

2021

# Oildorado ~~2020~~ Sponsorship Opportunities

~~October 9-18, 2020~~

October 8-17, 2021

Welcome to Oildorado 2020, no wait 2021!

In the small town of Taft, we take pride in our history—a town that was founded on oil, literally. We celebrate the jobs it has created, the products it can produce, and the funding it has provided to our schools, shops, restaurants, special districts, and small businesses. Every 5 years since its inception in 1930 (with the exception of World War II and now a global pandemic), Oildorado hosts a celebration honoring our history and **OIL**, and we want you to join us!

Oildorado is held in downtown Taft, located on the Westside of Kern County, CA. Originally scheduled for its 5-year rotation in 2020, Oildorado was postponed due to some pesky virus. As we emerge from the most difficult year of our lives, we are welcoming the community back to Taft October 8-17, 2021 to celebrate Oildorado.

The festival has grown to encompass 10 full days of one-of-a-kind events such as the Whiskerino contest, where beards are judged for the shape, length, and color or the Tessie Garratt hair bun contest, where the most creative style takes the win. You are bound to see the rivalry between the Sheriff's Posse and the outlaws on the Wooden Nickel Gang unravel before your eyes in a stage shoot-out in the middle of the street. The lovely Maids of Petroleum make their rounds to our local schools and embrace the true essence of what Oildorado means to so many.

The months of planning (years, really) it takes to plan such a large event is truly a remarkable feat when the **all-volunteer** board and participants agree to help keep Taft on the map. This year, we are working to create an event that can stand alongside our prior celebrations and uphold long standing traditions and events including the Civic Luncheon, Grand Parade, Melodrama, aircraft exhibit and parade fly-over, arts and craft vendor fair, Oilfield Skills competition, concerts, merchandise general store, and much more! We rely on sponsors to host the events and hope you can help. We hope 2021 looks similar to the event we all have come to know and love.

We hope you will join us this year! There are many opportunities for you, your company, and your employees to get involved. Let me know how I can help you decide what event and level of sponsorship will work for you.

Regards,



Shannon Miller, President 2021  
Oildorado, Inc.

P.O. Box 522, Taft, CA 93268  
661-623-5918

[oildorado@gmail.com](mailto:oildorado@gmail.com)  
[www.taftoildorado.com](http://www.taftoildorado.com)

## Oildorado 2021 Executive Board

Shannon Miller  
*President*

Paul Linder  
*Past President, 2015*

Eric Cooper  
*Past President, 2010*

Glenn Black  
*Past President, 2005*

Stephanie Molina  
*Vice President*

Dennis Eubanks  
*Vice President*

Scottie Gee  
*Director*

Emily Davis  
*Director*

Craig Jones  
*Director*





# Major Sponsorships

Oildorado relies on our larger companies and contributors to the oil industry to host the 10-day event, with many free events for the community. Major sponsors receive top quality recognition prior to and during the event in various ways.  
*(not all benefits may be listed and we will try to fulfill all benefits)*



## Platinum Oildorado Event Sponsor

\$35,000

- Recognition as a Platinum sponsor with Logo on front cover of Official program, poster, all media, billboards, website, event t-shirt, tri-fold event brochure, and more
- Goodie bags with t-shirts, caps, and other official Oildorado gear for employees (up to 100)
- Fan stand VIP seating at parade (up to 100)
- 15 custom-made pole banners hung around town prior to and during event
- Headquarter Store banners with logo
- “Proud Sponsor” for company headquarters



## Gold Oildorado Event Sponsor

\$25,000

- Recognition as a Gold sponsor with Logo on front cover of Official program, poster, all media, billboards, website, event t-shirt, tri-fold event brochure, and more
- Goodie bags with t-shirts, caps, and other Oildorado gear for employees (up to 50)
- Fan stand VIP seating at parade (up to 50)
- 10 custom-made pole banners hung around town prior to and during event
- Headquarter Store banners with logo
- “Proud Sponsor” for company headquarters



## Silver Oildorado Event Sponsor

\$20,000

- Recognition as a Silver sponsor with Logo on front cover of Official program, poster, media, billboards, website, event t-shirt, tri-fold event brochure, and more
- T-shirts for employees (up to 25)
- Fan stand VIP seating at parade (up to 25)
- 5 custom-made pole banners
- Headquarter Store banners with logo
- “Proud Sponsor” for company headquarters



## Civic Luncheon Presenting Sponsor

\$20,000

- Serves as the Official kick-off to Oildorado and draws 500-700 people
- VIP table placement (24 seats)
- Logo on invitation and banners
- Opportunity to introduce keynote
- Recognition as the presenting sponsor in media, event program, banner, and webpage
- Logo on special merchandise only available at the event



## 3-day Concert Platinum Sponsor

\$25,000

- Recognition as Platinum sponsor with Logo on event banners, tickets, main stage, & program
- VIP All-Access passes to the street concert that includes dinner & drink (up to 15)
- First opportunity to announce bands
- 5 Custom-made pole banners



## 3-day Concert Gold Sponsor

\$15,000

- Recognition as Gold sponsor with Logo on event banners, main stage, & Official program
- VIP All-Access passes to the street concert that include dinner & drinks (up to 7)
- 2 Custom-made pole banners



## Grand Parade Presenting Sponsor

\$10,000

- Recognition as Presenting Sponsor with Logo on entry forms, pole banners, trophies, plaques, media, website, program, & carts
- VIP seating upon request



## Air Show & Fly Over Presenting Sponsor

\$10,000

- Recognition as Air Show & Fly Over Presenting Sponsor with Logo on event banners, website, during parade fly-over, & Official program
- Complimentary ride for 2-4 on aircraft TBD



# Event Sponsorships

Oildorado hosts many events throughout the 10-day celebration. Many of these events are made possible because of sponsors such as yourself. Please take a moment and select the sponsorship level and event that means the most to you.  
*(not all benefits may be listed and we will try to fulfill all benefits)*



## Oil Field Skills Sponsor

- Presenting Sponsor—\$7,500  
Recognition as Presenting sponsor on banners, awards, program, webpage, & event booths
- Individual Competition Sponsor—\$2,500  
Contests: welding, pipe threading and fitting, rod wrenching, backhoe skills, & crane operation



## Fireworks Presenting Sponsor \$7,500 **New Opportunity!**

- Recognition as Presenting sponsor of the First Oildorado Fireworks on media, website, event program, banners at event and VIP seating
- Event Sponsor—\$2,500: Banner and VIP
- Individual Sponsorships available also.



## Maids of Petroleum Sponsor

- Presenting Sponsor—\$5,000  
Recognition as presenting sponsor on banners, poster, program, tickets, & VIP seating for 16, 1 representative as an honorary judge
- Event Sponsor—\$2,500  
Banners, program, website, & VIP seating for 8



## Former Maids Luncheon Sponsor \$2,500

- Recognition as Luncheon Sponsor with Logo on invitation, event program, & Official program
- VIP table seating for 8 Luncheon tickets
- VIP seating at the Maids of Petroleum contest



## Whiskerino & Tessie Garratt Sponsor

- Presenting Sponsor—\$5,000  
Recognition as presenting sponsor on banners, poster, program, tickets, & VIP seating for 16, 1 representative as an honorary judge
- Whiskerino or Tessie Garratt Sponsor—\$2,500  
Banners, program, website, & VIP seating for 8



## Melodrama Presenting Sponsor \$2,500

- Recognition as Presenting Sponsor for the Melodrama with Logo on banners, event tickets, event program, & Official program
- VIP tickets to attend the Melodrama (date and time TBD)



## Grand Parade Division Sponsor \$2,500 **Only 2 left**

- Recognition as division sponsor on division banners at parade, Official program, & parade announcers during the parade
- VIP seating upon request



## Civic Luncheon Table Sponsor \$2,500-1,000

- Serves as the official kick-off to Oildorado and draws 500-700 people
- VIP table placement and signage (number of seats depends on sponsorship)
- Recognition as a table sponsor in media, event program, banner, and webpage
- All sponsors will be given the opportunity to place marketing material on designated information tables at the luncheon



## Other Sponsorships

- Official Pocket Directory & Event Map—\$1,500
- Former Mayors Luncheon—\$1,500
- Oil Industry Day Exhibit Space—\$500
- Hoosgow & Wooden Nickel Truck Sponsor—\$500
- In-Kind Services & Merchandise
- Media Partner Sponsor

- 3 Levels:
  - Gold Table—\$2,500 (12 tickets)
  - Silver Table—\$2,000 (8 tickets)
  - Bronze Table—\$1,500 (6 tickets)



**For more information regarding sponsorship opportunities, events, or questions:**

**Shannon Miller**  
President

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VP / Headquarters Store

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661-477-6861  
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**Emily Davis**  
Director  
661-699-6290  
emilyleannDavis@gmail.com

**Craig Jones**  
Director  
661-808-9711  
cjones@cityoftaft.org



# 2021 Taft Oildorado Sponsorship Commitment

Please return sponsorship commitment form now to hold your space for your desired sponsorship.

Invoicing and billing can be done in 1-3 payments over months or year.

Final payment will solidify sponsorship.  
You may sponsor more than one event or function.

**Oildorado, Inc. is a 501(c)4 and all donations are tax deductible.  
W-9 provided upon request.**

Sponsorship category: \_\_\_\_\_ Amount: \_\_\_\_\_  
(additional category): \_\_\_\_\_ Amount: \_\_\_\_\_  
(additional category): \_\_\_\_\_ Amount: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

\_\_\_ Yes, we would like official check presentation and press release for our contribution.

### Payment Information & Terms

\_\_\_ Enclosed is my check made payable to: *Taft Oildorado, Inc.*

\_\_\_ Charge my Credit Card (We accept Visa, MasterCard, and American Express)

Account No: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_ Invoice me in: \_\_\_ 1 payment \_\_\_ 2 payments \_\_\_ 3 payments

Scheduled: \_\_\_ Monthly \_\_\_ Quarterly \_\_\_ Yearly

Sponsorship commitment forms should be mailed to:

Taft Oildorado  
Attn: Sponsorships  
P.O. Box 522  
Taft, CA 93268

Questions? Call Shannon at (661) 623-5918, [oildorado@gmail.com](mailto:oildorado@gmail.com)

**P.O. Box 522, Taft, CA 93268**  
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For Media and In-Kind Partnership Opportunities,  
please contact Emily Davis at 661-699-6290  
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