GRAND NATIONAL RODEO SPONSORSHIP PACKET

OCTOBER 9 & 10, 2026

COW PALACE ARENA AND EVENT CENTER, 2600 GENEVA AVE, DALY CITY, CALIFORNIA

GRAND NATIONAL RODEO

A professional athletic competition and celebration of agricultural development , ranching skills, and the Western way of life.

FRIDAY, OCT 9th & SATURDAY, OCT 10th

Cow Palace Arena and Event Center
2600 Geneva Ave, Daly City, California

OVERVIEW

The Grand National Rodeo and Jr. Livestock Show celebrates its 78th year! Since opening in 1941, the Cow Palace has welcomed over 50 million visitors through its doors. The Cow Palace is officially the 1-A District Agricultural Association, a State agency of the California Department of Food and Agriculture's division of Fairs and Expositions.

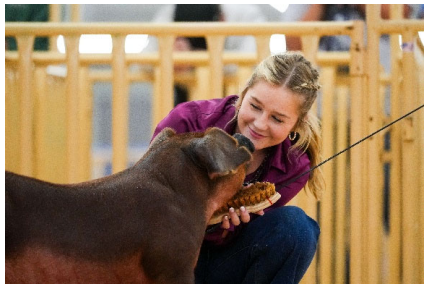
The idea for what was to become the Cow Palace was born at the 1915 Pan-Pacific International Exposition in San Francisco. When the fair's huge livestock exposition proved to be one of its most popular attractions, local business leaders met and resolved to build a permanent structure to house a great animal livestock exposition in San Francisco.

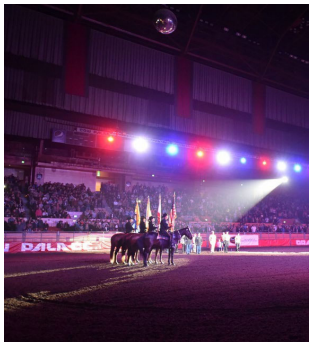
It has been 85 years since the Cow Palace opened, so why are we just now celebrating the 78th Grand National? The Cow Palace, like most of its sister properties in the California Network of Fairs, was used for other necessary purposes during World War II (serving as a military repair garage) and COVID.

Celebrate with us, our commitment to ranching, ag education, and the Western lifestyle!

ABOUT

GRAND NATIONAL RODEO





COMPETITIONS

SUPER CONTENDER FOR THE AMERICAN RODEO

The Grand National Rodeo provides the opportunity for amateur rodeo athletes to punch their ticket to the West Regional Finals and a step closer to the American Rodeo, the richest single payout in rodeo, held each spring in Texas.

JUNIOR LIVESTOCK SHOW

Young agriculturalists who raise cattle, sheep, goats, and swine compete by demonstrating their knowledge of animal science and husbandry while meeting established standards of excellence for each breed. Many youth showing livestock pursue careers in ag education, communications, law, and vet science.

FOUNDATION SCHOLARSHIPS

The Grand National Foundation helps students pursue their educational goals in agriculture by awarding five $2,000 scholarships annually. The applicants must plan to pursue a career in agriculture. Each applicant provides three recommendation letters, transcripts confirming good academic standing, and a personal essay. Applicants are required to participate in the Jr. Livestock Show and a panel interview.

MISS GRAND NATIONAL RODEO

Each year, one young lady is chosen to serve as Miss Grand National Rodeo. She promotes the GNR, the Cow Palace, and the sport of rodeo during her one-year tenure. Applicants are evaluated for horsemanship, poise, community service, public speaking skills, and knowledge of rodeo. Many Miss GNRs go onto prolific careers in public service, like 1952 Miss GNR, Senator Dianne Feinstein.

COMMUNITY CONNECTIONS

READING RODEO

Young students can earn a free ticket to the rodeo by joining the Cow Palace "Reading Rodeo" and reaching their reading goal! This program is a collaboration of the Cow Palace, the International Association of Fairs & Expositions, and the San Francisco Library.

SCHOOL FIELD TRIPS

Each year, hundreds of local students get a little closer to understanding where their ranch-raised food comes from and learn about the sport of rodeo. Grades 1-5 visit the Cow Palace before the big event, get a behind-the-scenes peek of the rodeo, and visit with young agriculturalists raising sheep, goats, hogs, and cattle.

LOCAL BUSINESS PROMOTION

The Cow Palace is pleased to take an active role in the business revitalization of the Geneva Avenue Corridor and the Excelsior with the Excelsior Outer Mission Merchants.

HEROES & CHAMPIONS

MILITARY NIGHT

Thank you for your service! We honor our active and retired military with complementary tickets for them and three additional family members, and a special salute during the Friday night rodeo.

FIRST RESPONDERS' NIGHT

Fires, floods, COVID, these heroes have given us their best when we are presented with the worst. We show our thanks to all first responders and medical personnel with complementary tickets for them and three additional family members, and an arena-wide "thank you" at the Friday night rodeo.

GOLDEN CIRCLE OF CHAMPIONS

This organization raises awareness and funds to support children battling pediatric cancer and their families. On Saturday, local pediatric cancer patients will be hosted to a night at the rodeo, and we'll pass the cowboy hat to collect funds that will be sent to support pediatric cancer research. https://www.goldencircleofchampions.com/

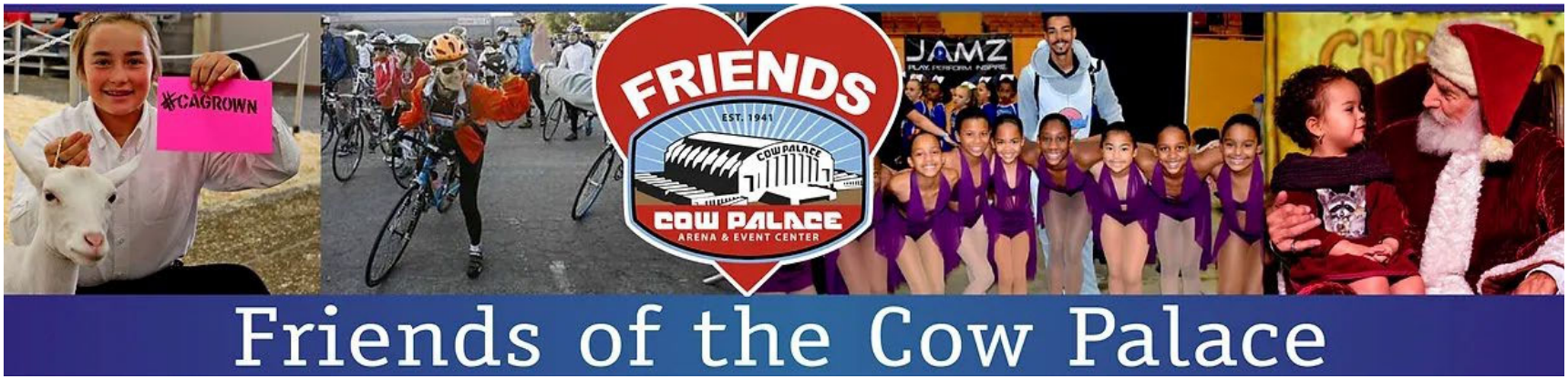
OUR PARTNER IN CHARITABLE GIVING

The *Friends of the Cow Palace* is a tax exempt, 501 (c)(3) organization recognized by the IRS and serves to support the mission and work of the Cow Palace through charitable fundraising.

FRIENDS OF THE COW PALACE

Organizations who prefer to support the Grand National Rodeo and associated outreach activities through this non-profit may do so. Their donations may be fully tax deductible as allowed by law. (EIN 92-1127924)

All sponsors who give through the *Friends of the Cow Palace* will receive an acknowledgement letter and receive all sponsor benefits outlined in this packet. For more information on how to direct your contribution, contact Vanessa Tom at **vtom@cowpalace.com**



SPONSORSHIP OPPORTUNITIES SUMMARY

PRE-EVENT MARKETING	PLATINUM	GOLD	SILVER	BRONZE
Mention in all media releases	✓			
Logo placement on electronic signboard on Geneva Avenue	✓	✓		
Social Media acknowledgement (Facebook, Instagram)	✓	✓	✓	
Logo placement on e-newsletter / announcements / website	✓	✓	✓	✓

DURING THE EVENT				
Placement of Sponsor sign on livestock chutes (4 available)	✓			
Named Event & Sponsor Flag (8 available)	✓	✓		
Invitation for two guests to *Thank You* reception (Saturday performance)	✓	✓	✓	
Announcer acknowledgement	✓	✓	✓	✓
Graphic Placement on LED Screen in Arena	✓	✓	✓	✓
Complimentary Tickets for Each Performance	20	10	6	4
Ad in Program	Full Page	½ Page	¼ Page	1/8 Page

CUSTOMIZE AND ENHANCE YOUR SPONSORSHIP

Enhance your sponsorship with added visibility in the most popular patron spaces with the latest technology! The Cow Palace is adding the following platforms to our guest engagement in 2026.

"Guess What's Coming to the Cow Palace" Docuseries

- Presenting Sponsor, Single Episode $1,000
- Presenting Sponsor, GNR Edition(s) $5,000
- Presenting Sponsor, Series (1 year) $10,000

GNR Mobile App

- App Sponsor $500

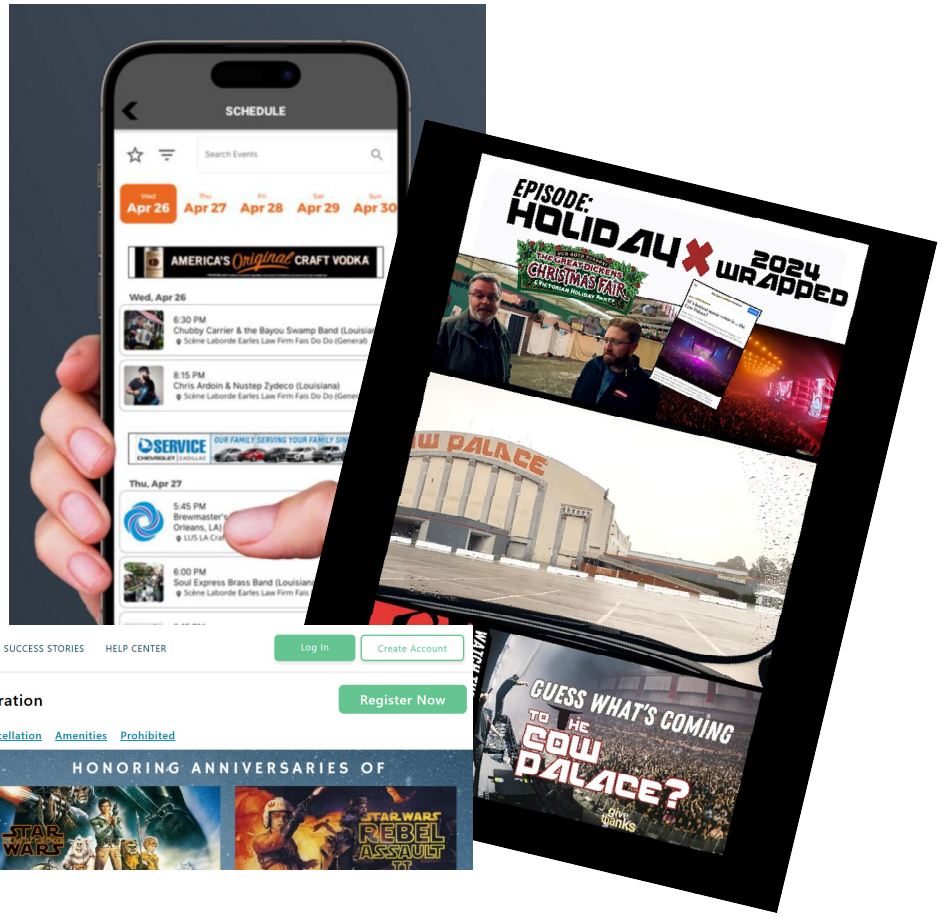
Event Hub

- Masthead Sponsor $3,000
- Participant Listing $500

As a GNR sponsor, in addition to your complimentary ticket package, you may buy **additional tickets at a discounted price.**

GATHER YOUR GROUP FOR AN EXCITING RODEO EXPERIENCE (15+ tickets to be eligible for the offer) **Enjoy savings of up to 20% (before fees and taxes) on these additional tickets.**

Have questions? Email us at media@cowpalace.com and we'll send you more details!



SPONSORSHIP AGREEMENT

Company:	
Contact Name:	
Business Phone:	
Mobile:	
Address 1:	
Address 2:	
City/State/Zip:	
Email:	
Website:	

PLEASE SELECT DESIRED SPONSORSHIP LEVEL

[ ] Platinum Sponsor	$10,000
[ ] Gold Sponsor	$5,000
[ ] Silver Sponsor	$3,000
[ ] Bronze Sponsor	$1,000
[ ] Add Ons (Page 8):	

FRIDAY & SATURDAY, OCTOBER 9 & 10, 2026
COW PALACE ARENA AND EVENT CENTER
2600 GENEVA AVE, DALY CITY, CALIFORNIA 94014
Contact: Vanessa Tom at vtom@cowpalace.com

AGREEMENT

Print Name

Title

Signature

Date