



2024

SPONSORSHIP OPPORTUNITIES

 @OlsensEvents

Olsen's Arena: 344 AZ-89, Chino Valley, AZ

Giving Back To The Community!

Olsen's is proud to support local charities and organizations by hosting events throughout the year at our facility to help with fundraising. These events include Chino Valley FFA Roping, Chino Valley FFA Livestock Show, BLM Adoption Event, Hammer Memorial & Benefit Barrel Race and Horses With Heart Benefit Barrel Race.

We also hosted our First Annual Dog Fair! This event was free to the public and gave organizations such as Yavapai County Search & Rescue and Police Officers with the K9 Unit an opportunity to educate the community on the services available. We also had vet clinics attend to offer education to the public as well as several adoption agencies to help place animals in loving homes!

All of these events were a huge success and we can't wait to add more community events like these to our schedule in 2024!



Premium Billboard Advertising

Large 12' x 8' billboard advertisement on premium billboard located outside of Olsen's Arena. Premium billboard advertisement is prominent and visible to those driving by or into the arena. Sponsor will receive exposure to hundreds of competitors and spectators throughout the year. *Exclusively reserved for Level 5 Sponsors.*

Radio Advertising

Sponsor will be mentioned on all Olsen's Radio Advertising pertaining to Olsen's Arena Events. *Exclusively reserved for Level 5 Sponsors.*

Print & Digital Event Advertising

Sponsor logo will be on event flyers hung up at all 5 Olsen's locations. Sponsor logo will also be on all digital graphics for arena events throughout the year. Digital graphics are displayed on Olsen's In-Store TVs, Olsen's Events Facebook Page and Olsen's Website. *Exclusively reserved for Level 5 Sponsors.*

Logo on Jacket

New to 2024! Sponsor will have logo embroidered onto winner's jacket to be given away at Equifest finals. *Exclusively reserved for Level 5 Sponsors.*

In-Store TV Advertising All Year

Level 4 & 5 Sponsors will receive digital advertisement on prominently displayed TVs in all 5 Olsen's locations. Advertisement will be played during store hours on a loop with other digital graphics. Customer store visits per year average 221,538. Digital advertisement will be created by Olsen's unless provided by sponsor.

Logo on Highway Arena Event Billboard

Level 4 & 5 Sponsors will have their logo placed on a large 12' x 8' billboard in front of the Chino Valley Olsen's store on Highway 89.

Vendor Space

Level 3, 4, & 5 Sponsors have the option to set up a vendor space at events. Sponsors who would like to set up a booth at an event MUST notify Olsen's Arena staff prior to the event.

Logo Displayed on Olsen's Website

Level 3, 4, & 5 Sponsors will have their logo displayed on Olsen's Website.

Banner Space in Main Arena

Level 2, 3, 4, & 5 Sponsors will have a banner displayed in Olsen's Main Arena.

Sponsor Spotlight

Level 2, 3, 4, & 5 Sponsors will have a Sponsor Spotlight post on Olsen's Events Facebook Page.

Announcements

ALL Sponsors will receive announcements during events held at Olsen's Arena. Frequency/duration of announcement depends on sponsorship level.



Annual Sponsorship Levels & Benefits

	LEVEL 5 \$5000	LEVEL 4 \$2500	LEVEL 3 \$1000	LEVEL 2 \$500	LEVEL 1 \$150
Premium Billboard Advertising	X				
Radio Advertising	X				
Print & Digital Event Advertising	X				
Logo on Jacket <i>(given away at Equifest finals)</i>	X				
In-Store TV Advertising All Year	X	X			
Logo on Highway Arena Event Billboard	X	X			
Vendor Space	X	X	X		
Logo Displayed on Olsen's Website	X	X	X		
Banner Space in Main Arena	X	X	X	X	
Sponsor Spotlight	X	X	X	X	
Announcements	X	X	X	X	X
Small Banner in Arena <i>(provided by sponsor)</i>					X

Olsen's Events Annual Sponsorships are NOT connected with Olsen's Equifest



2024 Sponsorship Agreement Form

Thank you for choosing to support Olsen's Events! Your contribution will help us with arena improvements, prizes for contestants, community events and more. As a valued sponsor, your feedback is important. If you have suggestions or requests, feel free to reach out!

Below is the Sponsorship Agreement Form. Please fill out the form in its entirety and submit it with any sponsor deliverables (banners, digital logos, etc.) at your earliest convenience.

Olsen's Events Contact: Shyan Ingrao | singrao@olsensgrain.com | (928) 202-2003

BUSINESS NAME _____ BUSINESS TYPE _____

CONTACT NAME _____

PHONE _____ EMAIL _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

SPONSORSHIP LEVEL:

☐ Level 5 - \$5000 ☐ Level 4 - \$2500 ☐ Level 3 - \$1000 ☐ Level 2 - \$500 ☐ Level 1 - \$150

PAYMENT METHOD:

☐ Check ☐ Credit Card ☐ Venmo ☐ Zelle ☐ Other _____

Make checks payable to Olsen's Events and mail form with payment to:

Olsen's Events
PO Box 427
Chino Valley, AZ 86323

Thank You for supporting Olsen's Events!

Disclaimer: Olsen's Events Sponsorships are **NOT** connected with Equifest Sponsorships