



# 2023

# Hell on Wheels

Rodeo & Chuck Wagon Dinner  
Archer Rodeo Arena | Cheyenne, WY

June 9 & 30

July 7 & 14

August 25

September 8

[www.HellOnWheelsRodeo.com](http://www.HellOnWheelsRodeo.com)

Authentic chuck wagon dinners by award-winning 3 Lazy R

Bareback | Steer Wrestling | Breakaway Roping | Saddle Bronc  
Tie Down Roping | Team Roping | Barrel Racing | Bull Riding







Rodeo and the cowboy lifestyle has been an integral part of Cheyenne, Wyoming since the 1800s. The Hell on Wheels Rodeo & Chuck Wagon Dinner series has carried on the tradition, offering the experience to the modern audience, sharing the culture with both locals and visitors from around the world.

| <b>Benefits</b>                       | <b>Riggin'<br/>\$10,000</b> | <b>Lariat<br/>\$7,500</b> | <b>Hooley<br/>\$5,000</b> | <b>Re-Ride<br/>\$2,500</b> |
|---------------------------------------|-----------------------------|---------------------------|---------------------------|----------------------------|
| Flag in the Arena During the Rodeo    | U                           |                           |                           |                            |
| Display/Booth at all 6 Rodeos         | U                           |                           |                           |                            |
| Logo On Tickets                       | U                           | U                         |                           |                            |
| Sponsor Buckle                        | U                           | U                         | U                         |                            |
| Access to the VIP Area                | U                           | U                         | U                         | U                          |
| Announcer Recognition                 | U                           | U                         | U                         | U                          |
| Banner in the Arena or Grounds        | U                           | U                         | U                         | U                          |
| Sponsor Logo on the Website           | U                           | U                         | U                         | U                          |
| Recognition in Press Releases         | U                           | U                         | U                         | U                          |
| Rodeo Tickets                         | 40                          | 25                        | 20                        | 10                         |
| Chuck Wagon Dinner Tickets            | 20                          | 10                        | 10                        | 6                          |
| Size of Ad in Rodeo Program           | Full-Page                   | Half-Page                 | Quarter-Page              | Logo                       |
| Type of Recognition on Event Webpages | Blurb, Logo, Link           | Logo & Link               | Logo & Link               | Logo                       |

### **Additional Opportunities** (can be added to your sponsorship or bought individually)

Championship Buckle Sponsor \$300

Chute Sponsor \$1000

Barrels Sponsor (same as Lariat only Barrels Wrapped instead of Banners in the Arena)  
\$7500

Pickup Men Sponsor \$1500

Bull Fighter Sponsor \$1500

Banner Sponsorship \$600- have your banner featured on the rodeo grounds for the entire season

|                       | <u>2021</u>                | <u>2022</u> |
|-----------------------|----------------------------|-------------|
| Rodeos produced       | 7                          | 6           |
| Total purse           | \$36,700                   | \$52,000    |
| States represented    | 44                         | 46          |
| Countries represented | 4                          | 11          |
| Tickets sold          | 1649                       | 1754        |
| Dinners served        | 658                        | 835         |
| VIP tours given       | 109                        | 114         |
| Farthest traveled     | 5,290 miles                | 7,576 miles |
|                       | (Tubuai, French Polynesia) | New Zealand |

For all levels of sponsorship  
contact:

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