GRAND NATIONAL RODEO

WOMEN OF RODEO

AT THE COW PALACE

SPONSORSHIP PACKET

OCTOBER 3, 2026

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

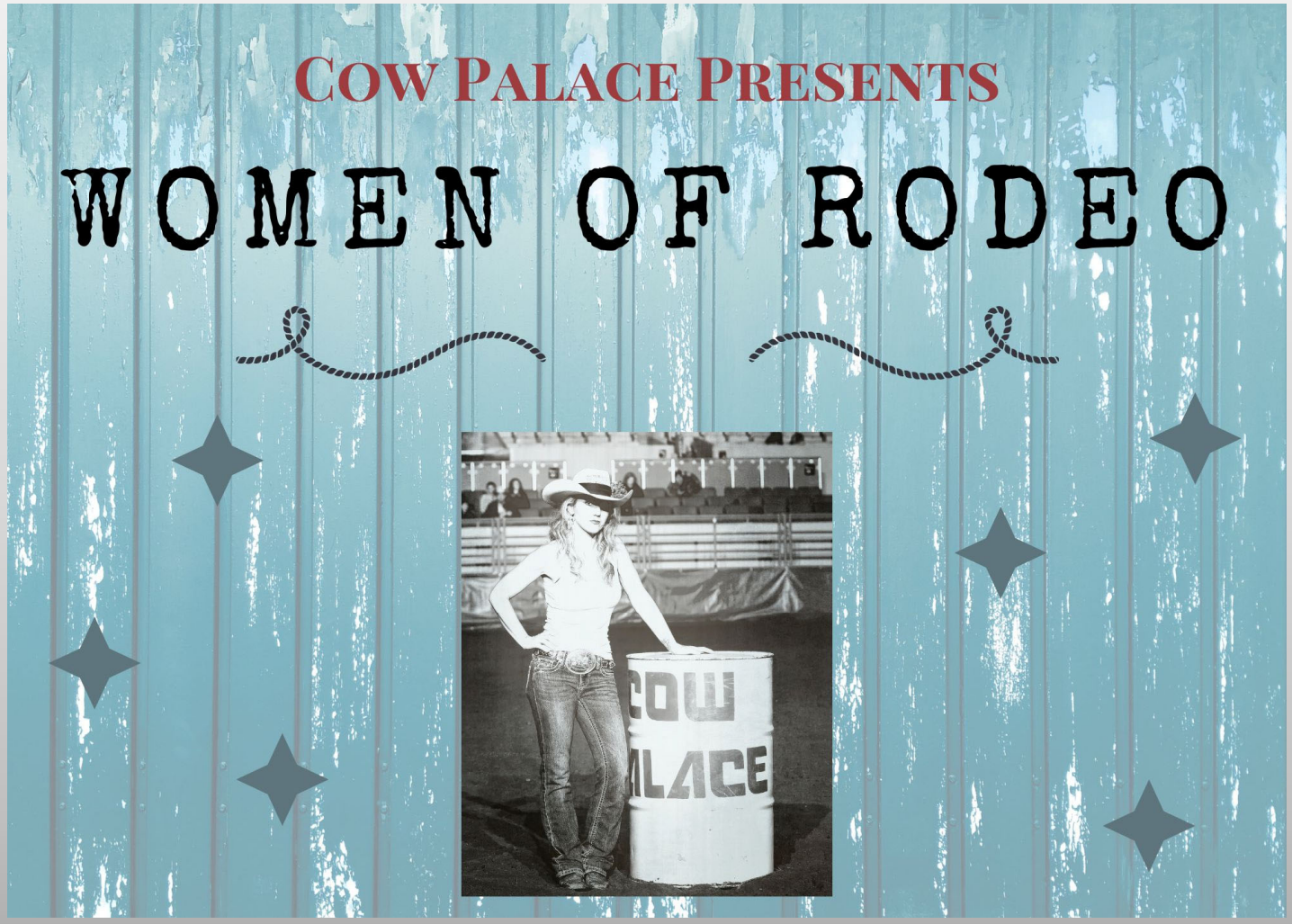
EST. 1941

COW PALACE

85TH ANNIVERSARY

COW PALACE

ARENA & EVENT CENTER



SATURDAY, OCT 3, 2026
Cow Palace Arena & Event Center
2600 Geneva Ave, Daly City,
California

AN ALL-WOMEN'S RODEO, WHAT'S THAT ABOUT?

The Grand National Rodeo and Jr. Livestock Show celebrates its 76th 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, an event known for showcasing innovation and great accomplishments in several areas. That spirit of innovation made the Cow Palace a premiere livestock venue, but also a formidable music, trade show, sports, and entertainment pavilion. The Cow Palace's role as an innovator is showcased in the new permanent exhibit at the San Mateo History Museum "San Mateo County Innovators."

That innovative spirit launched the first all women's rodeo at the Cow Palace in 2023. Women have held a longstanding presence in rodeo, reaching back to Prairie Rose Henderson who was the first female bronc rider, competing from the 1870s until 1932. She is considered one of the first professional women athletes and the first to compete in bronc riding. "Women of Rodeo" is a competition for today's cowgirls who compete, and also serve as timekeepers, registration admins, pick up women, and promoters of the sport.

Celebrate with us, the accomplishments of these athletes with us, and the Cow Palace's commitment to ranching, ag education, and the Western lifestyle!

ABOUT

WOMEN OF RODEO

BARREL RACING

Barrel racing is about speed. A horse and rider run a cloverleaf pattern around preset barrels to achieve the fastest time. The skill of the rider, the agility of the horse, and the connection between the two are the key elements in this exciting competition.

BREAKAWAY ROPING

Breakaway roping is the fastest growing rodeo competition in the sport. The goal is to achieve the fastest time roping a calf. The calf gets a head start running into the arena followed by the roper. The rope is attached to the saddle with a light, breakable string. As soon as the calf is roped and places some tension on the rope, the rope breaks allowing the calf to run free.

SPONSORSHIPS COVER IMPORTANT PRIZE MONEY FOR EACH OF THESE COMPETITIONS.

COMPETITIONS

BRONC RIDING

Saddle bronc riding is rodeo's classic event, both a complement and contrast to the wilder spectacles of bareback riding and bull riding. Rhythm between the contestant and the horse is the key in saddle bronc riding. The rider must remain on the horse for 8 seconds and the winner is decided by the best score of 100.

ROTATING EVENTS

Each year additional events rotate into the line up: women's bull riding, women's team roping, and steer undecorating are a few of the events considered each year.

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.

GIRL SCOUT NIGHT

$5 tickets for our girls in green!

FIRST RESPONDERS

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.

THE TEAL FOUNDATION

Helping to raise awareness and funds to help women battling ovarian cancer. At the rodeo, and we’ll pass the cowgirl hat to collect funds that will be sent to support this hardworking organization. https://www.thetealfoundation.org/

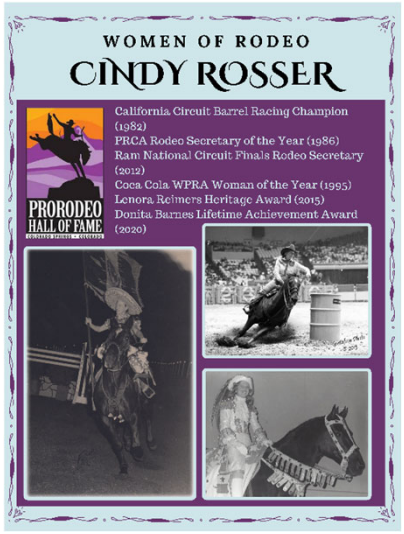
COMMUNITY CONNECTIONS

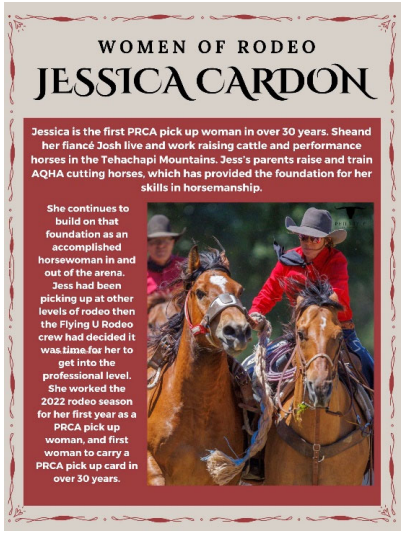
LOCAL BUSINESS PROMOTION

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.

READING RODEO

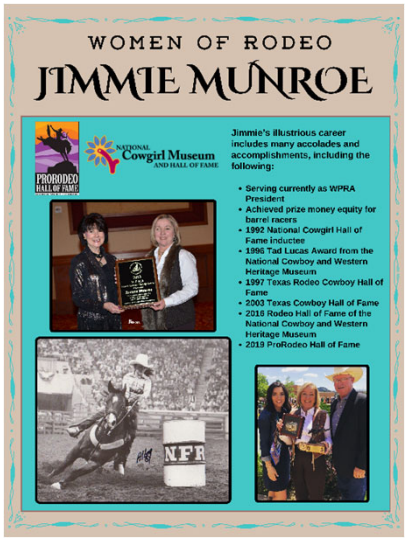
Young students can earn a free ticket to the rodeo by joining the Cow Palace “Reading Rodeo” and reaching their reading goal! Young visitors to the rodeo also receive a free book. This program is a collaboration of the Cow Palace and the SF Library.

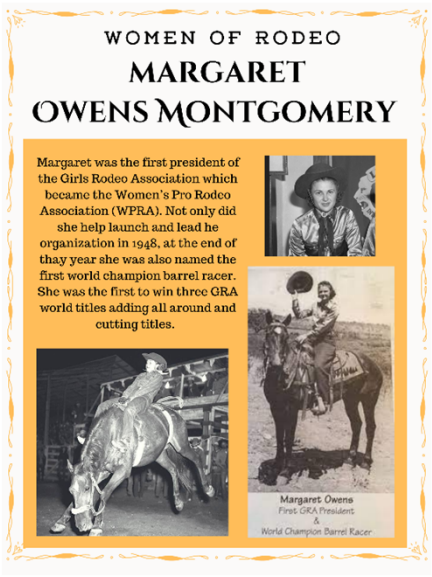




HONOREES

The heart of *Women of Rodeo* is the hall of honorees, recognizing women who have made significant impacts to the sport of women's rodeo, and those who have made incredible contributions to the Cow Palace. This group of inspiring women grows each year when new honorees are introduced at each *Women of Rodeo* performance.





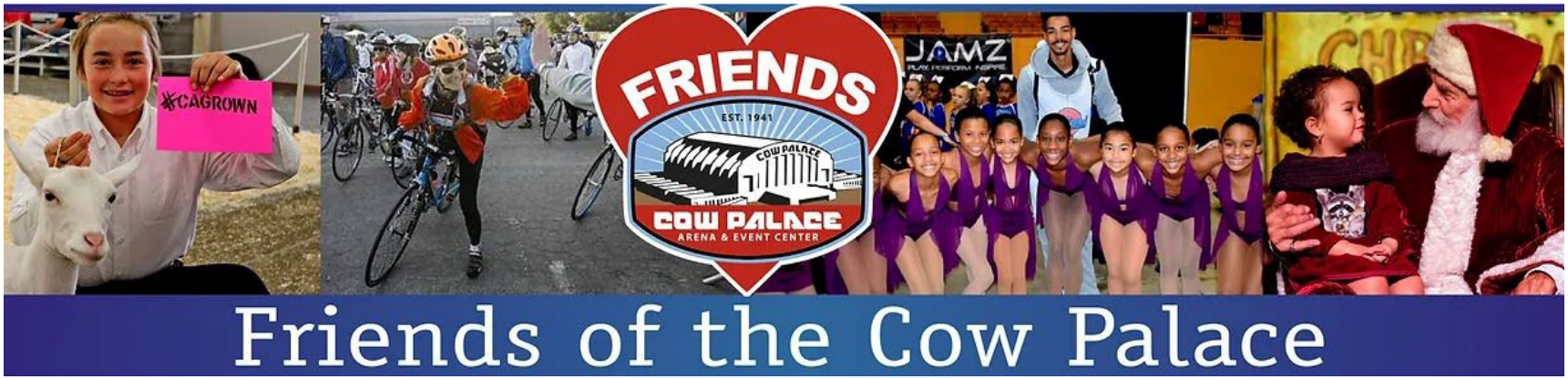
OUR PARTNER IN CHARITABLE GIVING

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 AGREEMENT

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)	✓	✓		
Premium Box VIP box seating	8 Guests	4 Guests	2 Guests	
Announcer acknowledgement	✓	✓	✓	✓
Graphic Placement on LED Screen in Arena	✓	✓	✓	✓
Complimentary Tickets for Each Performance	40	20	12	8
Ad in Program (Program used for Grand National Rodeo & Women of Rodeo)	Full Page	½ Page	¼ Page	1/8 Page

SPONSORSHIP AGREEMENT

Company:

Contact Name:

Business Phone:

Mobile:

Address 1:

Address 2:

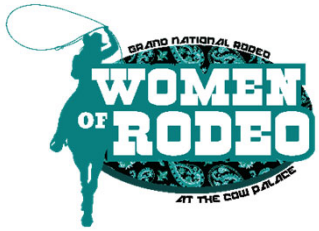
City/State/Zip:

Email:

Website:

PLEASE SELECT DESIRED SPONSORSHIP LEVEL

[ ] Platinum Sponsor	$10,000
[ ] Gold Sponsor	$5,000
[ ] Silver Sponsor	$3,000
[ ] Bronze Sponsor	$1,000
[ ] Donation:	
[ ] Event Naming Sponsor	$ _____ (see page ____)



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Contact: Vanessa Tom at vtom@cowpalace.com

AGREEMENT

Print Name

Title

Signature

Date