



Harris County CERT Rodeo

Saturday, February 5th, 2022

SPONSORS + EXHIBITORS



CONTENTS

A Note From the Co-Chairs	2
About the Event	3
Sponsorship Levels	3
In-Kind Donations	4
Exhibitor Planning Info	4
Important Dates	5
Contacts	5

A NOTE FROM THE CO-CHAIRS

Since 2007, the Harris County Citizen Corps **Community Emergency Response Team (CERT)** Program has hosted an annual CERT Rodeo. This event is designed to give CERT volunteers from around the state an opportunity to spend a day testing and strengthening the life-saving skills they learned during the extensive 8-week CERT training course taught by first responders.

CERT is one of five component programs of the Harris County Citizen Corps. CERT volunteers learn how to prepare for emergencies and render assistance after a disaster. **When disasters occur, trained CERT volunteers are the lifeline for your community until first responders arrive.**

Harris and surrounding counties have over 46,000 trained CERT volunteers. Before, during, and after the February 2021 Winter Storm and Hurricane Harvey, CERT volunteers used their training to prepare and protect themselves, their families, and their community. CERT volunteers were then able to help first responders, emergency management personnel, and other entities throughout the region.

In non-disaster times CERT volunteers support community events, such as: First Responders' and Law Enforcement Officers' Memorials, Teen CERT Programs – serving as mentors and evaluators, Regional Hurricane Workshops, Smoke Alarm Campaigns, sponsored by various Fire Departments, Fire, Safety, and Health Fairs, the Bike MS: Texas MS 150 Bike Ride, the CAF Wings Over Houston Airshow, and the Chevron Houston Marathon.

The goal of CERT is *“to do the most good for the most number of people”* in emergencies, such as natural disasters. **Your support for this year’s CERT Rodeo through your sponsorship or donation will help CERT volunteers continue to practice their skills and be prepared when the community needs their services.**

Please let us know if we can provide you with any additional information. Thank you for supporting your community volunteers!

Sincerely,

Ciro and Lionel

Ciro Jimenez and Lionel Bryant
2022 CERT Rodeo Committee Co-Chairs

For additional information about the Harris County Citizen Corps, visit:
www.harriscountycitizencorps.com

ABOUT THE EVENT



15th Annual CERT Rodeo
Saturday, February 5th, 2022
8 AM – 5 PM

Harris County Fire & Sheriff's Training Academy
2318 Atascocita Road, Humble, Texas 77396

www.volunteerhouston.org/CERTrodeo

350 Participants

8 Counties Represented

150 Event Volunteers

25 Exhibitor Booths

Hosted by the Harris County Citizen Corps this event is designed to give CERT volunteers an opportunity to practice skills introduced in the 8-week CERT training course and meet other CERT team volunteers from across Texas and the United States.

SPONSORSHIP LEVELS

Each year the CERT Rodeo event committee relies on the support of businesses that serve the emergency management industry to support the operation as sponsors and in-kind donors. The CERT Rodeo brings 500+ volunteer emergency responders together for training and recognition. Your sponsorship allows us to recognize our CERT volunteers in a meaningful way.

Bring your products, services, and messages to an audience whose interests and skills align with your business goals. Expect to engage 500 event participants from at least 20 communities across the state of Texas whose services and activities benefit local emergency management and response communities.

CERT volunteers are encouraged to visit the exhibitor hall to play the “Wagon Wheel” game, where after visiting your booth, they will have a chance to win a great door prize. (There’s an exhibitor round too!) We know you will enjoy visiting with our safety-minded volunteers and sharing all your agency has to offer!

STETSONS	\$2,000 +	BUCKLES plus 15th Anniversary CERT Rodeo Commemorative Plaque + 5 min to speak to event attendees
BUCKLES	\$1,000	CHAPS plus Custom banner (3x4 ft) + option to include product sample in participant goodie bags
CHAPS	\$500	SPURS plus Optional exhibitor booth (1-8 ft table + 2 chairs)
SPURS	\$250	Company name on T-Shirt and event websites

IN-KIND DONATIONS

In-kind donations of goods and services help us to continue to host this event at no cost to participants. Donors will be recognized based on the value of the goods or services donated.

Examples of goods needed to facilitate the event:

- T-shirts in varying sizes
- Patches
- Wagon Wheel prizes
- Food + beverages (breakfast / snacks / lunch)
- Event banners

Submit your in-kind donation information online at www.volunteerhouston.org/CERTrodeo.

EXHIBIT PLANNING INFO

Exhibit Hall Hours
8:00 a.m. – 2:00 p.m.

Your booth **includes**:

- 1, 8-foot table
- 2 chairs
- Electricity, if requested during registration (limited supply)
- Wi-Fi

The exhibit hall is **located in** the Multi-Purpose Room of the Harris County Fire & Sheriff's Training Academy.

- Indoor - 25 exhibit tables max
- Outdoor – first come, first served

Exhibitors should plan to **provide their own**:

- Canopy (if you choose to exhibit outdoors)
- Signage
- Tablecloths
- Audio/Visual equipment
- Shipping/transport of exhibit equipment and supplies
- Lead collection tools (i.e., sign in sheets, online interest forms, etc.)

NOTE: Merchandise sales may not be conducted on county premises.

IMPORTANT DATES FOR SPONSORS + EXHIBITORS

October	Online registration opens at www.volunteerhouston.org/certrodeo *
December 10	Deadline to have your company name included on T-shirt.
January 28	Sponsor registration form closes.
February 4	4 – 5 pm, Exhibitor set up (if requested in advance)
February 5	6 – 8 am, Exhibitor set up 8 am – 2 pm, Exhibit Hall open 2 pm, Exhibitor break down begins

**The CERT Rodeo has partnered with Volunteer Houston to host the event website and process payments. Volunteer Houston is a program of Interfaith Ministries for Greater Houston, a 501c3 and United Way organization. All sponsors, exhibitors and in-kind donors will receive a letter from Interfaith Ministries thanking them for their tax-deductible gift.*

CONTACTS + QUESTIONS

SPONSORS

Earl Smith
713-274-1748
earl.smith@oem.hctx.net

IN-KIND DONATIONS

Earl Smith
713-274-1748
earl.smith@oem.hctx.net

EXHIBITORS

Marni Rosen
marni.rosen@houstontx.gov