

SPONSORSHIP OPPORTUNITIES



WELCOME TO THE LARGEST ALL-GIRL ROPING IN THE UNITED STATES



As we look ahead to our 11th year, we want to start by saying thank you. Because of partners like you, we didn't just reach a 10-year milestone, we made history. California's Richest was broadcast live on The Cowboy Channel, reaching viewers across the world. The response was incredible, and together we showed how powerful women's roping can be when the community comes together.

Now, as we turn the page to the next chapter, our focus is on continuing that momentum, growing the event, expanding opportunities for women ropers, and continuing to showcase the people and brands that make it all possible

10 years strong

The Next Chapter



FOUNDED BY WOMEN, FOR WOMEN

From the very beginning, our mission has been to elevate women's roping while building meaningful partnerships that strengthen the event and the community around it. As we enter the 11th year of California's Riche\$t, our focus remains the same: living up to the name by increasing added money and payout opportunities for the women who give this event its identity.

To do that, we're seeking partners – from cattle support to vehicle sponsorships – who share our commitment to high-level women's roping. These partnerships allow us to add more money to the discipline, cover the cost of producing an event of this caliber, and ensure the ropers are rewarded in a way that truly reflects their talent. With the right partners beside us, we can keep building the legacy and bring these women back year after year.

We truly value every level of sponsorship, whether it's a custom package or a smaller contribution, every partner plays a vital role in helping us write this next part of the story. Thank you for being such an important part of California's Richest.

We can't wait to see where this next chapter takes us and would love to talk with you about how your support fits into our 2026 vision.

Danielle Porteur



WHERE COWGIRLS COME TO COMPETE

Bolado Park Event Center Tres, Pinos California

**687 TOTAL ENTRIES ACROSS HEADING, HEELING, AND
BREAKAWAY ROPING IN 2025**

PAID OUT OVER \$57,292 IN CASH IN 1 DAY

88

312

**70 HEADERS
73 HEELERS**

BREAKAWAY ROPERS

TEAM ROPING TEAMS



LIVE NATIONAL BROADCAST

CO-SACTIONED WITH



WPRA

SPONSORSHIP PACKAGES

LEGACY PARTNER

\$12,000

- **Official Sponsor of event: Livestock Sponsor**
- **1-3 minutes commercial aired during the CA Richest LIVE Broadcast on Cowboy Channel+ & NexGen App**
- **Full-Page Ad in Ropers Sports News in August issue 2026**
- **3-5 Minute documentary exposing your business and mission- Featured on California's Richest social media Page & website**
- **Photo Backdrop Logo-Premium logo Placement on the Official Step-and- Repeat, Appearing in contestant Photos and Media Coverage**
- **Logo on Contestant Shirt**
- **Arena banner placement in a prime location**
- **Grand entry flag proudly carried in the arena**
- **Announcer recognition during the live event and awards ceremony**
- **Logo on 2026 Event Flyer**

OFFICIAL VEHICLE PARTNER

\$10,000

- **Custom Vehicle Wrap – Your logo featured on our OFFICIAL 2026 event vehicle, Kubota, & or trailer, seen by thousands on the road and at events.**
- **1 minute commercial aired during the CA Richest LIVE Broadcast on Cowboy Channel+ & NexGen App during event**
- **Logo on Contestant Shirt**
- **Photo Backdrop Logo-Premium logo Placement on the Official Step-and- Repeat, Appearing in contestant Photos and Media Coverage**
- **Arena banner placement in a prime location**
- **Grand entry flag proudly carried in the arena**
- **Social media and website exposure**
- **Announcer recognition during the live event and awards ceremony**
- **Logo on 2026 Event Flyer**

COWBOY CHANNEL

\$5,500

- **National TV Exposure - 30 second commercial aired during Live Broadcast on Cowboy Channel+**
- **Grand Entry Flag -Your flag proudly carried in the grand entry ceremony**
- **Logo on Contestant Shirt**
- **Social media and website shout-outs/tags**
- **Announcer recognition during the live event and awards ceremony**
- **Logo on 2026 Event Flyer**



SPONSORSHIP PACKAGES

For additional sponsorships please contact: danielle@californiasrichest.com

SADDLE SPONSOR | \$3,700

- Business logo on Champion saddle
- Flag proudly carried during Grand Entry
- Business Logo on Contestant shirts
- Social media post + website recognition
- Banner hung in Arena During event
- Logo on 2026 Event Flyer



ARENA SPONSOR | \$1,200

- Banner hung in Arena During event
- Logo featured on website & Social media
- Sponsor announcements throughout event

MERCH SPONSOR | \$2,500

- Business logo embroidered on side of
- CA Richest - 300 Hats
- Business logo on Contestant T-Shirts
- Banner hung in Arena During event
- Sponsorships limited

AWARD SPONSOR | \$500

- Acknowledgement logo/name on office welcome banner
- Logo featured on website & Social media tags

A look back at our 10th Anniversary



THANK YOU



Become a Sponsor & part of the legacy
Email: Danielle@californiasrichest.com

Phone: 831-801-4290

AUGUST 2ND 2026

If you'd like to come early and reserve a specific package, reach out anytime - We're always happy to help you find the right fit.
Thank you for considering being part of the next chapter of California's Richest. Your support helps elevate women's roping in our state and keeps this legacy growing. We look forward to hearing from you.

WWW.CALIFORNIASRICHEST.COM



Contact Information

Name of Business: _____

Sponsor Level: _____

Email: _____

Address Phone: _____

Phone Number: _____

Please make checks payable to:

California's Richest

Mail to: 1040 Homestead Ave Hollister, CA 95023

EIN# By Request

Venmo & Zelle & invoicing also available