

2027 Dude Ranchers' Association Convention Sponsor Opportunities



About the Dude Ranchers' Association Convention

»»» Who Attends?

Dude Ranchers' Association (DRA) member ranches, associate members, vendors, sponsors, and special friends of the dude ranching industry and DRA. There will be approximately 200+ attendees.

»»» What Happens?

Dude ranch owners, operators, and advocates from across the Western United States come together to network and engage in educational opportunities specific to the dude ranch industry. A highly sought-after trade show takes place during the event, and there is definitely fun to be had!

»»» When and Where is the 2027 Event?

January 25th - 28th, 2027 at Rancho de los Caballeros in Wickenburg, AZ

All Sponsors Receive The Same Base Benefits:

- Individual recognition in front of the entire convention attendance during the Opening Session
- Logo included in the 2027 Edition of the Ranch Hand convention magazine/program
- Logo placed on Sponsor "Thank You" poster displayed at the convention
- Company listing and link on the DRA website in the "Sponsors" section of convention information
- Recognition on all copies of agenda next to the event(s) sponsored if applicable
- Electronic list of final attendees with full contact information before and after the convention
- Signage displayed near refreshments of event sponsored if applicable
- Sponsorship Level designation on nametag(s)
- Announced in the bi-monthly Ranch Ramblings newsletters

Additional benefits per sponsorship level:

Bronze Bullet Package - \$750

Bronze Bullet Sponsorship Benefits:

- All base benefits included.
- Opportunity to display stand up banners (sponsor provided) and promotional items for attendees to take next to coffee bar.

Sponsorships Available:

<i>AM Coffee Break & Refreshments</i>	January 26 th Following Opening Session
<i>1st Vendor Show</i>	January 26 th Opening Vendor Show
<i>PM Coffee Break & Refreshments</i>	January 26 th Following Circle the Wagons
<i>AM Coffee Break & Refreshments</i>	January 27 th Following Roundtable Speakers
<i>PM Coffee Break & Refreshments</i>	January 27 th Following Keynote Speaker
<i>AM Coffee Break & Refreshments</i>	January 28 th Following Business Session

Silver Concho Package - \$1,500

Silver Concho Sponsorship Benefits:

- 1/4 page ad in the **Ranch Hand Convention Program/Magazine**
- Verbal and visual recognition during event
- Opportunity to display stand up banners (sponsor provided) and promotional items for attendees to take next to coffee bar.

Sponsorships Available:

<i>Door Prizes Sponsor</i>	Entire Event - Includes Additional Promotion
<i>Circle the Wagons - Part 1</i>	January 26 th - 1:30 - 2:30 PM
<i>Roundtable Speaker 1</i>	January 27 th - 8:15 - 9:45 AM
<i>Roundtable Speaker 2</i>	January 27 th - 8:15 - 9:45 AM
<i>Last Vendor Show</i>	January 27 th - 11:15 AM - 12:15 PM
<i>Speaker #3</i>	January 27 th - 1:30 - 2:15 PM
<i>Circle the Wagons - Part 2</i>	January 28 th - 2:30 - 3:30 PM

Additional benefits per sponsorship level:

Gold Buckle Package - \$2,500

Gold Buckle Sponsorship Benefits:

- 1/2 page ad in the Ranch Hand Convention Program/Magazine
- 1 Complimentary Registration Pass
- Verbal and visual recognition during event

Sponsorships Available:

District Meetings

January 26th - 2:45 PM - 4:00 PM

Vendor Show & Cocktail Hour

January 26th - 4:00 PM - 5:30 PM

Motivational Speaker

January 28th - 11:45 AM - 12:15 PM

Exclusive Gun Raffle Sponsor:

Additional Benefits Include:

- Signage with name & logo by gun display throughout the event
- Company name & logo on every gun raffle ticket
- Opportunity to draw winner for the raffle Wednesday night

Exclusivity means your business will be the only sponsor of the gun raffle & all recognition will solely be to your business.

Exclusive Saddle Raffle Sponsor:

Additional Benefits Include:

- Signage with name & logo by saddle display throughout the event
- Company name & logo on every saddle raffle ticket
- Opportunity to draw winner for the raffle Wednesday night

Exclusivity means your business will be the only sponsor of the saddle raffle & all recognition will solely be to your business.

Exclusive Gift Bag Sponsor:

Additional Benefits Include:

- Company name & logo on every gift bag
- Opportunity to add printed promotional materials to each gift bag

Exclusivity means your business will be the only sponsor of the gift bags & all recognition will solely be to your business.

Additional benefits per sponsorship level:

Platinum Horseshoe Package - \$3,500

Platinum Horseshoe Sponsorship Benefits:

- 1 full page ad in the Ranch Hand Convention Program/Magazine
- 2 Complimentary Registration Passes
- 30-60 second **write-up** to be read before the sponsored event
- 5-minute speaking opportunity during sponsored session
- Stand-up banner placements during sponsored session (banners supplied by sponsor)
- Opportunity to display promotional items for attendees to take on session tables.
- Company logo included on all session presentation slides.
- Logo placed on **duderanch.org** homepage with a link to your website! The DRA website receives approximately 1,200 visitors each day!**

***Platinum Sponsors cannot be a competitor to duderanch.org*

Sponsorships Available:

Welcome Reception & Cocktail Hour January 25th - 4:00 PM - 6:00 PM

Business Session January 28th - 8:30 AM - 10:00 AM