



October 22 - 29, 2022
Lazy E Arena | Guthrie, Oklahoma

Sponsor Kit

2021 WORLD CUP FINALS

\$1,150,000
in cash and prizes

5,000
teams

28
States

2
Canadian Provinces

2021 SOCIAL MEDIA

1,898,087
Facebook Reach

22,991
Instagram Reach

69,503
Facebook Page Visits

922
Instagram Page Visits

THE BACKDROP

Backdrop interviews with the winners are hosted by NFR header Coleman Proctor and Reid Flake. 2022 interviews will be posted on social media throughout each day of WCF, posted to our website, on YouTube, and will include “instant replays” of the team’s short-go run.

Head over to our Facebook page to view the 2021 interviews.



THE PRIZES

In addition to impressive payouts, we proudly offer great prizes to our ropers. At the 2021 World Cup Finals, we gave away 20 Trent Ward Saddles, 7 John Deere Gators, and a 2021 4DR Chevy 1 Ton Dually and 1 ton of Purina Horse Feed.



TITLE SPONSOR

\$35,000 (1 available)

- Exclusivity for your industry (“Official beer sponsor”, “official arena equipment sponsor”, etc.)
- “Brought to you by _(your brand)_” under the World Cup Finals logo on all marketing assets
- Professionally developed, targeted social media content to help promote your brand and sell your product or service. 2 posts in feed and 2 posts to stories per month.
- 4 arena signs at all Jeff Smith & 3 Point Productions ropings in 2022
- Logo on backdrop for photos and video broadcasts
- Logo on all marketing assets
- Logo on main page of website
- 4 direct-text promotions per year
(We are launching a program that will allow us to text ropers about news, upcoming ropings, announcements, etc)
- Your own feature video developed at World Cup Finals
- PA Reads
- 20x30 Vendor Space at all 2022 ropings
- VIP Box Seats at World Cup Finals
- Logo on Large Prize Checks
- Your brand’s name on a specialty roping on the week of World Cup Finals, EX: “The Purina Open Roping”
- Logo on gift bags, merchandise
- Hospitality room access for 5 people

GOLD SPONSOR

\$15,000

- Exclusivity for your industry (“Official beer sponsor”, “official arena equipment sponsor”, etc.)
- Logo on all marketing assets year round, for all ropings
- 1 post in feed and 1 stories post each month on Facebook and Instagram Feed and Stories (must supply images or videos)
- 2 arena signs at all Jeff Smith & 3 Point Productions ropings in 2022
- Logo on backdrop for photos and video broadcasts
- Logo on all marketing assets
- Logo on main page of website
- 2 direct-text promotion per year
(We are launching a program that will allow us to text ropers about news, upcoming ropings, announcements, etc)
- Your own feature video developed at World Cup Finals
- PA Reads
- 20x30 Vendor Space at World Cup Finals
- 6 VIP Seats at World Cup Finals
- Logo on gift bags, merchandise
- Hospitality room access for up to 3 people

WORLD CUP FINALS HOSPITALITY SPONSOR \$7,500

This is an area for all sponsors, VIP guests, Veterans and VIP ropers to relax and enjoy refreshments and watch the roping on a TV screen.

- Logo on all World Cup Finals marketing assets
- PA Reads
- Your logo will come across our social media pages once per day in the form of engaging stories, posts, videos and collaborations with your brand page to increase reach, grow your audience and tell your story.
- 4 tickets to access this area for the week of World Cup Finals
 - **Beverage and food manufacturers have the option to sponsor the hospitality booth and commit an additional \$7500 in product in order to obtain the “Gold Sponsor” Kit.
- 10x10 vendor space at World Cup Finals

WORLD CUP FINALS MEDIA PRODUCTION SPONSOR \$7,500

- Logo on all World Cup Finals marketing assets
- PA Reads
- Logo on Mic Flag
- Logo in bottom corner of winner interviews
- Special thank you from hosts at end of each interview
- 1 dedicated social media post on week of World Cup Finals and a page mention on social each morning of the roping. EX: “Be sure to tune in to our live broadcast brought to you by _____”
- 10x10 vendor space at World Cup Finals

WORLD CUP FINALS SADDLE SPONSOR

\$5,000 (covers TWO Trent Ward Saddles)

- Your logo on TWO Trent Ward Trophy Saddles
- PA Reads
- 2 dedicated in-feed social media posts and 2 stories posts on week on World Cup Finals
- Logo on World Cup Finals Page of website
- Logo on marketing assets for World Cup Finals
- 10x10 Vendor Space at World Cup Finals

WORLD CUP SIGNAGE SPONSOR

\$5,000

- 2 banners in arena
- PA Reads
- 1 dedicated in-feed social media post on week of World Cup Finals
- Logo on World Cup Finals Page of website

SOCIAL MEDIA SPONSOR

\$3,500

Great for business who want to grow their brand reach

- Available during the week of World Cup Finals
- Your logo will come across our social media pages once per day in the form of engaging stories, posts, videos and collaborations with your brand page to increase reach, grow your audience and tell your brand story.

Interested in something more customized to your goals? Let's talk!

Call Linay Williams at (830) 426 9967

