Cal Poly’s Western Bonanza Junior Livestock Show began in 1984 as a student’s senior project and has continued to grow. Western Bonanza is the only jackpot livestock show in the Western United States entirely student-managed. Western Bonanza has provided hundreds of students with a hands-on role in livestock show management. The forefront of importance to the Western Bonanza program is the show’s exhibitors.

• In 2015, Western Bonanza attracted 529 exhibitors and totaled 2,226 head of steers, heifers, lambs, swine and meat goats entered in the A and B shows combined. Western Bonanza offers first class payouts, premium awards and judges, quality facilities and true customer service to our exhibitors.

“We pride ourselves on being the largest junior livestock show in California.”

Background

Show Information

The 2016 show will be held February 12-14 at the Paso Robles Event Center. We welcome exhibitors and their families from all over the West Coast for an unforgettable livestock show, Western Bonanza style.

Our attractions for the weekend include:

• Four livestock species - beef, sheep, swine, meat goats with two shows for each specie: A and B show format, including two different judges for each show
• Live cameras in each ring capture the entire show, are broadcast Online and can be viewed from anywhere in the United States
• The Wether Dam Doe Show B was introduced in 2015
• Over $40,000 in payouts to livestock show exhibitor winners
• Friday night showing demonstrations
• 1,000 ft. trade show for vendors
• Shooting gallery for entertainment throughout the weekend
• Guaranteed good time and quality livestock show for exhibitors, judges and spectators
**Cal Poly’s Western Bonanza**
**Junior Livestock Show**

**Partnership Opportunities**

For more information: westernbonanza.calpoly.edu • Phone: (805) 756-2180 • Fax: (805) 756-6156

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**Premier Title Sponsor ($3000)**

<table>
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<tr>
<th>Gift Value: $2400</th>
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- Partner name or logo on Class Awards (100+ pieces)
- Premier logo placement on the top of the exhibitor t-shirt back
- Show ring banners at preference of donor
- Logo advertisement on online entry form through ShoWorks
- Ringside booth space at sponsored show ring
- Premier logo placement on photo backdrop
- Two full-page advertisements in the event program
- 10 social media blasts (Facebook, Instagram and Twitter)
- Two VIP parking placards for the weekend of the show

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<th>Gift Value: $1600</th>
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- Premier logo placement on the back of the exhibitor t-shirt
- Additional logo placement on various exhibitor and event products (entry bags, cotton gloves, etc.)
- Sponsor will have their logo on Division Champion Awards
- Four 3’x6’ banners in premier ring locations
- Two full-page advertisements in the event program
- Two Booth spaces in the Trade Show
- Five social media blasts (Facebook, Instagram and Twitter)
- Two VIP parking placards for the weekend of the show

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**Diamond ($1500)**

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<th>Gift Value: $1200</th>
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- Partner logo placed on the exhibitor T-Shirt back
- Additional logo placement on various exhibitor and event products (entry bags, cotton gloves, etc.)
- Three 3’x6’ banners in premier ring locations
- One Full page advertisement in the event program
- Booth space in the Trade Show
- Two social media blasts (Facebook, Instagram and Twitter)
- Two VIP parking placards for the weekend of the show

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**Emerald ($1000)**

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<th>Gift Value: $800</th>
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- Sponsor names will be listed on the T-shirt back
- Three 3’x 6’ banners in show ring areas
- Two social media blasts (Facebook, Instagram and Twitter)
- One VIP parking placards for the weekend of the show
- One Full page advertisement in the event program

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**Blue Ribbon ($500)**

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<th>Gift Value: $500</th>
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- Blue Ribbon partners contribute to awards and are listed in the Western Bonanza’s event program
Company Name: ____________________________
Contact Person: ____________________________
Address: ___________________________________
City: __________________________ State: _________ Zip: ______________
Phone Number: __________________________
E-mail Address: __________________________

☐ Please Bill Me  ☐ Check Enclosed

Signature: ___________________________

*Please make checks payable to Cal Poly Corporation*
Send to: Cal Poly’s Western Bonanza
P.O. Box 819
San Luis Obispo, CA 93406

**CONTACT US**

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