



SPONSORSHIP OPPORTUNITIES

MARCH 13-15, 2026



CONTACT US:

MULCHUTHA.COM |  /MULCHUTHA



Join the Mul-Chu-Tha Festivities!

By supporting the Mul-Chu-Tha Fair & Rodeo, your brand gains extensive exposure, connecting with over 21,000 attendees during an unforgettable weekend.

Collaborating with the Mul-Chu-Tha Fair & Rodeo opens doors to a previously untapped audience. As the annual fair unfolds at the Sacaton Fairgrounds within the Gila River Indian Community, your brand will take center stage in the heart of our Community!

What is Mul-Chu-Tha?

At the Mul-Chu-Tha Fair & Rodeo, the vibrancy of the Gila River Indian Community resonates, echoing a history of unity and togetherness that began in 1962.

What started as a humble effort to raise funds for a community swimming pool has turned into an annual celebration that encapsulates the very essence of tradition and community spirit. Through decades, this dedication has evolved into a commitment to creating an atmosphere of enjoyment, connection, and positivity.





Our Reach

Attendance

21,690	Attendees
834	Total Rodeo Entries
218	Powwow Dancers
74	Parade Entries
55	Sports Teams Entries
30	Car Show Entries

*Data acquired from the 2024 MCT Report

Gila River Indian News

The Gila River Indian News (GRIN) is the number one source of information for the Gila River Indian Community. With 5,500 issues distributed on a bi-monthly basis and reaching all of Gila River and the Phoenix metropolitan area, the GRIN's coverage is widespread.



Gila River Indian Community Facebook

Followers: **33,027**

Average Quarterly Post Reach: **224.4K**

Average Quarterly Engagement: **53.4K**

* Analytics apply to Diamond Entertainment Sponsor & Rodeo Presenting Sponsors

* Quarterly Facebook analytics

Mul-Chu-Tha Facebook

Followers: **6,577**

Total Page Reach: **220K**

Total Page Visits: **993K**

* Analytics apply to all Sponsors

* Entire Facebook page analytics

Gila River Instagram

Followers: **9,125**

Average Quarterly Post Reach: **42.9K**

Average Quarterly Engagement: **15K**

* Analytics apply to Diamond Entertainment Sponsor & Rodeo Presenting Sponsors

* Quarterly Instagram analytics

Finding the Perfect Partnership

Browse our sponsorship tiers to find the one that suits your needs best. Can't find a suitable option? We offer customizable packages!



Sponsorship Opportunities

Sponsorship Tier List:

\$15,000 Eagle Sponsor

\$10,000 Bucking Bull Sponsor

\$5,000 Road Runner Sponsor

\$5,000 Bronco Sponsor

\$3,000 Jackrabbit Sponsor

\$1,000 Gila Monster Sponsor



Sponsorship Opportunities

Eagle Sponsor: \$15,000

The Mul-Chu-Tha Fair & Rodeo promises an exceptional entertainment experience throughout the entire weekend. From our headline performances to the talented local musicians, your brand takes center stage all weekend.

As an Eagle Sponsor, you'll receive:

Welcome Message During Event

Exclusive opportunity to provide a Welcome Message during one of our premier events.

Showcase Advertisement

Full-Page ad space in the Mul-Chu-Tha Program.

Notable Recognition Ad

Full-Page ad in the GRIN newspaper.

Website Logo Placement

Logo placement on Mul-Chu-Tha website throughout the year.

Event Access

Ten (10) - Saturday entry tickets.

Digital Signage

Your logo featured on digital signage at the main entertainment stage throughout the Fair weekend.

Ultimate Concert Experience

Six (6) - VIP Access wristbands for Saturday's concert.

Dynamic Grounds Presence

Logo showcased on Main Entry banner.

Logo Branding

Logo featured on the Mul-Chu-Tha Facebook page.

Brand Showcase

Opportunity to hand out Sponsor's promotional items with one (1) exhibitor table in our informational section on Saturday.

Social Media Spotlight

30-second to 1-minute video featured on Mul-Chu-Tha Facebook page.

** Video must be provided by sponsor*

Public Recognition

Sponsor highlight by our Emcee during one of our premier events.

** Sponsor must provide information to be read by our Emcee*



Sponsorship Opportunities

Bucking Bull Sponsor: \$10,000

Experience the thrill of the rodeo as a Bucking Bull Sponsor! These include the All-Indian Rodeo events, spanning from Friday, Saturday, and Sunday, offering entertainment for all ages.

As a Bucking Bull Sponsor, you'll receive:

Showcase Advertisement

Full-Page ad space in the Mul-Chu-Tha Program.

Notable Recognition Ad

Full-page ad in the GRIN newspaper.

Website Logo Placement

Logo placement on Mul-Chu-Tha website throughout the year.

Event Access

Ten (10) - Saturday entry tickets.

Digital Signage

Your logo featured on digital signage at the main stage throughout the weekend.

Dynamic Grounds Presence

Brand showcased with two (2) 3' x 6' banners at the rodeo grounds and logo showcased on Main Entry banner.

** Banners must be provided by sponsor*

Logo Branding

Logo featured on the Mul-Chu-Tha Facebook Page.

Social Media Spotlight

30-second to 1-minute video featured on Mul-Chu-Tha Facebook page.

** Video must be provided by sponsor*

Public Recognition

Sponsor highlight by our Emcee during one of our premier events.

**Sponsor must provide information to be read by our Emcee*



Sponsorship Opportunities

Bronco Sponsor: \$5,000

Ready to shine at the rodeo? Become a Bronco Sponsor and have your brand front and center all weekend at the gate. Join us in making our Community's most exciting event even better!

As a Bronco Sponsor, you'll receive:

Showcase Advertisement

Half-Page ad space in the Mul-Chu-Tha Program.

Notable Recognition Ad

Half-Page ad in the GRIN newspaper.

Website Logo Placement

Logo placement on Mul-Chu-Tha website throughout the year.

Event Access

Eight (8) - Saturday entry tickets.

Digital Signage

Your logo featured on digital signage at the main stage throughout the weekend.

Dynamic Grounds Presence

Brand showcased with one (1) 3' x 6' banner at the rodeo grounds and logo showcased on Main Entry banner.

** Banner must be provided by sponsor*

Logo Branding

Logo featured on the Mul-Chu-Tha Facebook Page.

Public Recognition

Sponsor highlight by our Emcee during one of our premier events.

**Sponsor must provide information to be read by our Emcee*



Sponsorship Opportunities

Road Runner Sponsor: \$5,000

Want to dazzle in the spotlight? As a Road Runner Sponsor, you'll enjoy a host of exclusive benefits that will not only elevate your brand but also give you unmatched visibility and engagement opportunities!

As a Road Runner Sponsor, you'll receive:

Showcase Advertisement

Half-Page ad space in the Mul-Chu-Tha Program.

Notable Recognition Ad

Half-Page ad in the GRIN newspaper.

Website Logo Placement

Logo placement on Mul-Chu-Tha website throughout the year.

Event Access

Eight (8) - Saturday entry tickets.

Digital Signage

Your logo on featured on digital signage at the main stage throughout the weekend.

Dynamic Grounds Presence

Logo showcased on Main Entry banner.

Logo Branding

Logo featured on the Mul-Chu-Tha Facebook Page.

Public Recognition

Sponsor highlight by our Emcee during one of our premier events.

**Sponsor must provide information to be read by our Emcee*



Sponsorship Opportunities

Jackrabbit Sponsor: \$3,000

Looking to be part of the excitement? Become a Jackrabbit Sponsor to ensure your brand shines during the Mul-Chu-Tha festivities!

As a Jackrabbit Sponsor, you'll receive:

Showcase Advertisement

Logo placement in the Mul-Chu-Tha Program.

Notable Recognition Ad

1/4 page ad in the GRIN newspaper.

Website Logo Placement

Logo placement on Mul-Chu-Tha website throughout the year.

Event Access

Four (4) - Saturday entry tickets.

Digital Signage

Your logo featured on digital signage at the main stage throughout the weekend.

Gila Monster Sponsor: \$1,000

Can't make it out to the festivities? No problem! As a Gila Monster Sponsor, you'll have the opportunity to secure a prominent digital presence that will captivate our audience.

As a Gila Monster Sponsor, you'll receive:

Website Logo Placement

Logo placement on Mul-Chu-Tha website throughout the year.

Digital Signage

Your logo featured on digital signage at the main stage throughout the weekend.

Social Media Spotlight

30-second to 1-minute video featured on Mul-Chu-Tha Facebook page.

** Video must be provided by sponsor*