

SANTA YNEZ VALLEY WESTERN HERITAGE FOUNDATION PRESENTS



# OFFICIAL PROGRAM

## 6TH ANNUAL OLD SANTA YNEZ DAYS RODEO



RIDER:  
*Lefty Holman*

BRONC:  
*Pretty Boy Floyd*

STOCK  
CONTRACTOR:  
*Empire Rodeo*

TRICK RIDER:  
*Tera Flitton*, from  
Stellar Trick Riding  
Cowgirls.



★ JUNE 21ST & 22ND, 2025 ★





# OLD SANTA YNEZ DAYS RODEO



Santa Ynez Valley Western Heritage Foundation

January 2025

Dear Old Santa Ynez Days Rodeo Sponsors,

On behalf of the Santa Ynez Valley Western Heritage Foundation, I would like to take this opportunity to first and foremost thank you for your support and welcome you to the New Year! You are the backbone of the Old Santa Ynez Days Rodeo and have enabled us to build the best boutique rodeo in California.

We hope that everyone enjoyed our 2024 rodeo event. Our team within the foundation is always thinking of new ways in which we can improve and grow from the prior year, and we think our efforts have shown this. As a result of our efforts, our rodeo has doubled in size. Thankfully, the Santa Ynez Band of Chumash Indians graciously allowed us more land to utilize for parking. We also added more grandstands and expanded the VIP tent. We are proud to say that our rodeo was awarded most improved arena ground in the California Circuit by the Women's Professional Rodeo Assoc. sponsored by Justin Boots. The award ceremony was held during the National Finals Rodeo in Las Vegas, and we consider this a great honor. The Old Santa Ynez Days Rodeo attracted many of the top 10 competitors in each rodeo event. Not only did we have many of the top professional cowboys and cowgirls attend the rodeo, but each performance was nearly at capacity. Our rodeo has climbed to the top six in prize money in the PRCA California Circuit. We are proud to have come this far in such a short time of five years. These are just a few of the highlights that we ended the year with.

In looking forward to 2025, we are on track for another great rodeo in June. This year we are looking forward to improving the VIP tent to help with the heat that we experienced last year and are planning to start the performances later in the day.

We are still on course with our SYVWHF mission, which is to enrich our community by supporting local youth organizations and to showcase our Western Heritage here in the Santa Ynez Valley. For the season of 2024, our foundation supported the Golden Circle of Champions which is a youth cancer foundation. We donated to the Santa Ynez Valley Elks Christmas Fund, a charity fund that helps local youths stricken with cancer. We support the District 7 High School Rodeo Team.

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# OLD SANTA YNEZ DAYS RODEO

We worked in partnership with the Santa Ynez Valley Union High School District Ag Department to help create the first Ag Day at the high school. Many of the local businesses also came together on Ag Day to help as well, what a wonderful community we have! With the help of the Muzzy Family, we were able to donate to the High School Ag Department. We plan to continue to be active in helping with Ag Day at the high school in 2025.

We look forward to your continued support in 2025, which ensures that we provide not only entertainment for our community, but also to strengthen our mission as our foundation grows. It is our goal to improve the ways in which our sponsors are acknowledged as we move forward.

Thank you,

Santa Ynez Valley Western Heritage Foundation

Kevin Murphy  
*President*

Board Members:

Kevin Murphy, *President*  
Cody Murphy, *Vice President*  
Bill Jackson C.P.A., *Treasurer*  
Robin Hardin, *Secretary*  
Ralph Lausten, *Director*

**Let's Rodeo!**

**SYVWHF is a 501 c3 Organization, Tax Id: 84-2657577**







# OLD SANTA YNEZ DAYS RODEO

2025 Sponsorship

Saturday, June 21st and Sunday, June 22nd

The 6<sup>th</sup> Annual “Old Santa Ynez Days Rodeo” is presented by The Santa Ynez Valley Western Heritage Foundation. This two-day event is a Professional Rodeo Cowboy Association (PRCA) qualifying rodeo, hosting the following events:

- Bull Riding
- Saddle Bronc Riding
- Bareback Bronc Riding
- Tie-Down Roping
- Team Roping
- Barrel Racing
- Steer Wrestling
- Women’s Breakaway Roping

Junior Events Include:

- Stick Horse Race
- Mutton Bustin’
- Junior Barrel Racing
- Junior Breakaway Roping

The Mission of the Santa Ynez Valley Western Heritage Foundation is to enrich our community by supporting local youth organizations and to showcase our Western Heritage in the Santa Ynez Valley. Please come out and join us at the 2025 Old Santa Ynez Days Rodeo. Proceeds from the rodeo will be donated to local youth programs.

For more information about our organization and donations please visit our website at [www.syvwhf.org](http://www.syvwhf.org). For more information about Old Santa Ynez Days Rodeo, please visit our Rodeo Website at [www.syvrodeo.com](http://www.syvrodeo.com) or contact Mia Murphy at 805-686-0842.

Let’s Rodeo!

SYVWHF is a 501 c3 Organization, Tax Id: 84-2657577



# OLD SANTA YNEZ DAYS RODEO



## 2025 Sponsorship Opportunities

### **\$1,500 Wrangler**

- Two (2) VIP Sponsor Passes For Both Saturday and Sunday's Rodeo Performance
- VIP Hospitality Tent Seating
- One (1) VIP Parking Pass For Each Day of Rodeo Event
- One (1) Meal Included For Each Ticket, Water and Soft Drinks Available
- One (1) Recognition Banner (4' x 6') To Be Displayed in Arena (Sponsor to Provide Banner)
- Recognition in Rodeo Program, Social Media and Old Santa Ynez Days Rodeo Website


### **\$2,500 Vaquero**

- Four (4) VIP Sponsor Passes For Both Saturday and Sunday's Rodeo Performance
- VIP Hospitality Tent Seating
- Two (2) Sponsor VIP Parking Passes For Each Day of Rodeo Event
- One (1) Meal Included For Each Ticket, Water and Soft Drinks Included
- One (1) Recognition Banner (4' x 6') to be Displayed in Arena (Sponsor to Provide Banner)
- Recognition in Rodeo Program, Social Media and Old Santa Ynez Days Rodeo Website

### **\$5,500 Foreman**

- Five (5) VIP Sponsor Passes For Both Saturday and Sunday's Rodeo Performance
- VIP Hospitality Tent Seating
- Five (5) VIP Parking Passes For Each Day of Rodeo Event
- One (1) Meal Included For Each Ticket, Water and Soft Drinks Included
- One (1) Drink Ticket Per Person
- One (1) Recognition Banner (4' x 6') To Be Displayed in Arena (Sponsor to Provide Banner) OR One (1) Chute Banner (3' x 5') To Be Displayed On Bucking Chute (Sponsor To Provide Banner - Space On Bucking Chutes Are Limited and On a First Come First Serve Basis)
- Recognition as an Event Sponsor, Event of Choice is Limited and on a First Come First Serve Basis, Sponsor Acknowledgment Announced During Specific Rodeo Event of Choice
- Recognition in Rodeo Program, Social Media and Old Santa Ynez Days Rodeo Website





# OLD SANTA YNEZ DAYS RODEO

## **\$10,000 Ranchero**

- Ten (10) VIP Sponsor Passes For Both Saturday and Sunday's Rodeo Performance
- VIP Hospitality Tent Seating (Reserved Table in Front)
- Ten (10) VIP Parking Passes or Each Day of Rodeo Event
- One (1) Meal Included For Each Ticket, Water and Soft Drinks Included
- Unlimited Drink Tickets Per Person
- One (1) Recognition Banner (4' x 6') To Be Displayed in Arena (Sponsor to Provide Banner) OR One (1) Chute Banner (3' x 5') To Be Displayed On Bucking Chute (Sponsor To Provide Banner - Space On Bucking Chutes Are Limited and On a First Come First Serve Basis)
- One (1) Customer Sponsor Flag With Logo To Be Flown During Opening Ceremonies and Event of Choice (Sponsor To Provide Flag)
- Sponsorship Acknowledgment Announced During Opening Ceremonies and Event of Choice
- Recognition in Rodeo Program, Social Media and Old Santa Ynez Days Website, Including Personal Website Link On Sponsor Roster Page
- Sponsor/Company Bio Featured in the Rodeo Program (Bio Due By April 15th)

## **\$20,000 Cattle Baron**

- Twenty (20) VIP Sponsor Passes For Both Saturday and Sunday's Rodeo Performance
- VIP Hospitality Tent Seating (Reserved Table Front and Center)
- Twenty (20) VIP Parking Passes For Each Day of Rodeo Event
- One (1) Meal Included For Each Ticket, Water and Soft Drinks Included
- Unlimited Drinks Per Person
- One (1) Recognition Banner (4' x 6') To Be Displayed in Arena (Sponsor to Provide Banner) AND One (1) Chute Banner (3' x 5') To Be Displayed On Bucking Chute (Sponsor To Provide Banner - Space On Bucking Chutes Are Limited and On a First Come First Serve Basis)
- One (1) Customer Sponsor Flag With Logo To Be Flown During Opening Ceremonies and Event of Choice (Sponsor To Provide Flag)
- Sponsorship Acknowledgment Announced During Opening Ceremonies and Event of Choice
- Recognition in Rodeo Program, Social Media and Old Santa Ynez Days Website, Including Personal Website Link on Sponsor Roster
- Sponsor/Company Bio Featured in the Rodeo Program (Bio Due By April 15th)
- Hotel Accommodations For 2 at The Chumash Casino Saturday Night and Sunday Night
- 1 Custom Framed Old Santa Ynez Days Lithograph Poster, Signed by Artist

## **In Kind Sponsor - Value To Be Determined**

- Benefits are contingent on valuation of sponsorship. The Sponsor Committee is open to working with sponsors to individually customize each package to better suit the needs of your business or personal recognition.

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# OLD SANTA YNEZ DAYS RODEO

## 2025 Sponsorship Opportunities

\_\_\_\_\_ \$20,000 Cattle Baron      \_\_\_\_\_ \$10,000 Ranchero      \_\_\_\_\_ \$5,500 Foreman  
\_\_\_\_\_ \$2,500 Vaquero      \_\_\_\_\_ \$1,500 Wrangler

***Important Info & Dates:***

- **Banners & Flags Turned Into KJ Murphy's By June 15th  
\*Sponsor Responsible for Banner & Flag**
- **Company Bio Due By April 15th**

Sponsor: \_\_\_\_\_

Sponsor Representative: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Credit Card: \_\_\_\_\_ Exp: \_\_\_\_\_ CVV: \_\_\_\_\_

Check Enclosed: Please Make Check Payable to: Santa Ynez Valley Western Heritage Foundation

Please Mail Tickets to the Address Above: \_\_\_\_\_

Please Hold My Tickets at Will Call: \_\_\_\_\_

Special Requests: \_\_\_\_\_

Santa Ynez Valley Western Heritage Foundation  
P.O. Box 298  
Santa Ynez, CA 93460  
[www.syvrodeo.com](http://www.syvrodeo.com) [www.syvwhf.org](http://www.syvwhf.org)