

Mid-States Rodeo Association Partnership Opportunities



Level 1 - \$20,000

Included in Partnership from the M-SRA:

- * Naming Rights to our finals - "<COMPANY NAME> Mid-States Rodeo Association Finals" - With naming rights, if your company has barrel covers, box pads and barrier flags, we will utilize those during our finals rodeo
- * Flag Carried for victory lap at finals (flag supplied by partner to use for the weekend)
- * Logo/link on our Website (m-sra.com) - Our website gets lots of foot traffic daily, but even more on entry day, when day sheets for each rodeo and results/standings have been updated.
- * Social media posts on our like page, which has over 3k followers. We can add/promote what you would like on this page to get to our fans.
- * Logo on our M-SRA pages in the Rodeo News magazine - Reaches over 15k homes and handed out at such places as the College nation finals, NFR, Cowboy Christmas, and local feed/western stores and many more!
- * Front page color ad in finals program, along with the Front cover with the naming rights
- * Logo/Patch on all finals contestant/personal jackets - approximately 150, worn by contestants covering a 5 state region
- * Opportunity to put <COMPANY NAME> literature, business cards, etc in contestant welcome packets.
- * :30 commercial/ad on the HD replay screen during all 3 performances at finals. - At each of the 17 first approved M-SRA rodeos, the announcer will can read a short few sentences about your company and again, promoting the "<COMPANY NAME> Mid-states Rodeo Finals"
- * Banners supplied by the company will be hung at all first approved M-SRA rodeos
- * 10 VIP tickets to the Mid-States Rodeo Finals

Level 1 Options: -Provide jackets for all 150 finals contestants -Monetary contribution -Partial monetary donation along with in-kind product donation

side notes: - I am currently working with the back number people to be able to get the sponsor on our back numbers at a feasible dollar amount. This could be another possibility to add to your partnership if I can get it affordable - If you have any other ideas, marketing opportunities you would like to incorporate into this Corporate Partnership, we are all ears and will gladly work with you! - Should you not be interested in this level, we have other opportunities pending on your budget!

Level 2 - \$10,000

Included in sponsorship from the M-SRA:

- * Stamp made with company name/logo to be on 13 year end champion saddles
- * Flag Carried for victory lap at finals (flag supplied by partner to use for the weekend)
- * Logo/link on our Website (m-sra.com) - Our website gets lots of foot traffic daily, but even more on entry day, when day sheets for each rodeo and results/standings have been updated.
- * Social media posts on our like page, which has over 3k followers. We can add/promote what you would like on this page to get to our fans.
- * Logo on our M-SRA pages in the Rodeo News magazine - Reaches over 15k homes and handed out at such places as the College nation finals, NFR, Cowboy Christmas, and local feed/western stores and many more!
- * Full page color ad in finals program
- * Logo/Patch on all finals contestant/personal jackets - approximately 150, worn by contestants covering a 5 state region
- * Opportunity to put <COMPANY NAME> literature, business cards, etc in contestant welcome packets. - :30 commercial/ad on the HD replay screen during all 3 performances at finals
- * At each of the 17 first approved M-SRA rodeos, the announcer will can read a short few sentences about your company and again, promoting the "<COMPANY NAME> Mid-states Rodeo Finals"
- * Banners supplied by the company will be hung at all first approved M-SRA rodeos
- * 10 VIP tickets to the Mid-States Rodeo Finals

Level 2 contributes: -Monetary contribution to help offset the cost of saddles to the association -Logo/Ad to the M-SRA secretary if available. If not available, the M-SRA Secretary will gladly help you come up with one

side notes: - I am currently working with the back number people to be able to get the sponsor on our back numbers at a feasible dollar amount. This could be another possibility to add to your partnership if I can get it affordable - If you have any other ideas, marketing opportunities you would like to incorporate into this Corporate Partnership, we are all ears and will gladly work with you! - Should you not be interested in this level, we have other opportunities pending on your budget!

Level 3 - \$5,000

Included in sponsorship from the M-SRA:

- * Presenting sponsor for named event (10 available)
- * Name/Logo will be next to said event in all printing/publications - Rodeo News magazine is the associations official publication for results, standings, schedule and news. It reaches over 15k homes and handed out at such places as the College nation finals, NFR, Cowboy Christmas, and local feed/western stores and many more!
- * At each of the 17 first approved M-SRA rodeos, the announcer will can read a short few sentences about your company during said event
- * Logo/link on our Website (m-sra.com) - Our website gets lots of foot traffic daily, but even more on entry day, when day sheets for each rodeo and results/standings have been updated.
- * Social media posts on our like page, which has over 3k followers. We can add/promote what you would like on this page to get to our fans.
- * Flag Carried for victory lap at finals (flag supplied by partner to use for the weekend)
- * Full page color ad in finals program - Opportunity to put <COMPANY NAME> literature, business cards, etc in contestant welcome packets.
- * :30 commercial/ad on the HD replay screen during all 3 performances at finals.
- * Banners supplied by the company will be hung at all first approved M-SRA rodeos
- * 10 VIP tickets to the Mid-States Rodeo Finals

Level 3 contributes: -Monetary contribution -Logo/Ad to the M-SRA secretary if available. If not available, the M-SRA Secretary will gladly help you come up with one

side notes: If you have any other ideas, marketing opportunities you would like to incorporate into this Corporate Partnership, we are all ears and will gladly work with you! - Should you not be interested in this level, we have other opportunities pending on your budget!

Level 4 - \$1,000

Included in sponsorship from the M-SRA:

- * <COMPANY NAME> will be listed in the Rodeo News magazine * It is the associations official publication for results, standings, schedule and news. It reaches over 15k homes and handed out at such places as the College nation finals, NFR, Cowboy Christmas, and local feed/western stores and many more!
- * Logo/link on our Website (m-sra.com) - *Our website gets lots of foot traffic daily, but even more on entry day, when day sheets for each rodeo and results/standings have been updated.
- * Social media posts on our like page, which has over 3k followers.
- * ½ page color ad in finals program - Opportunity to put <COMPANY NAME> literature, business cards, etc in contestant welcome packets.
- * :30 commercial/ad on the HD replay screen during all 3 performances at finals. - Banners supplied by the company will be hung at all first approved M-SRA rodeos
- * 5 VIP tickets to the Mid-States Rodeo Finals

Level 4 contributes: -Monetary contribution -Logo/Ad to the M-SRA secretary if available. If not available, the M-SRA Secretary will gladly help you come up with one

side notes: If you have any other ideas, marketing opportunities you would like to incorporate into this Corporate Partnership, we are all ears and will gladly work with you! - Should you not be interested in this level, we have other opportunities pending on your budget!

Level 5 - \$500

Included in sponsorship from the M-SRA:

- * Logo/link on our Website (m-sra.com) - *Our website gets lots of foot traffic daily, but even more on entry day, when day sheets for each rodeo and results/standings have been updated.
- * Social media posts on our like page, which has over 3k followers.
- * Opportunity to put <COMPANY NAME> literature, business cards, etc in contestant welcome packets
- * ¼ page ad in finals program - 2 VIP tickets to the Mid-States Rodeo Finals

Level 5 contributes: Monetary contribution -Logo/Ad to the M-SRA secretary if available. If not available, the M-SRA Secretary will gladly help you come up with one

side notes: - If you have any other ideas, marketing opportunities you would like to incorporate into this Corporate Partnership, we are all ears and will gladly work with you! - Should you not be interested in this level, we have other opportunities pending on your budget!

Level 6 - \$100

Included in sponsorship from the M-SRA:

- * <COMPANY NAME> listed on our Website (m-sra.com) *Our website gets lots of foot traffic daily, but even more on entry day, when day sheets for each rodeo and results/standings have been updated.
- * <COMPANY NAME> listed in the finals program
- * 2 VIP tickets to the M-SRA Rodeo Finals

