2026

ADVERTISING OPPORTUNITIES

MISSION AND VISION

Behind the Chutes is a 501(c)(3) nonprofit organization founded by rodeo and western lifestyle enthusiasts from the Lubbock community. Our mission is to support and advance rodeo and western culture through community outreach and enrichment. We will enhance the local community experience and promote the rodeo, agriculture, and western lifestyle in our South Plains area. Our efforts and proceeds will be dedicated to our youth in agriculture and rodeo. As with other philanthropic organizations, all contributions to Behind the Chutes are tax-deductible and contribute to our overarching goals. In essence, your support helps us improve our youth!

ABOUT

We are excited to offer unique advertising and sponsorship opportunities for our highly anticipated 2026 events at Cooks Garage, which feature a thrilling lineup of rodeo competitions and entertainment. Our events include the 2nd Annual Steer Classic, 3rd Annual Ranch Rodeo, 5th Annual Junior Rodeo, 6th Annual Cooks Rodeo Days Pro Rodeo. Our Calf Fry, featuring live music, silent and live auctions, food, and drinks, provides an excellent opportunity to raise funds for youth in agriculture through auction items and scholarships. In 2026, we are excited to partner with the Cowboy Channel for national broadcast coverage of the Pro Rodeo and Ranch Rodeo. These broadcasts will be replayed frequently, ensuring your brand receives extended national exposure to a wide audience. All of these events are designed to raise funds to support youth in agriculture in the South Plains area, making your sponsorship a contribution to a great cause while promoting your brand to a dedicated audience.

PAYOUTS

Thanks to the incredible support of our sponsors, 2025 was a record-setting year. We proudly awarded over $150,000 in direct payouts to junior contestants, along with more than $50,000 in scholarships to youth in agriculture, as well as other hardware, and prizes. Beyond the awards, we invested over $300,000 into producing premier events—delivering an unmatched experience and setting the standard for junior competitions across Texas. Looking ahead to 2026, our goal is bigger than ever. With continued and new sponsor support, we aim to triple our direct payouts and scholarship awards, creating even more opportunities for junior competitors. By reinvesting at an unprecedented level, we're committed to elevating our events and continuing to set the gold standard for junior competitions in Texas.

2026 SCHEDULE OF EVENTS

BTC
BEHIND THE CHUTES

SEPTEMBER 26-27	**QUEENS CLINIC**
OCTOBER 7	**PBR PRE PARTY** 6PM
OCTOBER 8	**KOBEN PUCKETT PBR**
OCTOBER 9	**MUTTON BUSTING** TRYOUTS: 9TH 5:30PM PERFS: 23RD & 24TH
OCTOBER 9	**JR BULL RIDING** LONG GO: 1:00PM SHORT GO: 7:00PM
OCTOBER 10-11	**JR RODEO** 10TH: SLACK @ 9AM 11TH: SHORT GO @ 4PM
OCTOBER 10-11	2ND ANNUAL **STEER CLASSIC** 10TH: CLASSIFICATION @ 5-7PM 11TH: 10AM
OCTOBER 10	**CALF FRY** DOOR OPEN 5:30, DINNER 6:30
OCTOBER 16-17	3RD ANNUAL **RANCH RODEO** 16TH: LONG GO @ 10AM & 1PM 17TH: SHORT GO 6PM
OCTOBER 17	**JR RANCH RODEO** 10AM
OCTOBER 19	**BARREL RACE** BOOKS: 4PM EXPOS: 5PM RACE:7:30
OCTOBER 20	**TEAM ROPING** 5:30PM
OCTOBER 20-24	6TH ANNUAL **PRCA RODEO** 23RD: 6:30PM 24TH: 1PM & 6:30PM
OCTOBER 23-24	**CALF SCRAMBLE**
OCTOBER 24	6TH ANNUAL **BULLS & BRONCS**
DECEMBER 3-5 10-12	**NFR WATCH PARTY**
DELAYED TO SPRING	**ROPE & STROKE**

ALL EVENTS WILL TAKE PLACE AT COOKS GARAGE

ADVERTISING OPPORTUNITIES

2026

~~TITLE LEVEL – $150,000~~ SOLD

- o Stage and timed event box advertising
- o Logo on Cooks Rodeo Days all around trailer
- o Advertising on Jumbotron, logo on live feed, TV & social media, mention on Radio
- o Full-page color ad in program (inside front cover)
- o 20 VIP and parking passes to all performances for all events
- o Table at the Calf Fry with gift basket (**MUST RSVP to have a table reserved)**

GOLD BUCKLE LEVEL – $50,000

-VIP ROOM
~~-RANCH RODEO TITLE & TRAILER SPONSOR~~ SOLD
~~-JR RODEO TITLE SPONSOR~~ SOLD
-PRCA ALL AROUND TRAILER

- o Advertising above timed event box or in VIP Room, logo on TV & social media, and mention on radio
- o Full-page color ad in program
- o 14 VIP and parking passes to all performances for all events
- o Table at the Calf Fry with gift basket **(MUST RSVP to have a table reserved)**

SILVER BUCKLE LEVEL – $25,000

~~-CALF FRY~~ SOLD
~~-STEER SHOW TITLE SPONSOR~~ SOLD
~~-REPLAY SCREEN~~ SOLD
~~-SCORE BOARD~~ SOLD
-AFTER PARTY
~~-CALF SCRAMBLE EVENT SPONSOR~~ SOLD
~~-NFR WATCH PARTY~~ SOLD
~~-KOBEN PUCKETT PBR TITLE SPONSOR~~ SOLD
-QUEENS CONTEST TITLE SPONSOR

- o Advertising at the Calf Fry / steer show / logo on replay screen / logo on score board
- o Full-page color ad in program
- o 12 VIP and parking passes to all performances for all events
- o Online & social media advertising
- o Table at the Calf Fry with gift basket **(MUST RSVP to have a table reserved)**

RODEO EVENTS – $15,000

~~-BAREBACK RIDING~~ SOLD
~~-BARREL RACING~~ SOLD
~~-BREAKAWAY ROPING~~ SOLD
-BULL RIDING
-SADDLE BRONC RIDING
-STEER ROPING
~~-STEER WRESTLING~~ SOLD
~~-TEAM ROPING- HEADING~~ SOLD
-TEAM ROPING- HEELING
~~-TIE-DOWN ROPING~~ SOLD

- o Includes Jr. Rodeo and Pro Rodeo events
- o Advertising on Jumbotron for sponsored event
- o Announcer acknowledgment during all performances
- o Arena banner, logo on social media, & event winner award
- o 1/2- page color ad in program
- o 12 VIP and parking passes to all performances for all events
- o Table at the Calf Fry with gift basket **(MUST RSVP to have a table reserved)**

ALL VIP PASSES PROVIDE ACCESS TO CALF FRY

ADVERTISING OPPORTUNITIES

2026

RANCH RODEO EVENTS- $15,000

-BRANDING
~~**-BRONC RIDING**~~ SOLD
~~**-COW MILKING**~~ SOLD
-DOCTORING
-STRAY GATHERING

- o Includes Jr. and Open Ranch Rodeo
- o Advertising on Jumbotron for sponsored event
- o Announcer acknowledgment during all performances
- o Arena banner, logo on social media, & event winner award
- o 1/2- page color ad in program
- o 12 VIP and parking passes to all performances for all events
- o Table at the Calf Fry with gift basket **(MUST RSVP to have a table reserved)**

$10,000 LEVEL

-ROPE & STROKE
-BUCKING CHUTES - 3 AVAILABLE
~~**-CONTESTANT OUT GATE**~~ SOLD
-TIMED EVENT GATE
-BULL FIGHTERS/PICKUP MEN
-CONTESTANT TENT
~~**-JR BULL RIDING**~~ SOLD
-TEAM ROPING JACKPOT
~~**-BARREL RACING JACKPOT**~~ SOLD

- o Advertising on Bucking Chute / Out Gates / Timed Event Gate / Contestant Tent/ Arena Banner
- o Announcer acknowledgment during all performances
- o 1/4- page color ad in program
- o 8 VIP and parking passes to all performances for all events

$5,000 LEVEL

~~**-MUTTON BUSTING**~~ SOLD
-ARENA SIGNAGE
~~**-KIDS KORNER**~~ SOLD
~~**-KIDS TICKET SPONSOR**~~ SOLD
-INSIDE BUCKING CHUTE (*EXCLUDES PBR)
-SCHOLARSHIP SPONSORSHIP - 4 AVAILABLE

- o Advertising banner in the arena
- o Announcer acknowledgment during event
- o Business card size color ad in program
- o 6 VIP and parking passes to all performances for all events

$2,500 LEVEL • RODEO

- o Logo on group level banner & in program
- o 4 VIP and parking passes to all performances for all events

CALF FRY

- o Individual Ticket- $100
- o Table for 8 people with gift basket- $2,500

OTHER DONATION AMOUNTS WELCOMED

- o Donation Amount $_____

ALL VIP PASSES PROVIDE ACCESS TO CALF FRY

ADVERTISING SPECIFICATION DETAILS

PROGRAM AD SIZE INFORMATION

- Full Page ad – 8.5” x 11”
- 1/2 Page ad–5.5”x 8.5”
- 1/4 Page ad–4.25”x 5.5”
- Business Card ad – 2” x 3.5”

BANNER ARTWORK SIZE INFORMATION

Banner Size – 48” tall x 48” long
Bucking Chute insert size – 24” tall x 88” long

File format should be a high-resolution pdf with bleed (.125” bleed on all sides)
Contact Angella Jordan with Slate Group if you have any questions on file setup
806-794-7752

ARTWORK DUE DATE - SEPTEMBER 26TH

EMAIL CONTRACT FORM, SPONSOR SCRIPT, BANNER ARTWORK, LOGO & AD FOR PROGRAM TO SPONSORS@BEHINDTHECHUTES.COM

MAIL CHECK & ADVERTISING CONTRACT TO:
BEHIND THE CHUTES
5815 82ND STREET SUITE 145
PMB #128
LUBBOCK TX 79424

QUESTIONS OR MORE INFORMATION:
JERRAD: 903-316-4136
ANDY: 806-781-9930

WE APPRECIATE YOUR SUPPORT AND WILL MAKE YOU PROUD!

2026 Advertising Contract

Donor's Name/Company _____

- Please print the Donor's Name / Company as you would like it listed on all printed material and recognition.

Mailing Address _____ Contact Name_____

City _____ State _____ Zip _____ Phone _____

Email Address _____

* How many seats will you need for the Calf Fry _____

Please select level and sub-category from the following choices:

~~**$150,000 Title Level**~~ **SOLD**

$50,000 Gold Buckle

- o VIP Room
- o PRCA All Around Trailer
- ~~o Ranch Rodeo Title & Trailer Sponsor~~ SOLD
- ~~o Jr Rodeo Title Sponsor~~ SOLD

$25,000 Silver Buckle Level

- ~~o Calf Fry~~ SOLD
- ~~o Steer Show Title Sponsor~~ SOLD
- ~~o Scoreboard~~ SOLD
- ~~o Replay Screen~~ SOLD
- o After Party
- ~~o NFR Watch Party~~ SOLD
- ~~o Calf Scramble Event Sponsor~~ SOLD
- ~~o Koben Puckett PBR Title Sponsor~~ SOLD
- o Queens Contest Title Sponsor

$15,000 Rodeo Events

- ~~o Bareback~~ SOLD
- ~~o Barrel Racing~~ SOLD
- ~~o Breakaway Roping~~ SOLD
- o Bull Riding
- o Saddle Bronc
- o Steer Roping
- ~~o Steer Wrestling~~ SOLD
- o Team Roping- Heeler
- ~~o Team Roping- Header~~ SOLD
- ~~o Tie-Down Roping~~ SOLD

$15,000 Ranch Rodeo Events

- o Branding
- ~~o Bronc Riding~~ SOLD
- ~~o Cow Milking~~ SOLD
- o Doctoring
- o Stray Gathering

$10,000 Level

- o Rope & Stroke
- o Bucking Chutes
- ~~o Contestant Out Gate~~ SOLD
- o Timed Event Gate
- o Bull Fighters/Pickup Men
- o Contestant Tent
- ~~o Jr Bull Riding~~ SOLD
- o Team Roping Jackpot
- ~~o Barrel Racing Jackpot~~ SOLD

$5,000 Level

- ~~o Mutton Busting~~ SOLD
- o Inside Bucking Chute
- ~~o Kid's Korner~~ SOLD
- o Arena Signage
- ~~o Kid's Ticket Sponsor~~ SOLD

$2,500 Level

- o Rodeo

Calf Fry

- o Individual Ticket- $100
- o Table for 8 people- $2,500

Other Amount $_____

Additional Details-

Please include this form with payment, make checks payable to Behind the Chutes.

O Check Enclosed O Check # _____ O Invoice Me

_____

Signature **Title** **Date**

Mailing Address: 5815 82nd St. Suite 145 PMB #128 Lubbock, TX 79424 | Phone: 806-786-2090

email: sponsors@behindthechutes.com