



# 2025

## Advertising Opportunities



# Giving Back To The Community!

Olsen's is proud to support local charities and organizations by hosting events throughout the year at our facility to help with fundraising. These events include Chino Valley FFA Roping, BLM Adoption Event, Hammer Memorial Benefit Barrel Race and Horses With Heart Benefit Barrel Race.

Our arena is open to the community 365 days a year for open arena and the many events we produce. We frequently put on new events to appeal to the different interests of our community. Our most recent additions are Breakaway Ropings and Dirtbike Events.

All of these events were a huge success and we can't wait to add more community events like these to our schedule in 2025!



# Advertising Benefits

## Premium Billboard Advertising Outside Arena

Large 12' x 8' billboard advertisement on premium billboard located outside of Olsen's Arena. Premium billboard advertisement is prominent and visible to those driving by or into the arena. Advertiser will receive exposure to hundreds of competitors and spectators throughout the year. *Exclusively reserved for Level 5 Advertisers.*

## Radio Advertising

Advertiser will be mentioned on Olsen's Radio Advertising pertaining to Olsen's Arena Events. *Exclusively reserved for Level 5 Advertisers.*

## Print & Digital Event Advertising

Advertiser logo will be on event flyers and on digital graphics for arena events throughout the year. Digital graphics are displayed on Olsen's In-Store TVs, Olsen's Events Facebook Page and Olsen's Events Website. *Exclusively reserved for Level 5 Advertisers.*

## Sponsorship Flags

Level 4 & 5 Advertisers will get their logo on a Sponsorship Flag that will be run at our arena events and parades throughout our communities in Northern Arizona.

## In-Store TV Advertising All Year

Level 4 & 5 Advertisers will have their logo displayed on TVs in all 5 Olsen's locations. Graphics are played during store hours on a loop with other digital graphics through the end of the year.

## Podcast Sponsor Shoutouts

Level 3, 4, & 5 Advertisers will be mentioned as a sponsor on Olsen's Events' new podcast.

## Logo Displayed on Olsen's Events Website

Level 3, 4, & 5 Advertisers will have their logo displayed on Olsen's Events Website.

## Sponsor Spotlight

Level 2, 3, 4, & 5 Advertisers will have a Sponsor Spotlight post on Olsen's Events Facebook Page.

## Announcements

ALL Advertisers will receive announcements during events held at Olsen's Arena. Frequency/duration of announcement depends on advertising level.

## Vendor Space

ALL Advertisers have the option to set up a vendor space at events. Advertisers who would like to set up a booth at an event **MUST** notify Olsen's Arena staff prior to the event.

## 6' x 4' Banner Space in Main Arena

ALL Advertisers can have a banner displayed in Olsen's Main Arena **IF provided by advertiser. Supplied banner must not exceed 6' x 4'.**

**ADVERTISING WILL BE ONE FULL YEAR FROM PAYMENT**



# Advertising Levels & Benefits

ADVERTISING BENEFIT	LEVEL 5 \$5000	LEVEL 4 \$2500	LEVEL 3 \$1000	LEVEL 2 \$500	LEVEL 1 \$250
Premium Billboard Advertising	<b>X</b>				
Radio Advertising	<b>X</b>				
Print & Digital Event Advertising	<b>X</b>				
Sponsorship Flags	<b>X</b>	<b>X</b>			
In-Store TV Advertising All Year	<b>X</b>	<b>X</b>			
Podcast Sponsor Shoutouts	<b>X</b>	<b>X</b>	<b>X</b>		
Logo on Olsen's Events Website	<b>X</b>	<b>X</b>	<b>X</b>		
Sponsor Spotlight	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	
Announcements	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Vendor Space	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
6' x 4' Banner Space in Main Arena*	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>

\*PROVIDED BY ADVERTISER - SUPPLIED BANNER MUST NOT EXCEED 6' X 4'

**Disclaimer:** Olsen's Events Advertising is **NOT** connected with Equifest Sponsorships



## 2025 Advertising Agreement Form

Thank you for choosing to support Olsen's Events! Your contribution will help us with arena improvements, prizes for contestants, community events and more. As a valued sponsor, your feedback is important. If you have suggestions or requests, feel free to reach out!

Below is the Advertising Agreement Form. Please fill out the form in its entirety and submit it with any sponsor deliverables (banners, digital logos, etc.)

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**Olsen's Events Contact:** Shyan Ingrao | events@olsensgrain.com | (928) 202-2003

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BUSINESS NAME \_\_\_\_\_ BUSINESS TYPE \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

**ADVERTISING LEVEL:**

☐ Level 5 - \$5000    ☐ Level 4 - \$2500    ☐ Level 3 - \$1000    ☐ Level 2 - \$500    ☐ Level 1 - \$250

**PAYMENT METHOD:**

☐ Check    ☐ Credit Card    ☐ Venmo    ☐ Zelle    ☐ Other \_\_\_\_\_

Make checks payable to Olsen's Events and mail form with payment to:

**Olsen's Events**  
PO Box 427  
Chino Valley, AZ 86323

*Thank You* for supporting Olsen's Events!

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