodeo and the sponsor on the picture. If the sponsor really wants to nail the branding, optimizing their reach, we always recommend a backdrop with their brand colours and logo. Then you can add some rodeo flair to the background with a wagon and some hay or other rodeo related props.

How does this sponsor gain recognition after the rodeo? This is quite possibly the best part. People love to find pictures of themselves at events for them to share to their own social media. So not only does our photobooth print hard copies, but it also saves the digital copy, which you can then share to your Facebook and website. When the rodeo goers visit your page, they then share their photo, with a caption about just how great their rodeo experience was. This is the best way for a brand to get organic exposure without having to pay extra to reach the audience, as the rodeo goers willingly and excitedly share their photos. If the sponsor opted to have the banner with their logo and brand colours, they are guaranteed to make it into each and every single repost of the photos.

Imagine for a second that your rodeo has 5,000 in attendance over the event and 1,500 people stop by the photobooth. We would recommend putting it somewhere high traffic, front and centre. Let's say that of those 1,500 at least 400 visit your Facebook to collect their picture and repost it, with the average Instagram account having 150 followers, this would mean that above and beyond the reach at the rodeo this sponsor could see their brand reaching upwards of 60,000 people through organic posts of the photobooth pictures with their logo and brand as the backdrop.



Camera Crane

A camera crane is a great way to bring new levels of hype and excitement to your rodeo! Bring your big screen production to a whole other playing field with Eagle Visions camera crane. What makes this opportunity stand out is that you generally only see camera cranes in larger productions like the Calgary Stampede or more prominent PBR events. This allows you to humbly “brag” to your audience about this cool new feature that you are spoiling them with, to enhance their experience, bringing them even closer to the action. The camera crane allows us to get a bird’s eye view perspective, which is the COOLEST thing for bull riding especially. Since the camera is attached to a 40ft crane it also allows us to lower the camera into the arena, providing amazing angles while bull riders tackle the most rank bulls in the country. While not just limited to bull riding, this is where we often see its effects really come to life.

How does this benefit a sponsor? Since there will be so much excitement about this piece of equipment, you can have your announcer make several references highlighting the action caught from this camera, “take a look at this AMAZING (insert name of sponsor) camera crane angle”. To top it off, the platform that the camera crane would need to go on could be wrapped in the sponsors logo, as well as hanging a banner from the camera crane, so while it is in action, their logo would be swinging around on the crane for everyone to see.

Attached in the email is a video of some camera crane shots in action.

Drone Fly-Over

The Drone flyover is a great cost-efficient way for an already existing sponsor to upgrade their sponsorship or a new sponsor to get their feet wet in the rodeo game. An Eagle Vision crew member would do a 30 second to 1 minute flythrough of the rodeo grounds, providing a really cool video angle for different “down” moments throughout the day. You could play this as people shuffle into their seats at the beginning of the day or as people are exiting at the end of the rodeo. We could also use it as a background video throughout the day as we need screen time filled with something a little more action based and exciting. A sponsor could have their logo put in the corner of the video as it is played. The video could also be posted to social media for added exposure.

Volunteer Shirts

Sponsored volunteer shirts are a great way for a business to get some great visual exposure, with a touch of that friendly small-town kind of care and charisma. Whether they would just like to sponsor shirts for our video crew or all your staff and volunteers, this is a fantastic way to generate some extra revenue for your committee.



4K Cinematographer/ Photographer

This is possibly one of the most extensive sponsorship opportunities that we provide, with a wide array of possibilities for additional revenue. Below are a list of the opportunities:

- Social media posts
- Contestant content
- Promo videos
- Recap videos
- Sponsor videos

Social Media Posts: Social media is easily one of the most underutilized tools for rodeos. One of the greatest assets of social media is that it gives you the ability to live beyond the arena, engaging your audience throughout the year, gaining awareness, while giving your sponsors access to your followers throughout the year, not just at the rodeo. This allows them to really build and solidify their relationship with your community, growing trust and loyalty with their brand.

If you are posting regularly on social media with the content from the Eagle Visions 4K cinematographer, you could entice sponsors to purchase a specified number of posts. You could post their logo on the content, mention them in the caption, and tag them as well. This then leads your followers to their pages, where your followers can choose to follow and engage with their pages on a regular basis. You can structure your packages to fit the needs and price point of each sponsor. So, a sponsor might only want to purchase 5 posts, but another might be open to 15-20. If you're sponsorship committee is really good, you could just have one sponsor for the whole year. The more you regularly you post to your social media pages, the more followers you will gain, which means your posts will only increase in value to your sponsors.

Contestant Content: Eagle Vision can capture behind the scenes footage of riders getting ready and suiting up for their rides. This can be combined with the footage from their ride. This gives your audience the chance to see a perspective they wouldn't normally get to see from the grandstands. It also allows your audience to follow their favourite riders more closely, deepening their connection to them, ensuring they keep coming back to your page for more content. Contestants also love reposting their rides, so whoever sponsors these will get more reach than just your followers as they now get the video reposted to the rider's page, accessing their followers as well. This is what we call organic reach, when your post gets shared to extra pages at no added expense to you, because you're not paying to promote to content, it's just being shared because people like the content. If a rider has a particularly good ride, or a big fall, or a run in with a bull, this also gives a higher chance for the content to go viral getting more views, which in turn is more viewership for the sponsor.

Video: There aren't too many better ways to get your loyal rodeo attendees excited about your next rodeo with a promo video created from all the content captured at last year's rodeo. This is a great way to capture emotions, highlighting some of the best moments from the previous year, building anticipation amongst your followers, encouraging early tickets sales and even some sponsorship inquiries as well. Since this is your main video to promote the event, it is a good idea to set aside some funds to advertise it on social media, but it is also a great place for a big sponsor to be seen as their logo is put in the video. Their logo can be put in the beginning of the video "(company logo) presents the (your rodeo name)". It could go at the end and it can even stay in the corner for the whole video.

Recap Video: This is like the promo video, but at the end of your rodeo or, if you go a step further, at the end of each day of rodeo. This is such a great way to get organic reach as people will come to your page to watch your content and they will share it to their story and if they find themselves in it, they might even repost it. Again, the sponsors logo has all the same options as the promo video.

