RAM Rodeo Agreement - DR Rodeo

1. RAM Is the Exclusive automotive sponsor of your rodeo.

2. Any Vehicle used in the arena must be a RAM or FCA

3. Please View your RAM Rodeo agreement to see how many RAM Banners are required in the arena at your event. A Banner Kit will be shipped to the dealership for you to use at your rodeo. These banners will need to be distributed between dealership and committee. The list of banner and where each banner should go is as follows.

   - 4 strings of Pennants - 2 to Dealer 2 to Committee
   - 2 Rodeo Sales day banners - Dealer
   - 2 Ram Rodeo Banners – Committee
   - 2 Welcome Rodeo Fans – 1 to Dealer 1 to Committee
   - 3 Ram Banners – 1 to Dealer 1 to Committee
   - 2 3x4 Banners – Committee
   - 6 Truck Flags - Used on Display Vehicles

These banners will need to be hung in and around the rodeo arena. See Photos for Examples of Banners and proper placement.

(Insert Pictures)

4. Highly visible RAM vehicle display. It is important that, if possible, the display is located inside the gates of the rodeo. It is very important that it is in a highly trafficked area. A second location is optional with only a truck and a table for Sweepstakes entries (See Pictures Below)

5. RAM Truck on Display in Arena. 1 – 2 trucks in arena prior to the pre-show. Lights on and flashing help to draw attention to the truck and the arena, providing it does not interfere with pre-rodeo activities.

6. Dealer Mentions – During the steer wrestling and Tie-Down roping, announcer will make an announcement about the dealer and RAM. There will be a scrip provided in the Banner Kit box. This needs to be filled out and given to the announcer. You can also download the script at (insert hyperlink)

7. Barrels will be brought in and out with RAM Truck. Announcer will make special at these times. NO OTHER EVENTS ARE TO TAKE PLACE WHEN BARRELS ARE GOING IN OR OUT OF ARENA.

8. RAM Flag will be carried in grand entry and National program will be mentioned. If there is special sponsor flag presentation, RAM flag will be included.

9. RAM or Local dealers name to be carried in all advertising as a sponsor.

10. Any press releases should mention RAM or local RAM dealership. Example can be found at...

11. Please invite the Local RAM dealership to any and all rodeo related social functions to which other sponsors are incited.

12. A.) Please see your agreement for number of tickets you are to give dealership

   B.) Ticket Promotions?

13. 15. RAM or Local RAM Dealer to be included in Rodeo Program For Examples and downloadable ads click here www.ramrodeo.com/downloads/programads