

THE WORLD'S LARGEST RODEO IS COMING TO TOWN

LAST LOCAL SPONSORSHIPS GOING FAST



Proudly co-hosted by:





July 18-24, 2021

Proudly co-hosted by:

Lancaster
EVENT CENTER
fairgrounds

LAST SPONSOR SPOTS AVAILABLE

SIGN UP BY MAY 24TH | FINAL ADS & LOGOS DUE JUNE 1ST

SATURDAY NIGHT SHORT GO PERFORMANCE - \$20,000

LAST 1
LEFT

- Largest crowd – almost guaranteed sell out (est. 6,000 people– 70% local/regional, rest is national/international)
 - Night the World Champions are crowned
- Everyone in attendance leaves knowing exactly who the performance sponsor was
- Logo on Jumbo Tron, arena signage, magazine and program ads, flag for Grand Entry & throughout the performance (3-3.5 hours)
- Announcements and recognition throughout the week
- Booth space at Ride into the Railyard event on Welcome to Lincoln Day



WEEKNIGHT PERFORMANCE - \$13,500

2 of 4
LEFT

- Great attendance for a weeknight crowd (est. 4,000 people– 50% local/regional, rest is national/international)
- Everyone in attendance leaves knowing exactly who the performance sponsor was
- Logo on Jumbo Tron, arena signage, magazine and program ads, flag for Grand Entry & throughout the performance (3-3.5 hours)
- Announcements and recognition throughout the week
- Booth space at Ride into the Railyard event on Welcome to Lincoln Day

EVENT - \$9,500

5 of 13
LEFT

- Be the sponsor of your favorite rodeo event at all 13 performances over 7 days (Barrel Racing, Team roping, etc.)
 - Logo on Jumbo Tron, announcements & recognition during your event (avg 15-25 min. out of 3-3.5 hr performance)
 - Flag in arena right before your event
 - Arena Signage, magazine and program ads
- Booth space at Ride into the Railyard event on Welcome to Lincoln Day

PROGRAM AD

2 of 20
SOLD

—communities of 30,000 in Wyoming supported previous NHSFRs with 20+ ads!

- Over 5,000 programs distributed to contestants & visitors
- High quality print—definitely a souvenir keepsake!
- Best way to get visitor traffic if Event or Performance sponsor packages aren't in your budget
- Full page color ads receive free booth space at Ride into The Railyard event on Welcome to Lincoln Day
- Program ads come with featured picture listing on Welcome to Lincoln Day website

BLACK & WHITE:

Full Page - \$1,060
Half Page - \$740
1/4 Page - \$530
Business Card Listing - \$325

4-COLOR:

Full Page - \$1,780
Half Page - \$1,060
1/4 Page - \$730
Business Card Listing - \$325



SECURE YOUR SPOT TODAY – Contact Hoyt Kraeger at 402.441.1824 or HKraeger@LancasterEventCenter.org



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VISITORS AT-A-GLANCE

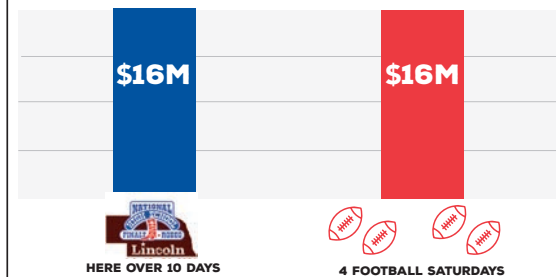
"The month of July signals the return of tourism to our pre-pandemic levels in the tourism event industry.

Rodeo families and rodeo fans have been resilient through the pandemic, and we are happy they are leading the way this July as we return as an incredible event host.

We know that residents across our great state are ready to get out and enjoy safe, family-friendly entertainment. So, a largely open-air event like the NHSFR will be just the ticket."

JEFF MAUL
Executive Director
Lincoln Convention & Visitors Bureau

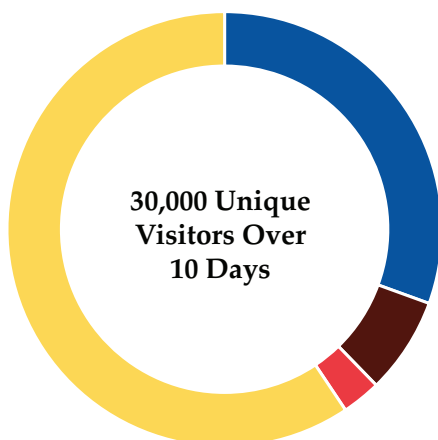
ADDED ECONOMIC IMPACT ON LINCOLN/LANCASTER COUNTY



NHSFR estimated to add \$16M+ on top of LEC Fairgrounds' \$45M annual economic impact to Lincoln/Lancaster County.
(according to Dr. Eric Thompson, UNL Bureau of Business Research)

Who they are:

- Contestant / Family
- Vendor / Staff
- Volunteer
- Spectator / Shopper



Where they're from:

- Local
- Nebraska
- National - International



Final scholarship interviews held at each NHSFR—all get at least one scholarship!

**LOCAL SPONSORSHIPS
SUPPORT**

OVER \$2 MILLION

**IN NHSRA'S ANNUAL
YOUTH SCHOLARSHIPS**



WELCOME TO LINCOLN DAY

SATURDAY, JULY 17

A special day created for NHSFR Lincoln visitors with day-long special experiences, discounts and surprises all around town designed to introduce you to our friendly locals and fun things to do all week. Some of the planned locations include:

- Speedway Motors Museum of American Speed
- Nebraska Capitol tours on hour (free)
- Lincoln Children's Zoo
- Lincoln Children's Museum
- International Quilt Museum
- University of Nebraska-Lincoln Guided Tours 1-5pm
- Special retail and restaurant offers -- see NHSFRLincoln.org>Visit for list

All participating businesses will only be line listed on website to get a picture ad on the WTLD website, please buy a NHSFR Program magazine ad (starts at \$325)

Receive a FREE booth space with your NHSFR Event or Performance sponsorship!

Ride into the



RAILYARD

Downtown Welcome Celebration

Enjoy a multitude of food, beverage and shopping options in Lincoln's Historic Haymarket around The Railyard--the "gathering place to be" on Husker game days with one of the biggest outdoor screens you've ever seen.

- 4-10pm: Games, giveaways and activities for the whole family
- 7-10pm: Live Band, and other special surprises

Check out NHSFRLincoln.org → Visit for final schedule on Welcome to Lincoln Day activities and offers!

Major sponsors:



Photo credit: Masen, Former LEC Fairgrounds Operations Crew Member and 2016, 2017 NHSFR Alum; Nebraska State Capitol

f t i @NHSFRLincoln



YOUR ORGANIZATION BENEFITS FROM THE LARGEST NHSFR NATIONAL MARKETING CAMPAIGN EVER

Designed to . . .

1. Encourage contestants to:

- Bring more family members
- Come earlier & stay longer
- Explore attractions, restaurants & businesses in Lincoln
- Visit Nebraska attractions on their way to & from the finals

2. Attract rodeo fans from:

- 1M population within 100mi radius
- Within Lincoln—the largest city to host NHSFR in a decade!



GET YOUR
FREE NEBRASKA
TRAVEL GUIDE
ORDER NOW

Official e-news of Nebraska March 2021

TAKE SUMMER BY THE HORNS

The World's Largest Rodeo is Riding into Lincoln July 18-24, 2021
Enjoy seven days of rodeo, shopping and eating, Western style! Over 1,700 of the top high school rodeo athletes from across 43 U.S. states and four countries will compete at the National High School Finals Rodeo at **Lancaster Event Center Fairgrounds**, right before many go pro. Whether you're just wearing the ropes, or this is not your first rodeo, you can expect seven days of action-packed events that will thrill the whole family.

[Learn More](#)

Come for the Rodeo, Stay for a Vacation
NHSFR Lincoln is truly in the center of it all! With many nearby lakes, campgrounds, local shops, attractions, and hotels, you'll find **plenty to do** for the whole family during your stay in Lincoln.

[Learn More](#)

Shop the Region's Largest Western-Themed Expo
Explore national, regional, and local vendors from across the U.S. and Canada. Or visit the many malls and shops in downtown and around the city. No ticket required to shop the NHSFR Lincoln Rodeo & Horse Expo.

[Learn More](#)

Have a Hankerin' for some BBQ?
You're in luck. Local and regional food vendors will be serving up a range of delicious eats from comfort foods to international favorites. If you feel like trying somewhere new every day, there are over 900 Lincoln restaurants nearby.

[Learn More](#)

GET INVOLVED NOW – BEST SPOTS GOING FAST!

VOLUNTEER

Be a Rodeo Volunteer
July 12-24, 2021
[Apply Now](#)

VENDOR

Be a Rodeo Vendor
July 15-24, 2021
[Apply Now](#)

SUPPORT

Be a Rodeo Sponsor
July 18-24, 2021
[Apply Now](#)

See Nebraska's full events calendar

[SEE MORE](#)

A RODEO GETAWAY FOR THE WHOLE FAMILY

The new National High School Finals Rodeo will be in Lincoln, Nebraska—the capital of the nation's #1 Cattle on Feed state.

MAKE PLANS NOW

We have room for the whole family! With 5,000+ hotel rooms, 900 restaurants and lots of fun things to see and do in town and throughout the state, Lincoln is your perfect rodeo destination. It all starts with Welcome to Lincoln Day on July 16th.

Check out [NHSFRLincoln.org](#) for details.

Lancaster EVENT CENTER fairgrounds

WATCH • SHOP • EAT
July 18 - 24, 2021

Fun for the Whole Family in Lincoln at NHSFR

Local insider tips for you to make NHSFR 2021 plans now.

Children Under 10
If you're looking for a fun-filled weekend, the Lincoln Children's Zoo is a must-visit. The zoo is located just north of the city and is a great place for families to spend the day. The zoo has a variety of animals, including giraffes, zebras, and hippos. It also has a large playground and a picnic area. The zoo is open from 10:00 a.m. to 5:00 p.m. on weekends. Tickets are \$10 for adults and \$5 for children under 10. The zoo is a great place for families to spend the day.

Nebraska State Capitol
The Nebraska State Capitol is a beautiful building that is a must-visit for anyone in Lincoln. The building is located in the heart of the city and is a great place to see the state's history. The building has a large dome and is surrounded by a beautiful garden. The building is open from 9:00 a.m. to 5:00 p.m. on weekdays. Tickets are \$10 for adults and \$5 for children under 10. The building is a great place for families to spend the day.

Lincoln Zoo
The Lincoln Zoo is a great place for families to spend the day. The zoo has a variety of animals, including giraffes, zebras, and hippos. It also has a large playground and a picnic area. The zoo is open from 10:00 a.m. to 5:00 p.m. on weekends. Tickets are \$10 for adults and \$5 for children under 10. The zoo is a great place for families to spend the day.

Magazine ads & articles:

- NHSRA Times
- Rodeo News
- Visitor Guides
- Midwest USA Today
- TriState Livestock News
- Western Horseman
- State Finals programs

RODEO PRIZE PACKAGE GIVEAWAY

FAMILY PRIZE PACKAGE GIVEAWAY
YOU could win free tickets to the National High School Finals Rodeo, food vouchers and additional offers! To enter, follow @NHSFRLincoln... more

[Learn More](#)

WIN TICKETS TO THE WORLD'S LARGEST RODEO

[LEARN MORE](#)

ENTER BY FOLLOWING

NHSFR Lincoln on Social Media

[LEARN MORE](#)

Digital ads:

- Rodeo News
- FencePost
- TriState Livestock News
- Midwest Messenger

Social media:

- Sponsored posts
- Takeovers
- Ticket giveaways



Plus tons of media and PR stories coming up as we get closer to July!

Nebraska Tourism E-Newsletters

EVENT AT-A-GLANCE



July 18–24, 2021
WATCH • SHOP • EAT

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DATES TO KEEP IN MIND:

- Vendors start arriving: Mon. July 12
- 24-hour contestant check-in: Thu. July 15 noon – Sun. July 18, 7am
- Rodeo & Horse Expo open: Sat. July 17 – Sat. July 24, 10am – 7pm
- Daily rodeo performances: Sun. July 18 – Sat. July 24, 9am & 7pm
- Primary move-out: Thu. July 22 – Sun. July 25

WHAT IS THE NATIONAL HIGH SCHOOL FINALS RODEO?

- World's largest rodeo from contestant perspective with 1,700 contestants & their families
- 99% of rodeo pros come through this organization
- Occurs annually in July in rotating locations—in two small towns in Wyoming over last decade!
- Lincoln's first of three scheduled rotations in 2021, 2026 & 2027
- 10-day event includes:

WATCH:

- Top qualifiers from 43 states & 4 other countries
- 13 different events occur at each of 13 rodeo performances (bull riding, pole bending, etc.)

SHOP:

- Region's largest western-themed expo on grounds
- Heavy local shopping at hundreds of retail options from local boutiques to shopping malls
- Many interested in merchandise & services unique to Lincoln
 - Businesses who support NHSRA with a program ad or other sponsorship will be publicized to visitors

EAT:

- Local & national food vendors on grounds
- Increased traffic daily to 900+ local restaurants
 - Restaurants willing to stay open late (10pm-1am) and support NHSRA with a program ad or meal donation will be publicized to visitors

HOW CAN YOU HELP? - Contact Hoyt today for details

- 1. BE A SPONSOR/ADVERTISER.** Help Lincoln/Lancaster County compete with previous host cities who have rallied to support NHSRA's youth scholarships.
- 2. DONATE MEALS.** Local restaurants are needed to feed volunteers, staff & VIPs working hard on grounds.
- 3. SEND LOCALS TO THE RODEO.** Cover the cost of tickets for local youth, seniors and special needs groups.
- 4. SEND VOLUNTEERS.** 700+ spots are needed to welcome visitors all week long.

Easy to get involved today at NHSFRLincoln.org/Volunteer

JOIN OUR SPONSORS SO FAR!

Will you join them in creating as much community support around the NHSFR as in past locations around the USA? (or more!)

PERFORMANCE SPONSORS:

3 of 7
LEFT



EVENT SPONSORS:

5 of 13
LEFT



CONSTRUCTION & OPERATIONS SPONSORS:



Governor's Office, Tourism, & Economic Development



IN-KIND SPONSORS:

