

BULLS ONLY RODEO



October 09-10, 2026

**2026
Sponsor Package**

www.bullsonlyrodeo.com

Optimist Club of Lakeside, California



Serving the youth of Lakeside since 1949

Howdy,

Thank you for your interest in becoming a sponsor for this year's Bulls Only Rodeo (BOR).

Since its inception, the mission of the Optimist Club of Lakeside is to raise funds for the youth of Lakeside. We take great pride in the work we do to fulfill this commitment. The support we receive from our sponsors and the community makes this possible. Our annual Bulls Only Rodeo is our largest fund raiser of the year and the only Optimist Club produced rodeo in the nation. All workers at the BOR event are volunteers from the club and the community, ensuring that all proceeds from this event are invested in the Lakeside Optimist Club Youth Fund and are not paid to third party fund raisers. We are a federal 501C(3), non-profit organization. We would be proud to work with you and your organization in support of our mission.

Dangerous, yet exciting, Bull Riding is consistently the crowd favorite event at any rodeo. Sports Writers of America voted bull riding "the most dangerous sporting event in America." The excitement, action, and danger of bull riding is why Optimist Club of Lakeside chose to start producing a Bulls Only Rodeo, an IPRA (*International Professional Rodeo Association*) sanctioned event, in 1999. There are several levels of sponsorship available ranging from \$300 to \$10,000 plus. Please take a moment to look through this package and choose the sponsorship that best fits your company. Keep in mind that rodeo contestants and fans alike are notorious for searching out and buying products and/or services from rodeo sponsors as their way of saying "Thanks for supporting rodeo!"

The Lakeside Optimist Club and the youth of Lakeside who benefit from your generosity greatly appreciate the support your organization can give this year's Bulls Only Rodeo.

We know it is hard work. We like it, feel it is worth it, and accept the challenge!

Enjoy the Ride,

Bud Boles, Chairman 2026

bud@bullsonlyrodeo.com

Lakeside Optimist Club – Bulls Only Rodeo Committee

Contact information

Email: info@bullsonlyrodeo.com

Phone: 619-443-2447

www.bullsonlyrodeo.com

Corporate Sponsor

~ \$10,000.00 ~

Your Corporate Sponsorship includes:

BANNERS:

Six (6), 3'x10' maximum banners on the bleachers: three (3) facing in, three (3) facing out.
Two (2), 6'x10' maximum banners facing the main roads outside the rodeo grounds.

(Sponsor to provide banners)

ADVERTISEMENT:

Company tagged in all BOR TV & Radio commercials.

Company featured in the BOR Program:

- *Company name and logo on the Official Bulls Only Rodeo Program cover and poster

- *Full page color ad inside the program

- *Company name on the “**Thank You**” page of the program.

Company name on the marquee sign prior to and during the rodeo.

Company logo and web-link on the Bulls Only Rodeo website.

Company name on the schedule of events page for opening ceremony.

Multiple announcements of company name and/or product during the event and rodeo closing

LIVE VIDEO:

Promotion of your company on all live action monitors throughout the venue during instant replays of Bull Rides, Jr. Bull Rides, Mutton Bustin', and intermission (the main 9'x16' live action monitor and monitors at all concession stands and the VIP area)

(Sponsor to provide high resolution company logo)

TICKETS:

One Hundred (100) general admission tickets: (50) Friday and (50) Saturday

Fifty (50) invitations to VIP area *(includes food and beverages)* (25) Friday and (25) Saturday)

VENDOR BOOTH:

One 10'x10' booth for your company display (promotional or educational)

Contact information

Email: info@bullsonlyrodeo.com

Phone: 619-443-2447

www.bullsonlyrodeo.com

BOR “Full Ride” Sponsor

~ \$7,500.00 ~

Your “Full Ride” Sponsorship includes:

BANNERS:

Four (4), 3’x10’ banners: two (2) at arena level, two (2) on the bleachers

One (1), 6’x10’ maximum banner facing the main roads outside the rodeo grounds

(Sponsor to provide banners)

ADVERTISEMENT:

Company featured in the BOR Program:

*Full page ad inside the program

* Company name on the “**Thank You**” page of the program.

Company logo on the Bulls Only Rodeo website.

Multiple announcements of company name &/or product during the event and rodeo closing

LIVE VIDEO:

Promotion of your company on all live action monitors throughout the venue during instant replays of Bull Rides, Jr. Bull Rides, Mutton Bustin’, and intermission (the main 9’x16’ live action monitor and monitors at all concession stands and the VIP area)

(Sponsor to provide high resolution company logo)

TICKETS:

Sixty (60) general admission tickets: (30) Friday and (30) Saturday

Thirty (30) invitations to VIP area *(includes food and beverages)*: (15) Friday and (15) Saturday

VENDOR BOOTH:

One 10’x10’ booth for your company display (promotional or educational)

Contact information

Email: info@bullsonlyrodeo.com

Phone: 619-443-2447

www.bullsonlyrodeo.com

Gold Sponsor

~ \$5,000.00 ~

Your Gold Sponsorship includes:

BANNERS:

Three (3) 3'x10' maximum banners: two at arena level and one on the bleachers.

(sponsor to provide banners)

ADVERTISEMENT:

Company featured in the BOR Program:

- *Company name and logo on the Official Bulls Only Rodeo Program cover and poster

- * Company name on the “**Thank You**” page of the program.

Company logo will be scrolled randomly on Jumbotron, VIP, and Concession stand TV's.

Company logo and web-link on the Bulls Only Rodeo website.

LIVE VIDEO:

Promotion of your company on all live action monitors throughout the venue during instant replays of Bull Rides, Jr. Bull Rides, Mutton Bustin', and intermission (the main 9'x16' live action monitor and monitors at all concession stands and the VIP area)

(Sponsor to provide high resolution company logo)

TICKETS:

Forty (40) General Admission tickets, (20) Friday and (20) Saturday.

Twenty (20) invitations to VIP area *(includes food and beverages)*: (10) Friday and (10) Saturday

VENDOR BOOTH:

One 10'x10' booth for your company display (Promotional or educational).

Contact information

Email: info@bullsonlyrodeo.com

Phone: 619-443-2447

www.bullsonlyrodeo.com

Ticket Sponsor

~ \$2,500.00 ~

One Sponsorship available – Both Shows

Your Ticket Sponsorship includes:

BANNERS:

Two (2), 3'x10' banners: Two (1) at arena level, two (1) on the bleachers.

(Sponsor to provide banners)

ADVERTISEMENT:

Company logo and ad on 10,000 professionally printed tickets.

Company tagged in all paid print and social media BOR advertising.

Company logo will be scrolled randomly on Jumbotron, VIP, and Concession stand TV's.

Company logo on the BOR poster.

Company name on the **“Thank You”** page of the program.

TICKETS:

Thirty (30) general admission tickets: (15) Friday and (15) Saturday

Twenty (20) invitations to VIP area *(includes food and beverages)*: (10) Friday and (10) Saturday.

VENDOR BOOTH:

One 10'x10' booth for your company display (promotional or educational).

Contact information

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Phone: 619-443-2447

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Miss BOR Queen Sponsor

~ \$2,500.00 ~

One Sponsorship available – Both Shows

Your Miss BOR Queen sponsorship includes:

BANNERS:

Two (2), 3'x10' banners: Two (1) at arena level, two (1) on the bleachers.

(Sponsor to provide banners)

ADVERTISING:

Company Name & Logo on a Custom-Built BOR Queen Saddle.

A scheduled appearance of the BOR queen at your company

Company featured in the BOR Program:

Company logo will be scrolled randomly on Jumbotron, VIP, and Concession stand TV's.

Company name on the **“Thank You”** page of the program.

Company logo and web-link on the Bulls Only Rodeo website.

TICKETS:

Twenty (20) General Admission tickets: (10) Friday and (10) Saturday

Twenty (20) invitations to VIP area *(includes food and beverages)*: (10) Friday and (10) Saturday

VENDOR BOOTH:

One 10'x10' booth for your company display (Promotional or educational).

Contact information

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Phone: 619-443-2447

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VIP Area Sponsor

~ \$2,000.00 ~

*Two sponsorships available: **Friday or Saturday night***

Your VIP Area sponsorship includes:

BANNERS:

One (1) 3'x10' maximum banner at arena level.

(Sponsor to provide banner)

Two (2) 3' x 3' maximum signs-one inside the VIP area and one at the entrance.

(Sponsor to provide signs).

ADVERTISING:

Announcement of your company name during the event

Company logo on the Bulls Only website.

Company name and logo on the Official Bulls Only Rodeo Program cover.

Company logo will be scrolled randomly on Jumbotron, VIP, and Concession stand TV's.

Company name on the **"Thank You"** page of the program.

TICKETS:

Eighteen (18) General Admission tickets: (9) Friday and (9) Saturday

Fourteen (14) invitations to VIP area *(includes food and beverages)*: (7) Friday and (7) Saturday.

VENDOR BOOTH:

One 10'x10' booth for your company display (promotional or educational).

Contact information

Email: info@bullsonlyrodeo.com

Phone: 619-443-2447

www.bullsonlyrodeo.com

Barrel-Man Sponsor

~ \$2,000.00 ~

One Sponsorship available – Both Shows

Each Barrel-Man sponsorship includes:

BANNERS:

Two (2) 3'x10' maximum banners: one at arena level and one on top of the bleachers, facing in
(Sponsor to provide banner)

ADVERTISING:

Announcements of your company during rodeo performances.

Company name and logo on the Official Bulls Only Rodeo Program Cover.

Company logo will be scrolled randomly on Jumbotron, VIP, and Concession stand TV's.

Company name on the **"Thank You"** page of the program.

TICKETS:

Eighteen (18) General Admissions tickets: (8) Friday and (10) Saturday

Fourteen (14) invitations to VIP area *(includes food and beverages)*: (6) Friday and (8) Saturday

VENDOR BOOTH:

One 10'x10' booth for your company display *(Promotional or educational)*.

Contact information

Email: info@bullsonlyrodeo.com

Phone: 619-443-2447

www.bullsonlyrodeo.com

Jr. Miss BOR Queen Sponsor

~ \$1,500.00 ~

One Sponsorship available – Both Shows

Jr. Miss BOR Queen sponsorship includes:

BANNERS:

Two (2) 3'x10' maximum banners: one at arena level and one on top of the bleachers, facing in
(Sponsor to provide banner)

ADVERTISING:

Company Name & Logo on a Custom-Built BOR Queen Saddle.

Announcements of your company / product made during rodeo performances.

Company logo will be scrolled randomly on Jumbotron, VIP, and Concession stand TV's.

Company name on the “**Thank You**” page of the program.

A scheduled appearance at your Business with our Jr. Bulls Only Rodeo Queen.

TICKETS:

Sixteen (16) General Admissions tickets. (8) Friday And (8) Saturday

Twelve (12) invitations to VIP area *(includes food and beverages)*: (6) Friday and (6) Saturday

VENDOR BOOTH:

One 10'x10' booth for your company display *(Promotional or educational)*.

Contact information

Email: info@bullsonlyrodeo.com

Phone: 619-443-2447

www.bullsonlyrodeo.com

Production - Live Video Broadcast Sponsor

~ \$1,200.00 ~

25 Sponsorships available – Both Shows

Each Production/Live Broadcast Sponsorship includes:

BANNERS:

Two (2) 3'x10' maximum banner: one at arena level and one on top of the bleachers, facing in
(Sponsor to provide banner)

ADVERTISING:

Promotion of your company on all live action monitors throughout the venue during instant replays of Bull Rides, Jr. Bull Rides, Mutton Bustin', and intermission (the main 9'x16' live action monitor and monitors at all concession stands and the VIP area)

(Sponsor to provide high resolution company logo)

Company name on the **"Thank You"** page of the program.

TICKETS:

Twelve (12) General Admissions tickets: (6) Friday and (6) Saturday

Eight (8) invitations to VIP area *(includes food and beverages)*: (4) Friday and (4) Saturday

Contact information

Email: info@bullsonlyrodeo.com

Phone: 619-443-2447

www.bullsonlyrodeo.com

Bull Fighters Sponsor

~ \$1,200.00~

One Sponsorship available – Both Shows

Each Bull Fighters Sponsorship includes:

BANNERS:

Two (2) 3'x10' maximum banners: one at arena level and one on top of the bleachers, facing in
(Sponsor to provide banners)

ADVERTISING:

Announcement of your company / product made during rodeo performances.

Bull Fighters will wear clothing with your company logo. *(Provided by your company)*

Company logo will be scrolled randomly on Jumbotron, VIP, and Concession stand TV's.

Company name on the “**Thank You**” page of the program.

TICKETS:

Twelve (12) General Admissions tickets: (6) Friday and (6) Saturday

Eight (8) invitations to VIP area *(includes food and beverages)*: (4) Friday and (4) Saturday

Contact information

Email: [**info@bullsonlyrodeo.com**](mailto:info@bullsonlyrodeo.com)

Phone: 619-443-2447

[**www.bullsonlyrodeo.com**](http://www.bullsonlyrodeo.com)

Jr. Bull Rider's Sponsorship

~ \$1,200.00 ~

One Sponsorship available – Both Shows

Your Jr. Bull Rider's Sponsorship includes:

BANNERS:

Two (2) 3'x10' maximum banners: one at arena level and one on top of the bleachers, facing in
(Sponsor to provide banners)

ADVERTISING:

Announcement of your company / product made during all Four sections of Jr. Bull Riding.
Company logo will be scrolled randomly on Jumbotron, VIP, and Concession stand TV's.
Company name on the **"Thank You"** page of the program.

TICKETS:

Twelve (12) General Admission Tickets: (6) Friday and (6) Saturday

Eight (8) invitations to VIP area *(includes food and beverages)*: (4) Friday and (4) Saturday

Contact information

Email: info@bullsonlyrodeo.com

Phone: 619-443-2447

www.bullsonlyrodeo.com

Concession / Intermission Sponsorship

~ \$1,200.00 ~

One Sponsorship available – Both Shows

Your Concession / Intermission Sponsorship includes:

BANNERS:

Two (2) 3'x10' maximum banners: one at arena level and one on top of the bleachers, facing in
(Sponsor to provide banners)

ADVERTISING:

Announcement of your company / product made during Intermissions, and when Concessions are mentioned during BOR.

A Placard with your company logo posted at each of our Four Concession stands.

Company Name listed on the Intermission line of the daily schedule of events.

Company logo will be scrolled randomly on Jumbotron, VIP, and Concession stand TV's.

Company name on the “**Thank You**” page of the program.

TICKETS:

Twelve (12) General Admission Tickets: (6) Friday and (6) Saturday

Eight (8) invitations to VIP area *(includes food and beverages)*: (4) Friday and (4) Saturday

Optional Additions: *(Provided by your company)*

4000 – 16oz plastic cups with your logo

2000 – Size 4 paper bags for popcorn with your logo.

Contact information

Email: info@bullsonlyrodeo.com

Phone: 619-443-2447

www.bullsonlyrodeo.com

Belt Buckle Sponsor

~ \$1,000.00 ~

*Two sponsorships available: **Friday or Saturday night***

Your Belt Buckle Sponsorship includes:

BANNERS:

One (1) banner (3'x10' maximum) at arena level. (Sponsor to provide banner).

ADVERTISING:

Announcement of your company name made during rodeo performances and the buckle presentation.

Company logo will be on the Jumbotron, VIP, and Concession stand TV's, during the Buckle presentation.

Company name on the **"Thank You"** page of the program.

TICKETS: *Ticket package for the night you purchase.*

Twelve (12) General Admission Tickets

Six (6) VIP Tickets (*includes food and beverages*)

Contact information

Email: info@bullsonlyrodeo.com

Phone: 619-443-2447

www.bullsonlyrodeo.com

Chute/Return Gate Sponsor

~ \$600.00 ~

**Six (6) Chute Sponsors EACH night of the event &
Two (2) Return Gate Sponsor both events**
(14 total available)

Each Chute/Return Gate Sponsorship includes:

BANNERS:

One (1) banner 3'x10' maximum banner: on back of bleachers facing in and one in the arena.
(Sponsor to provide banner)

One (1) 48" x 24" sign with company name & logo on chute / release gate
(Sponsor to provide sign)

ADVERTISING:

Announcement of your company name each time the chute / return gate is used.
Company name on the **"Thank You"** page of the program.

TICKETS:

Eight (8) General Admission tickets. (4) Friday and (4) Saturday

Four (4) invitations to VIP area *(includes food and beverages)*: (2) Friday and (2) Saturday

Contact information

Email: info@bullsonlyrodeo.com

Phone: 619-443-2447

www.bullsonlyrodeo.com

Pick-up Riders

~ \$600.00 ~

One Sponsorship available – Both Shows

Your Pick-up Riders Sponsorship includes:

BANNERS:

One (1) banner 3'x10' maximum banner one at arena level and one on the bleachers.

(Sponsor to provide banners)

ADVERTISING:

Two (2) advertising vests or two (2) western long sleeve shirts with your company name and logo worn by pick up men.

(Sponsor to provide)

Announcements of your company name made during rodeo performances.

Company name on the “**Thank You**” page of the program.

TICKETS:

Eight (8) General Admissions tickets. (4) Friday and (4) Saturday

Four (4) invitations to VIP area *(includes food and beverages)*: (2) Friday and (2) Saturday

Contact information

Email: info@bullsonlyrodeo.com

Phone: 619-443-2447

www.bullsonlyrodeo.com

Mutton Bustin' Trophy Sponsor

~ \$500.00 ~

Two sponsorships available: Friday or Saturday night

Your Mutton Bustin' Trophy Sponsorship includes:

BANNER:

One (1) banner 3'x10' maximum banner at arena level

(Sponsor to provide banner)

ADVERTISING:

****Company representative allowed on Rodeo Arena floor to hand out trophies.**

Announcement of your company at the beginning of the event per performance.

Company name on the “**Thank You**” page of the program.

Company name on the Schedule of Events page of the program.

TICKETS:

Four (4) General Admission tickets (2) for Friday night **and** (2) Saturday night.

Two (2) invitations to VIP area *(includes food and beverages)*: Friday night **OR** Saturday night.

Contact information

Email: info@bullsonlyrodeo.com

Phone: 619-443-2447

www.bullsonlyrodeo.com

Scheduled Event Sponsor

~ \$300.00 ~

Nineteen (19) Event Sponsorships available: (9) Friday night and (10) Saturday night.

Each Scheduled Event Sponsorship includes:

BANNERS:

One (1) banner 3'x10' maximum banner at arena level.

(Sponsor to provide banner)

ADVERTISING:

Announcement of your company at the beginning of the event per performance.

Company name on the “**Thank You**” page of the program.

Company name on the schedule of events page of program as “sponsored by”.

TICKETS:

Four (4) General Admission tickets (2) for Friday night **and** (2) Saturday night.

Two (2) invitations to VIP area *(includes food and beverages)*: Friday night **OR** Saturday night.

Schedule of Events

Friday Night 7:30 pm

Opening Ceremony - Corporate sponsor

Jr. Bull Riders – #1

Bull Riding – #1

Entertainment- #1 (Barrel man)

Bull Riding - #2

Intermission

Mutton Bustin- #1

Trophy Presentation -Trophy Sponsor

Bull Riding - #3

Jr. Bull Riders - #2

Bull Riding - #4

Buckle Presentation – Buckle Sponsor

Closing /Thank You – Lakeside Optimist

Saturday Night 7:30 pm

Opening Ceremony- Corporate Sponsor

Jr. Bull Riders - #3

Bull Riding – #5

Entertainment- #2 (Barrel man)

Bull Riding - #6

Intermission

Mutton Bustin- #2

Trophy Presentation - Trophy Sponsor

Bull Riding - #7

Jr. Bull Riders- #4

Bull Riding – #8

Short Go for Top Bull Riders- #9

Buckle Presentation – Buckle Sponsor

Closing /Thank You- Lakeside Optimist

Contact information

Email: [**info@bullsonlyrodeo.com**](mailto:info@bullsonlyrodeo.com)

Phone: 619-443-2447

[**www.bullsonlyrodeo.com**](http://www.bullsonlyrodeo.com)

PROGRAM ADVERTISERS



BULLS ONLY RODEO

Lakeside Optimist Club
October 13 & 14, 2023

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BULLS ONLY RODEO
 24 Years of BOR

The Faces Of
 LAS VEGAS

www.bullsonlyrodeo.com
 Serving the Youth of Lakeside since 1949

MUTTON BUSTIN

Mutton Busters Yes, we have professional Bull Riders and Jr Bull riders, but all our Bulls Only Rodeo fans know that the "Mutton Busters" are the meanest, and orneriest Cowboys and Cowgirls at our BOR!

Mutton-Bustin', a crowd favorite at the BOR, it is similar to bull riding, but it's done by kids (under 50lbs) on a sheep. Real bucking chutes are used to stage the sheep and the child. Once in place, the sheep is released and will dart off into the arena to see which buckaroo stays on the longest! The kids wear bicycle helmets for safety.

Techniques are varied from sitting low and hanging on tight to the wool or, sitting straight up on the sheep and keeping your balance while the sheep runs OUT of the chute. The Winner each night takes home a trophy sometimes as tall as they are!

Make sure to GET LOUD for all our little Mutton-Busters!

La Palapa
 Mexican Restaurant & Cocktails
 72109 Woodside Ave.
 Lakeside, CA 92020
 Owner: Bernadette Kelly
 (619) 561-8106

Dirty Dog Ranch
 Full Service Facilities
 Boarding - Grooming - Day Care
 We treat your dog like family!
 www.DirtyDogRanch.com
 619-993-7771

BULLS ONLY RODEO **OCTOBER 2023**

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 Deli Catering
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619-258-0102
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 Mon - Fri 8am - 3pm | Sat 10am - 3pm
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(619) 590-1109
 Keystone-Inland, Inc.
 Keystone Management Company & Inland Realty Services
 144 N. 7th Street, Escondido, CA 92021
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 President, C.E.O.
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ACME SAFETY AND SUPPLY CORP.
619-299-5100
 10000 WOODSIDE AVE., LAKESIDE, CA 92040

(Cover and Page Example)

2000 copies - of our 28 page BOR Program are handed out to BOR Fans!

All Ads are Color Ads in our BOR Program

Full Page Ad - \$500 - Size 10"x14"

1/2 Page Ad - \$275 - Size 10"x7" Vertical or Horizontal

1/4 Page Ad - \$150 - Size 10"x3.5" Vertical or Horizontal

Business Card Ad - \$100 - Size 3"x5" - Vertical or Horizontal

Contact information

Email: info@bullsonlyrodeo.com

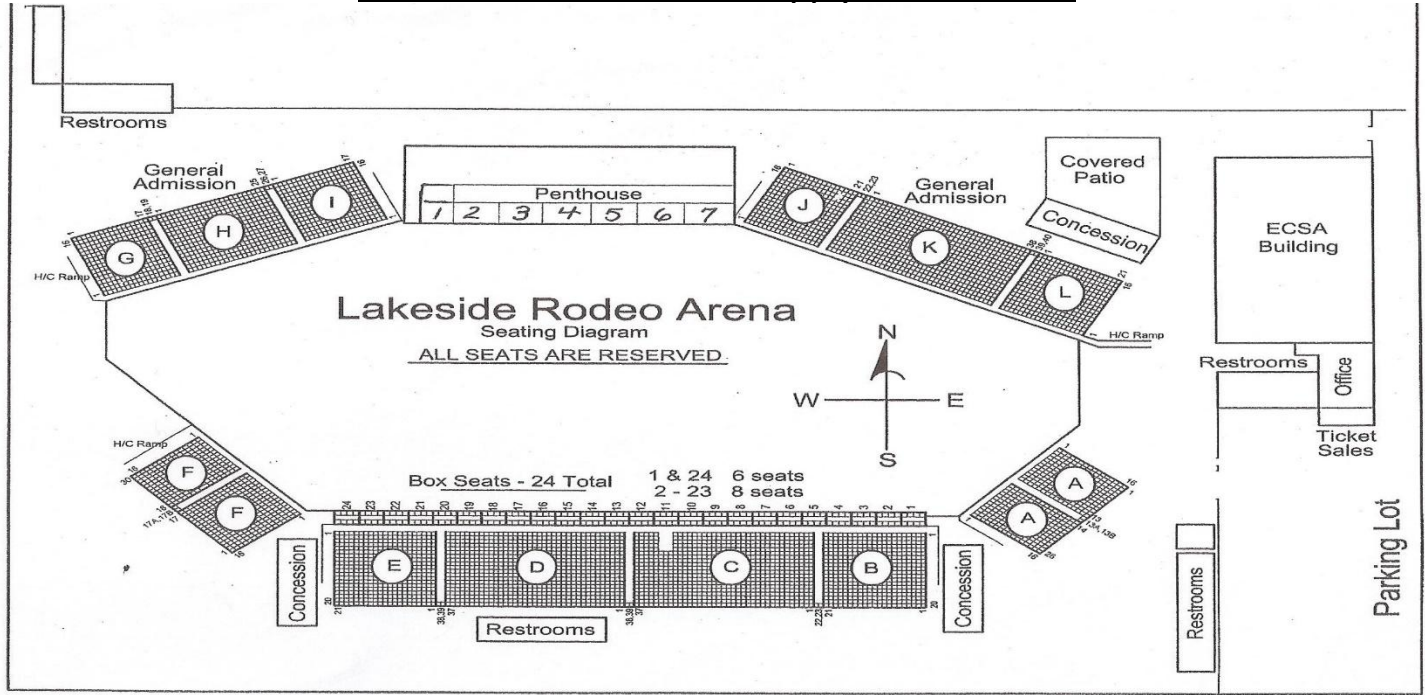
Phone: 619-443-2447

www.bullsonlyrodeo.com

Banner Program

Banner Program

Banner size: 3'x10' You supply Your Banner



Pricing:

Main Entrance Gate - \$400 – Space Allowing

Crossover Gates - \$300 – Two (2) banners. Banners 3'x6'

Arena Level - \$300 – Space Allowing

Bleachers Front Sec B thru E - \$200

Bleachers Top Sec A thru L - \$150

Parking Lot Fence (*Inside Facing Parking lot*) - \$150

Outside Fence (*Facing Maplevue St.*) - \$100

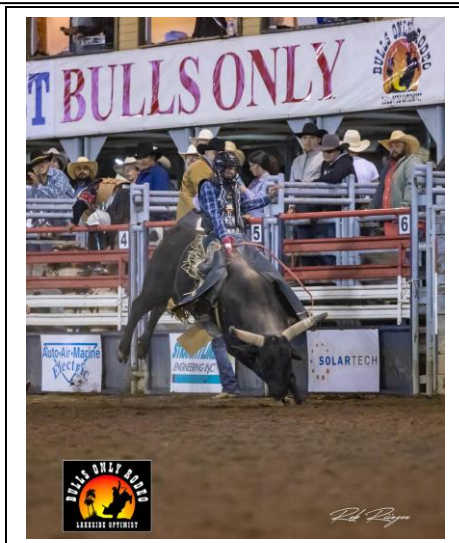
Contact information

Email: info@bullsonlyrodeo.com

Phone: 619-443-2447

www.bullsonlyrodeo.com

BOR Arena ACTION



Optimist Club of Lakeside

Annual

BULLS ONLY RODEO



VIP / Sponsor Area

For more sponsorship information or if you have questions or comments, please call Lakeside Optimist Bulls Only Rodeo Hotline Phone number: 619-443-2447 or email: info@bullsonlyrodeo.com.

Or visit our website: www.bullsonlyrodeo.com

Please make checks payable to:
Lakeside Optimist Youth Foundation - Bulls Only Rodeo
P.O. Box 476
Lakeside, California 92040

Thank you!
We appreciate your sponsorship!



www.bullsonlyrodeo.com