

MUL-CHU-THA



MARCH 15-17, 2024

SPONSORSHIP PACKAGE





Join the Mul-Chu-Tha Festivities!

By supporting the Mul-Chu-Tha Fair & Rodeo, your brand gains extensive exposure, connecting with over 14,000 attendees during an unforgettable weekend.

Collaborating with the Mul-Chu-Tha Fair & Rodeo opens doors to a previously untapped audience. As the annual fair unfolds at the Sacaton Fairgrounds within the Gila River Indian Community, your brand will take center stage in the heart of our community!

What is Mul-Chu-Tha?

At the Mul-Chu-Tha Fair & Rodeo, the vibrancy of the Gila River Indian Community resonates, echoing a history of unity and togetherness that began in 1962.

What started as a humble effort to raise funds for a community swimming pool has turned into an annual celebration that encapsulates the very essence of tradition and community spirit. Through decades, this dedication has evolved into a commitment to creating an atmosphere of enjoyment, connection, and positivity.



This Year

Commemorating its 60th Anniversary this year, its diamond year, we invite you to join the celebrations! We expect a record turnout, featuring even more impressive attractions that are guaranteed to bring visitors from across the valley.

With previous participants including the Arizona Cardinals, Phoenix Suns, Arizona State University, En Vogue, Sara Evans, and many others, the Mul-Chu-Tha Fair & Rodeo is the place to be!

Let us help you experience:

- + High volume traffic
- + Opportunity to reach a diverse audience
- + Face to face interactions

Sponsor Benefits:

- + Programming integration
- + Social media promotions
- + Website coverage
- + Print coverage
- + Booth space locations
- + Visibility and signage
- + And more!



“Great fair and rodeo!
I’m a vendor there
every year!

- MCT 2023 Attendee

“I had a great time at
Mul-Chu-Tha 2023.
See everyone next
year!

- MCT 2023 Attendee



Our Reach

Attendance

14,944 Attendees (2017 Gate Report)

930 Total Rodeo Entries (2023 MCT Report)

100 Powwow Dancers (2023 MCT Report)

85 Parade Entries (2023 MCT Report)

56 Sports Teams Entries (2023 MCT Report)

30 Car Show Entries (2023 MCT Report)

Gila River Indian News

The Gila River Indian News (GRIN) is the number one source of information for the Gila River Indian Community. With 5,500 issues distributed on a bi-monthly basis and reaching all of Gila River and the Phoenix metropolitan area, the GRIN's coverage is widespread.



Gila River Indian Community Facebook

Followers: **27,615**

Average Quarterly Post Reach: **205.7K**

Average Quarterly Engagement: **28K**

* Analytics apply to Platinum Sponsors & Rodeo Presenting Sponsors

Mul-Chu-Tha Facebook

Followers: **3,344**

Total Page Reach: **152K**

Total Page Visits: **86.9K**

* Analytics apply to all Sponsors

Gila River Instagram

Followers: **6,547**

Average Quarterly Post Reach: **11.7K**

Average Quarterly Engagement: **13.2K**

* Analytics apply to Platinum Sponsors & Rodeo Presenting Sponsors

Finding the Perfect Partnership

Browse our sponsorship tiers to find the one that suits your needs best. Can't find a suitable option? We offer customizable packages!

Sponsorship Opportunities

Diamond Entertainment Stage Sponsor: \$20,000 (1 Exclusive Opportunity)

The Mul-Chu-Tha Fair & Rodeo promises an exceptional entertainment experience throughout the entire weekend. From our headline performances to the talented local musicians, your brand takes center stage all weekend.

As a Diamond Entertainment Stage Sponsor, you'll receive:

- **Stage Naming:** Enjoy the exclusive naming rights to the main entertainment stage for all event days.
- **Grand Showcase:** Feature a full-page advertisement in the entertainment section of the Mul-Chu-Tha Program.
- **Notable Recognition:** Secure a full-page advertisement prominently showcased in the GRIN newspaper.
- **Website Logo Placement:** Benefit from year-long logo placement on the Mul-Chu-Tha website.
- **Event Access:** Receive 20 tickets for Saturday entry.
- **Ultimate Concert Experience:** Receive 10 exclusive tickets/access wristbands Saturday's concert with backstage access.
- **Dynamic Stage Presence:** Your brand will be showcased with two 3' x 6' banners boldly displayed at the entertainment stage during the weekend's festivities, in addition to logo placement on digital signage.
 - * Banners can be provided by Mul-Chu-Tha team, or can use sponsors banners
- **Billboard Collaboration:** Your logo will be featured on the official Mul-Chu-Tha billboards prominently displayed along the I-10.
- **Logo Branding:** Have your logo featured on all social media templates related to entertainment updates and announcements posted on the Mul-Chu-Tha Facebook Page.
- **GRIC Social Media Spotlight:** Feature your 30-second to 1-minute video on the Mul-Chu-Tha & Gila River Facebook page.
 - * Video must be provided by sponsor
- **Public Recognition:** Your 15–30 second audio message will be broadcasted throughout the day at the stage area.
 - * Pre-recorded audio message or scripted message must be sent to Mul-Chu-Tha team
- **On-site Booth:** Showcase your company on-site, ensuring compliance with vendor GRIC requirements, and directly connect with event attendees.
 - * Table and two chairs will be provided, must bring your own canopy

Sponsorship Opportunities

Entertainment Platinum Sponsor: \$5,000

Want to dazzle in the spotlight? As a Diamond Sponsor, you will enjoy a host of exclusive benefits that will not only elevate your brand but also give you unmatched visibility and engagement opportunities!

As a Platinum Sponsor, you'll receive:

- **Grand Showcase:** Feature a full-page advertisement in the entertainment section of the Mul-Chu-Tha Program.
- **Notable Recognition:** Secure a half-page advertisement featured in the GRIN newspaper.
- **Website Logo Placement:** Secure year-long logo placement on the Mul-Chu-Tha website.
- **Event Access:** Receive 8 tickets for Saturday entry.
- **Dynamic Stage Presence:** Boldly display your branding with one 3' x 6' banner at the entertainment stage during the weekend's festivities, along with logo placement on digital signage.
 - * Banner can be provided by Mul-Chu-Tha team, or can use sponsors banner
- **Logo Branding:** Have your logo featured on all social media templates related to entertainment updates and announcements posted on the Mul-Chu-Tha Facebook Page.
- **On-site Brilliance:** Showcase your company on-site while complying with vendor GRIC requirements and connect directly with event attendees.
 - * Table and two chairs will be provided, must bring your own canopy
- **Public Recognition:** Your 15–30 second audio message will be broadcasted throughout the day at the stage area.
 - * Pre-recorded audio message or scripted message must be sent to Mul-Chu-Tha team

Sponsorship Opportunities

Silver Sponsor: \$3,000

Looking to be part of the excitement? Become a Silver Sponsorship to ensure your brand shines during the Mul-Chu-Tha festivities!

As a Silver Sponsor, you'll receive:

- **Website Logo Placement:** Benefit from year-long logo placement on the Mul-Chu-Tha website.
- **Grand Showcase:** Feature a full-page advertisement in the entertainment section of the Mul-Chu-Tha Program.
- **Notable Recognition:** Secure a ¼ page advertisement featured in the GRIN newspaper.
- **Event Access:** Receive 5 tickets for Saturday entry.
- **Digital Signage:** Showcase your logo on digital signage featured on the main stage throughout the weekend.

Digital Legacy Sponsor: \$1,000

Can't make it out to the festivities? No problem! As a Digital Legacy Sponsor, you'll have the opportunity to securing a prominent digital presence that will captivate our audience.

As a Digital Legacy Sponsor, you'll receive:

- **Website Logo Placement:** Enjoy year-long visibility with your logo prominently displayed on the Mul-Chu-Tha website.
- **Digital Signage:** Showcase your logo on digital signage featured on the main stage throughout the weekend.
- **Social Media Spotlight:** 15–30 second video featured on the Mul-Chu-Tha Facebook page.

* Video must be provided by sponsor

Sponsorship Opportunities

Rodeo Events Presenting Sponsor(s) : \$10,000 (Two Opportunities Available)

Experience the thrill of Rodeo Events as a Presenting Sponsor! These events, including Junior, Masters, and All-Indian Rodeos, span Friday, Saturday, and Sunday, offering entertainment for all ages.

As a Presenting Sponsor for Rodeo Events, you'll receive:

- **Grand Showcase:** Feature a full-page advertisement in the rodeo section of the Mul-Chu-Tha Program.
- **Notable Recognition:** Secure a full-page ad featured in the GRIN newspaper.
- **Dynamic Grounds Presence:** Your branding will be showcased with two 3' x 6' banners boldly displayed at the rodeo grounds, in addition to logo placement on digital signage.
* Banners can be provided by Mul-Chu-Tha team, or can use sponsors banners
- **On-site Brilliance:** Showcase your company on-site, ensuring compliance with vendor GRIC requirements, and engage directly with event attendees.
* Table and two chairs will be provided, must bring your own canopy
- **Website Logo Placement:** Benefit from year-long logo placement on the Mul-Chu-Tha website.
- **Event Access:** Receive 10 tickets/wristbands for entry all weekend to rodeo events.
- **Logo Branding:** Feature your logo on all social media templates for rodeo announcements and updates posted on the Mul-Chu-Tha Facebook Page.
- **GRIC Social Media Spotlight:** Highlight your brand with a 30-second to 1-minute video featured on the Mul-Chu-Tha & Gila River Facebook pages.
* Video must be provided by sponsor
- **Saddle Spotlight:** Showcase your logo on customized saddle patches awarded to competition winners.
* Patches will be provided by Mul-Chu-Tha team
- **Public Recognition:** Your 15–30 second audio message will be broadcasted throughout the day at the rodeo grounds.
* Pre-recorded audio message or scripted message must be sent to Mul-Chu-Tha team

Sponsorship Opportunities

Bucking Chute Sponsorship: (\$5,000)

Ready to shine at the rodeo? Become a Bucking Chute Sponsor and have your brand front and center all weekend at the gate. Join us in making our community's most exciting event even better!

As a Bucking Chute Sponsor, you'll receive:

- **Dynamic Grounds Presence:** Your brand will be showcased with one 3' x 6' banner boldly displayed at the Bucking Chute area of the rodeo grounds.
* Banner can be provided by Mul-Chu-Tha team, or can use sponsors banner
- **Grand Showcase:** Feature a full-page advertisement in the rodeo section of the Mul-Chu-Tha Program.
- **Notable Recognition:** Secure a half-page advertisement featured in the GRIN newspaper.
- **On-site Brilliance:** Showcase your company on-site, ensuring compliance with vendor GRIC requirements, and engage directly with event attendees.
* Table and two chairs will be provided, must bring your own canopy
- **Website Logo Placement:** Benefit from year-long logo placement on the Mul-Chu-Tha website.
- **Event Access:** Receive 8 tickets/wristbands for entry all weekend to rodeo events.
- **Logo Branding:** Feature your logo on all social media templates for rodeo updates and announcements posted on the Mul-Chu-Tha Facebook Page.