

# ROWELL RANCH RODEO, INC.

## Every Year in May

December 1, 2016

Dear Friends,

From May 19 to May 21, 2017, we will be celebrating the 97<sup>th</sup> annual **Rowell Ranch Rodeo** – a Rodeo Hall of Fame 2014 Inductee. This annual event is a regular stop on the Professional Rodeo circuit and draws over 8000 local residents.

We are asking you to place an ad in this year's Rowell Ranch Rodeo Program! A program is given to each vehicle entering the venue and additional programs are distributed on the grounds. **PROGRAM AD PAYMENT AND ARTWORK RECEIVED BY 12/31/16 WILL BE ENTITLED TO A \$25 DISCOUNT OFF THE BELOW PRICES.**

**Ad prices are as follows**

	Color	Black and White
• Individual/Minor Sponsor – Listed As "Friend of Hayward Rowell Ranch Rodeo"		\$125.00
• 1/8 Page - 2 ½ W x 2 3/8 H		\$175.00
• 1/4 Page - 3 ½ W x 4 7/8 H	\$325.00	\$250.00
• 1/2 Page - 7 3/8 W x 4 7/8 H	\$400.00	\$300.00
• Full Page – 7 3/8 W x 9 7/8 H	\$650.00	\$550.00

**The events and dates for the 2017 Rowell Ranch Rodeo are as follows:**

- Queen's Dinner/Dance – April 1st @ 6:00 PM (at Church of Transfiguration in Castro Valley)
- Chili Cook-Off – Friday May 12<sup>th</sup> from 5-9 PM
- Rowell Ranch Rodeo Parade – Saturday May 13<sup>th</sup> @ 10:00 AM on CV Blvd.
- Celebrity Team Penning/BBQ – Saturday May 13<sup>th</sup> @ 4:00 / BBQ @ 6:00 PM
- Local Team Roping – Thursday May 18<sup>th</sup> @ 5:00 PM
- Rockin' Bull Bash – Friday May 19<sup>th</sup> @ 7:30 PM
- 97<sup>th</sup> Annual Rowell Ranch Rodeo – Saturday/Sunday May 20<sup>th</sup> & 21<sup>st</sup>

**Note:** Remember that for the 97<sup>th</sup> Annual Rowell Ranch Rodeo event, Saturday May 20<sup>th</sup> is "**Armed Forces Day**" in support of our countrymen and women in the armed services. Sunday, May 21<sup>st</sup>, is "**Tough Enough to Wear Pink Day**" in support of breast cancer awareness.

Thanks in advance for your continued support! If you have any questions, please feel free to call: Cliff Sherwood at 510-828-1265. [Cliff@sherwoodandco.net](mailto:Cliff@sherwoodandco.net) or Patti Ising at: [patinliv@aol.com](mailto:patinliv@aol.com)

**We must receive your "OK" to renew the enclosed copy or receive your new ad, with your check by March 1, 2017. You must supply camera-ready artwork in pdf format.**

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- Rerun the same ad as last year AND enclosed is my check!
- Please make the noted change to my ad AND enclosed is my check!
- Enclosed is my new ad AND my check!

Your Business Name (if applicable): \_\_\_\_\_  
 Your Name (Please Print) \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
 Security Code: \_\_\_\_\_ Email for receipt: \_\_\_\_\_

**Make checks payable to Rowell Ranch Rodeo and mail payment and the bottom of this form to: Rowell Ranch Rodeo, 2544 Castro Valley Boulevard, Castro Valley, CA 94546. PAYMENT & ARTWORK RECEIVED BY 12/31/16 WILL RECEIVE A \$25 DISCOUNT!!**

Thanks for your support on our "Road to 100".

	George Pacheco	Brian Morrison	Cliff Sherwood
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