BACKGROUND
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 2013, Western Bonanza attracted 507 exhibitors and totaled 1,812 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 compass and customer service to our exhibitors.

"WE PRIDE OURSELVES ON BEING THE LARGEST JUNIOR LIVESTOCK SHOW IN CALIFORNIA."

SHOW INFORMATION
The 2014 show will be held February 14-16 at the Paso Robles Event Center. We will 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:
• 4 livestock species - beef, sheep, swine, meat goats with 2 shows for each specie: A and B show format, including 2 different judges for each show
• Live cameras in each ring capture the entire show and can be broadcasted anywhere across the United States via the Internet
• New in 2014 is the Wether Dam Doe Show and Sheep Show by Breed Division
• Over $40,000 in payouts to livestock show exhibitor winners
• Friday night showing demonstrations for each specie
• 1,000 ft. trade show for vendors
• 10,000 ft. trailer campground space
• Shooting gallery for entertainment throughout the weekend
• Guaranteed good time and quality livestock show for exhibitors, judges and spectators
Sponsorship of Western Bonanza will provide enhanced exposure within the livestock industry and jackpot community. Sponsorship also provides the opportunity to support youth involved in agriculture, a vital sector of today's youth and the future of the agriculture industry. Your commitment to their success is a philanthropic act that is supported, respected, and appreciated by Western Bonanza’s show staff, the Cal Poly Foundation, and most importantly, the Western Bonanza exhibitors.

Furthermore, the following Sponsor Benefits page summarizes the many tangible signs of appreciation that Western Bonanza may offer your business. We plan to work closely with you to develop the most mutually advantageous sponsorship package possible, in exchange for your support of Western Bonanza and our exhibitors.

**PLATINUM SPONSOR $2,500 MIN.**
- Premier logo placement on exhibitor T-Shirt back
- Sponsor will have their name or logo on awards
- Show ring display banners 3’x10’
- 2 full-pages in Western Bonanza’s program
- Two (2) VIP parking passes
- Two Tradeshow booth spaces

**DIAMOND SPONSOR $1,500 MIN.**
- Logo on the back of the exhibitor T-shirt
- Name or logo on class awards (100+ pieces)
- Show ring display banners 3’x10’
- Full-page in Western Bonanza’s program
- One (1) VIP parking pass
- Tradeshow booth space

**EMERALD SPONSOR $1,000 MIN.**
- Listed on the exhibitor T-shirt
- Logo on Division and Supreme Champion Awards
- Display banners at show ring locations
- ½ page in Western Bonanza program
- One (1) VIP parking pass
- Tradeshow booth space

**BLUE RIBBON CLUB $500 MIN.**
- Encompasses those looking to be Western Bonanza partners.
- Blue Ribbon partners sponsor all 1st and 2nd place winners out of each class.
- Program Recognition
- Logo placement on all 1st and 2nd place awards

**General Manager: Mark Tobias**
**Livestock Manager: Ian Sunbury**
**Marketing Manager: Regan Steele**
**Sponsorship Manager: Kelsey Nilsson**
**Office Manager: Claire Newman**
**Facilities Manager: Chandler Wilson**