



IRU
International Roundup®

2026 Sponsorships

DIAMOND BUCKLE (1 AVAILABLE) — \$20,000

- 4 IRU All-Access Event Registrations – Includes Attendance at Exclusive Tour Operator Events
- 2 IRU Standard Event Registrations
- 1 Appointment Schedule
- Main Banquet Sponsor
- Supplier Briefing Sponsor
- Dedicated Breakout Session or Similar Group Activity
- 1 Piece of Collateral in Welcome Bags
- Full-Page Ad in Program
- 1 Exhibitor Booth
- All Event Meals
- Logo on IRU Website Homepage
- Logo on Sponsor Slideshow
- Logo on IRU Website Sponsor Page
- Logo on Welcome Signs
- Logo in IRU Program
- Listing on Event Emails

PLATINUM CUFFS (2 AVAILABLE) — \$10,000

- 2 IRU All-Access Event Registrations – Includes Attendance at Exclusive Tour Operator Events
- 2 IRU Standard Event Registrations
- 1 Appointment Schedule
- 1 Piece of Collateral in Welcome Bags
- Full-Page Ad in Program
- 1 Exhibitor Booth
- All Event Meals
- Logo on IRU Website Homepage
- Logo on Sponsor Slideshow
- Logo on IRU Website Sponsor Page
- Logo on Welcome Signs
- Logo in IRU Program
- Listing on Event Emails

GOLD BOLO (2 AVAILABLE) — \$6,000

- 1 IRU All-Access Event Registration – Includes Attendance at Exclusive Tour Operator Events
- 2 IRU Standard Event Registrations
- 1 Appointment Schedule
- Full-Page Ad in Program
- 1 Exhibitor Booth
- All Event Meals
- Logo on Sponsor Slideshow
- Logo on IRU Website Sponsor Page
- Logo on Welcome Signs
- Logo in IRU Program
- Listing on Event Emails

SILVER SPURS (4 AVAILABLE) — \$3,000

- 2 IRU Standard Event Registrations
- 1 Appointment Schedule
- 1 Exhibitor Booth
- All Event Meals
- Logo on Sponsor Slideshow
- Logo on IRU Website Sponsor Page
- Logo on Welcome Signs
- Logo in IRU Program
- Listing on Event Emails

Note: An appointment schedule is not included in the Leather Lariat and Saddle Horn sponsorships. If you would like to meet with buyers, visit InternationalRoundup.com and register as a supplier.

LEATHER LARIAT (6 AVAILABLE) — \$1,500

- 1 IRU Standard Event Registration
- 1 Exhibitor Booth
- All Event Meals
- Logo on IRU Website
- Sponsor Page
- Logo on Welcome Signs
- Logo in IRU Program
- Listing on Event Emails

SADDLE HORN (8 AVAILABLE) — \$750

- Logo on IRU Website Sponsor Page
- Logo on Welcome Signs
- Logo in IRU Program
- Listing on Event Emails



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2026 Sponsorship Levels

Note: An appointment schedule is not included in the Leather Lariat and Saddle Horn sponsorships; this means you won't be meeting with buyers. If you would like to add an appointment schedule to your sponsorship, visit InternationalRoundup.com and register as a supplier.

For information about in-kind sponsorships, please contact Stacey Sheetz at ssheetz@rmimarketing.com.

	DIAMOND BUCKLE \$20,000 1 available	PLATINUM CUFFS \$10,000 2 available	GOLD BOLO \$6,000 2 available	SILVER SPURS \$3,000 4 available	*LEATHER LARIAT \$1,500 6 available	*SADDLE HORN \$750 8 available
IRU ALL-ACCESS EVENT REGISTRATION - INCLUDES ATTENDANCE AT EXCLUSIVE TOUR OPERATOR EVENTS	✓✓✓✓	✓✓	✓			
IRU STANDARD EVENT REGISTRATION	✓✓	✓✓	✓✓	✓✓	✓	
1 IRU APPOINTMENT SCHEDULE	✓	✓	✓	✓		
MAIN BANQUET SPONSOR	✓					
DEDICATED BREAKOUT SESSION/GROUP ACTIVITY	✓					
SUPPLIER BRIEFING SPONSOR	✓					
1 PIECE OF COLLATERAL IN IRU WELCOME BAGS	✓	✓				
FULL-PAGE PROGRAM AD	✓	✓	✓			
1 EXHIBITOR BOOTH	✓	✓	✓	✓	✓	
EVENT MEALS	✓	✓	✓	✓	✓	
LOGO ON IRU WEBSITE HOMEPAGE	✓	✓				
LOGO IN SPONSOR SLIDESHOW DURING THE ENTIRE EVENT	✓	✓	✓	✓		
LOGO ON IRU WEBSITE SPONSOR PAGE	✓	✓	✓	✓	✓	✓
LOGO ON WELCOME SIGNS	✓	✓	✓	✓	✓	✓
LOGO IN IRU PROGRAM	✓	✓	✓	✓	✓	✓
LISTING ON IRU EMAILS	✓	✓	✓	✓	✓	✓