If there is a National Finals in the mule business, it’s in Bishop, California every Memorial Day Weekend. There is nothing bigger, nothing better and no place to have it like Bishop!

-BOB TALLMAN

World-famous, Professional Rodeo Announcer
Mule Days Celebration Host
Mule Days Celebration
Bishop, California

Every Memorial Day weekend since 1969...
The town of Bishop, nestled on the eastern slope of the Sierra Nevada Mountain range, comes alive with the annual presentation of Mule Days. The outfitters and packers of the region wanted an event to start off the packing season, and the community wanted to draw vacationers to the Owens Valley. What began as an informal gathering and a test of skills has grown into a fun-filled, world-class event.

It’s difficult to actually describe Mule Days. Part mule show, part test of skills, and part Wild West show, Mule Days Celebration is unlike anything else in the world. Over the six-day event there are 14 shows featuring more than 400 mules with their trainers, riders and packers. Over 15,000 fans converge on the Tri-County Fairgrounds to spectate and visit the exhibitions.

The competitors, hardcore mule aficionados, are determined to prove anything a good horse can do, a mule can do better! Events include English jumping, dressage, team roping, western riding, and racing, to name a few. The pack scrambles, chariot racing, and musical tires are not to be missed!

When is it?
Mule Days is a six-day event that takes place each year, Tuesday to Sunday the week before Memorial Day. Mule Days is held on the Tri-County Fairgrounds in Bishop, California. Our 14-show event begins with preliminaries on Tuesday through Thursday and features event finals, comic events and packing events Friday through Sunday.

Where is it?
At 4000’ elevation, Bishop is nestled between two beautiful mountain ranges midway between Los Angeles, CA and Reno, NV on U.S. Highway 395. Bishop is the epicenter for recreational activity in the Eastern Sierra. In addition to the packing activities specific to the region, there’s fishing, hiking, hunting, sight seeing of fall colors, mountains, creeks, and high desert. World class skiing on nearby Mammoth Mountain in Mammoth Lakes also puts the community of Bishop on the map.

Who Attends?
Grandparents with grandkids in tow, families enjoying a family outing, empty nesters out for a week of fun, and rodeo fans of all ages are typical of the Mule Days crowd. Each Mule Days attendee has some level of disposable income. As with the majority of western event and rodeo fans, the Mule Days fans tend to be brand loyal. Our vendors show outstanding sales during the event, pointing to a more affluent crowd. Many of our attendees take advantage of one of the available 800 RV spaces on and near the fairgrounds. This event becomes an annual reunion trip for many of our fans.
From Where?
Visitors and contestants from every state, including Alaska and Hawaii, have come to our event. In addition, we have regular attendance by friends from Great Britain, Canada, Germany, South Africa, Australia, Brazil, France, Venezuela, and many places in-between.

How Many?
The City of Bishop states that over 15,000 visitors and competitors attend this event.

Our Community Partners
Over 500 energetic volunteers from all walks of life help to make our event a huge success. Mule Days is a non-profit corporation, giving proceeds back to the community. We contract with local school clubs and community service groups to help in various areas. Students and parents assist with many of the functions such as selling collectible souvenir magazine and our souvenirs, taking tickets and checking in our RV visitors. This opportunity is a major fundraiser for these groups. These individuals take time to mold the event into a truly community driven, world-class event.

Our motto is: “When a town becomes a team.”

Souvenir Magazine
Mule Days produces an Official Souvenir Magazine containing articles of history, lore, and current and historic photographs. It becomes a great keepsake for our attendees. As a sponsor, your advertisement can be included. Because our magazine is distributed throughout the year, an investment provides continuing exposure for your business.

Media
Bishop Mule Days Celebration has a dedicated and engaged social media following with over 17,400 Facebook fans, 3,500 Instagram followers and 800 Twitter followers.

Mule Days has been featured in such publications as the Los Angeles Times, The San Bernardino Sun, Sunset Magazine, Western Horseman, American Cowboy, Cowboys and Indians and Western Mule Magazine.

Horse Talk Radio has attended our event and produced a remote show. Larry Mahan featured our event for his show Equestrian Nation and Susie Dobbs featured Mule Days for her show Beyond Rodeo on RFD-TV. In 2008, Mule Days was chosen in American Cowboy’s Reader’s Choice Award as the #3 Best Overall Event, superseded only by world-class events Cheyenne Frontier Days and PRCA Wrangler National Finals Rodeo. In 2009 we were #3 Best Heritage Event. In 2012, Bishop Mule Days was the “Editor’s Pick” by Cowboys & Indians May issue. Bishop Mule Days was featured in the 2013 award-winning documentary Mule Days.

We appreciate the help of partners to present this wonderful event, and we hope to have your support this year celebrating the mule!
**LOCAL SPONSOR OPTIONS**

**Box Hitch**
- **$250**
- Recognized in the Sponsor Section of the Mule Days Celebrations Souvenir Magazine
- 25 General Admission Tickets to the Final Show on Sun. Evening
- 2 Sponsor Badges for Recognition during Mule Days

**Diamond Hitch**
- **$500**
- Recognized in the Sponsor Section of the Mule Days Celebrations Souvenir Magazine
- 25 General Admission Tickets to the Sunday Afternoon Show
- 25 General Admission Tickets to the Final Show on Sun. Evening
- 2 Sponsor Badges for Recognition during Mule Days

**Double Diamond Hitch**
- **$750**
- Recognized in the Sponsor and Advertisement Section of the Mule Days Souvenir Magazine
- 1/8 Page Color AD - $220-Value Sponsor to Provide Ad Artwork
- 25 General Admission Tickets to the Sunday Afternoon Show
- 25 General Admission Tickets to the Final Show on Sun. Evening
- 2 Sponsor Badges for Recognition during Mule Days

**GENERAL SPONSOR OPTIONS**

**Sponsorship of $1200**
- 1 Banner
- 20 General Admission Tickets to the Sunday Afternoon Show
- 20 General Admission Tickets to the Final Show on Sun. Evening
- 1/8 Page Color Ad
- Arena Script – Bob Tallman
- 2-4 Sponsor Recognition Badges
- Recognized in Sponsor Section and Advertisement Section of Collector’s Magazine

**Sponsorship of $1500**
- 2 Banners
- 2 Opening Night Supper Tickets
- 25 General Admission Tickets to the Final Show on Sun. Evening
- 1/8 Page Color Ad
- Arena Script – Bob Tallman
- 2-4 Sponsor Recognition Badges
- Recognized in Sponsor Section and Advertisement Section of Collector’s Magazine

**Sponsorship of $2000**
- 2 Banners
- 2 Opening Night Supper Tickets
- 25 General Admission Tickets to the Final Show on Sun. Evening
- 1/4 Page Color Ad
- Arena Script – Bob Tallman
- 2-4 Sponsor Recognition Badges
- Recognized in Sponsor Section and Advertisement Section of Collector’s Magazine

**CORPORATE SPONSOR OPTIONS**

**Sponsorship of $5000**
- 4 Banners
- 4 Opening Night Supper Tickets
- 4 Grandstand All Mule Show Tickets
- 1/2 Page Color Ad
- Arena Script – Bob Tallman
- 4 Sponsor Recognition Badges
- Recognized in Sponsor Section and Advertisement Section of Collector’s Magazine

**Sponsorship of $6000**
- 4 Banners
- 4 Opening Night Supper Tickets
- 4 Grandstand All Mule Show Tickets
- 4 Reserve Concert Tickets
- Full Page Color Ad
- Arena Script – Bob Tallman
- 4 Sponsor Recognition Badges
- Recognized in Sponsor Section and Advertisement Section of Collector’s Magazine

**Sponsorship of $8000**
- 4 Banners
- 6 Opening Night Supper Tickets
- 6 Grandstand All Mule Show Tickets
- 6 VIP Concert Tickets
- Full Page Color Ad
- Arena Script – Bob Tallman
- 6 Sponsor Recognition Badges
- Recognized in Sponsor Section and Advertisement Section of Collector’s Magazine
Mule Days is grateful for each and every one of our sponsors, big and small. The packages shown here are only a sampling of what is available. Please call and visit with us for more information about custom packages. If you’d like an opportunity that’s not listed here, don’t hesitate to contact us.

(760) 872-4263

Triple Diamond Hitch
$1000

- Recognized in the Sponsor and Advertisement Section of the Mule Days Souvenir Magazine
- 1/8 Page Color AD- $220-Value Sponsor to Provide Ad Artwork
- 25 General Admission Tickets to the Friday Evening Show
- 25 General Admission Tickets to the Sunday Afternoon Show
- 25 General Admission Tickets to the Final Show on Sun. Evening
- 2-4 Sponsor Badges for Recognition during Mule Days

Sponsorship of $2500

- 2 Banners
- 2 Opening Night Supper Tickets
- 2 Grandstand All Mule Show Tickets
- 1/2 Page Color Ad
- Arena Script – Bob Tallman
- 2 Sponsor Recognition Badges
- Recognized in Sponsor Section and Advertisement Section of Collector’s Magazine

Sponsorship of $3000

- 3 Banners
- 2 Opening Night Supper Tickets
- 2 Grandstand All Mule Show Tickets
- 1/2 Page Color Ad
- Arena Script – Bob Tallman
- 2 Sponsor Recognition Badges
- Recognized in Sponsor Section and Advertisement Section of Collector’s Magazine

Sponsorship of $4000

- 3 Banners
- 4 Opening Night Supper Tickets
- 4 Grandstand All Mule Show Tickets
- 1/2 Page Color Ad
- Arena Script – Bob Tallman
- 4 Sponsor Recognition Badges
- Recognized in Sponsor Section and Advertisement Section of Collector’s Magazine

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