

61<sup>ST</sup> ANNUAL FAIR & RODEO

# MUL-CHU-THA



★ SPONSORSHIP PACKAGE ★

MARCH 14-16, 2025





## Join the Mul-Chu-Tha Festivities!

By supporting the Mul-Chu-Tha Fair & Rodeo, your brand gains extensive exposure, connecting with over 21,000 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 61st Anniversary this year, we invite you to join the celebration! 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, Lil Jon, 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
- + 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

- 21,690** Attendees
- 834** Total Rodeo Entries
- 218** Powwow Dancers
- 74** Parade Entries
- 55** Sports Teams Entries
- 30** Car Show Entries

\*Data acquired from the 2024 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 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: **29,988**  
 Average Quarterly Post Reach: **224.4K**  
 Average Quarterly Engagement: **53.4K**

\* Analytics apply to Diamond Entertainment Sponsor & Rodeo Presenting Sponsors

\* Quarterly Facebook analytics

## Mul-Chu-Tha Facebook

Followers: **5,929K**  
 Total Page Reach: **220K**  
 Total Page Visits: **993K**

\* Analytics apply to all Sponsors

\* Entire Facebook page analytics

## Gila River Instagram

Followers: **7,756**  
 Average Quarterly Post Reach: **42.9K**  
 Average Quarterly Engagement: **15K**

\* Analytics apply to Diamond Entertainment Sponsor & Rodeo Presenting Sponsors

\* Quarterly Instagram analytics

## 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

## Sponsorship Tier List:

**\$15,000 Eagle Sponsor**

**\$10,000 Bucking Bull Sponsor**

**\$5,000 Road Runner Sponsor**

**\$5,000 Bronco Sponsor**

**\$3,000 Jackrabbit Sponsor**

**\$1,000 Gila Monster Sponsor**



# Sponsorship Opportunities

## Eagle Sponsor: \$15,000

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 an Eagle Sponsor, you'll receive:

#### **Welcome Message During Event**

Exclusive opportunity to provide a Welcome Message during one of our premier events.

#### **Showcase Advertisement**

Full-Page ad space in the Mul-Chu-Tha Program.

#### **Notable Recognition Ad**

Full-Page ad in the GRIN newspaper.

#### **Website Logo Placement**

Logo placement on Mul-Chu-Tha website throughout the year.

#### **Event Access**

Ten (10) - Saturday entry tickets.

#### **Digital Signage**

Your logo featured on digital signage at the main entertainment stage throughout the Fair weekend.

#### **Ultimate Concert Experience**

Six (6) - VIP Access wristbands for Saturday's concert.

#### **Dynamic Grounds Presence**

Logo showcased on Main Entry banner.

#### **Logo Branding**

Logo featured on the Mul-Chu-Tha Facebook page.

#### **Brand Showcase**

Opportunity to hand out Sponsor's promotional items with one (1) exhibitor table in our informational section on Saturday.

#### **Social Media Spotlight**

30-second to 1-minute video featured on Mul-Chu-Tha Facebook page.

*\* Video must be provided by sponsor*

#### **Public Recognition**

Sponsor highlight by our Emcee during one of our premier events.

*\*Sponsor must provide information to be read by our Emcee*





# Sponsorship Opportunities

## Bucking Bull Sponsor: \$10,000

Experience the thrill of the rodeo as a Bucking Bull Sponsor! These include the All-Indian Rodeo events, spanning from Friday, Saturday, and Sunday, offering entertainment for all ages.

### As a Bucking Bull Sponsor, you'll receive:

#### **Showcase Advertisement**

Full-Page ad space in the Mul-Chu-Tha Program.

#### **Notable Recognition Ad**

Full-page ad in the GRIN newspaper.

#### **Website Logo Placement**

Logo placement on Mul-Chu-Tha website throughout the year.

#### **Event Access**

Ten (10) - Saturday entry tickets.

#### **Digital Signage**

Your logo featured on digital signage at the main stage throughout the weekend.

#### **Dynamic Grounds Presence**

Brand showcased with two (2) 3' x 6' banners at the rodeo grounds and logo showcased on Main Entry banner.

*\* Banners must be provided by sponsor*

#### **Logo Branding**

Logo featured on the Mul-Chu-Tha Facebook Page.

#### **Social Media Spotlight**

30-second to 1-minute video featured on Mul-Chu-Tha Facebook page.

*\* Video must be provided by sponsor*

#### **Public Recognition**

Sponsor highlight by our Emcee during one of our premier events.

*\* Sponsor must provide information to be read by our Emcee*



# Sponsorship Opportunities

## Bronco Sponsor: \$5,000

Ready to shine at the rodeo? Become a Bronco 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 Bronco Sponsor, you'll receive:

#### **Showcase Advertisement**

Half-Page ad space in the Mul-Chu-Tha Program.

#### **Notable Recognition Ad**

Half-Page ad in the GRIN newspaper.

#### **Website Logo Placement**

Logo placement on Mul-Chu-Tha website throughout the year.

#### **Event Access**

Eight (8) - Saturday entry tickets.

#### **Digital Signage**

Your logo featured on digital signage at the main stage throughout the weekend.

#### **Dynamic Grounds Presence**

Brand showcased with one (1) 3' x 6' banner at the rodeo grounds and logo showcased on Main Entry banner.

*\* Banner must be provided by sponsor*

#### **Logo Branding**

Logo featured on the Mul-Chu-Tha Facebook Page.

#### **Public Recognition**

Sponsor highlight by our Emcee during one of our premier events.

*\*Sponsor must provide information to be read by our Emcee*





# Sponsorship Opportunities

## Road Runner Sponsor: \$5,000

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

### As a Road Runner Sponsor, you'll receive:

#### **Showcase Advertisement**

Half-Page ad space in the Mul-Chu-Tha Program.

#### **Notable Recognition Ad**

Half-Page ad in the GRIN newspaper.

#### **Website Logo Placement**

Logo placement on Mul-Chu-Tha website throughout the year.

#### **Event Access**

Eight (8) - Saturday entry tickets.

#### **Digital Signage**

Your logo on featured on digital signage at the main stage throughout the weekend.

#### **Dynamic Grounds Presence**

Logo showcased on Main Entry banner.

#### **Logo Branding**

Logo featured on the Mul-Chu-Tha Facebook Page.

#### **Public Recognition**

Sponsor highlight by our Emcee during one of our premier events.

*\*Sponsor must provide information to be read by our Emcee*



# Sponsorship Opportunities

## Jackrabbit Sponsor: \$3,000

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

### As a Jackrabbit Sponsor, you'll receive:

#### Showcase Advertisement

1/4 page ad space in the Mul-Chu-Tha Program.

#### Notable Recognition Ad

1/4 page ad in the GRIN newspaper.

#### Website Logo Placement

Logo placement on Mul-Chu-Tha website throughout the year.

#### Event Access

Four (4) - Saturday entry tickets.

#### Digital Signage

Your logo featured on digital signage at the main stage throughout the weekend.

## Gila Monster Sponsor: \$1,000

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

### As a Gila Monster Sponsor, you'll receive:

#### Website Logo Placement

Logo placement on Mul-Chu-Tha website throughout the year.

#### Digital Signage

Your logo featured on digital signage at the main stage throughout the weekend.

#### Social Media Spotlight

30-second to 1-minute video featured on Mul-Chu-Tha Facebook page.

*\* Video must be provided by sponsor*