



Sponsorship Opportunities

In these unprecedented times, folks are looking for “something” that brings them together. KPRA sanctioned rodeos and events provide an outlet for communities to come together to enjoy an evening, to put the worries and the stress behind them, even if only for a couple hours. They can enjoy good ole’ fashion entertainment with family, friends, and neighbors. Community events such as these create morale and offer economic benefits to smaller communities that are very much needed right now.

A sponsorship of the KPRA provides a vast amount of visibility to your business that others will lack. KPRA is a trusted name in rodeo and works hard to team up with sponsors that represent the ideals and values of the hard-working cowboy. Your sponsorship not only gives your business marketing power, but your business visibility creates brand loyalty. As well, when you become a KPRA sponsor, your sponsorship, in part, goes back Kansas communities. KPRA utilizes a portion of sponsorship funds to give directly back to local non-profits that embrace cowboy heritage. Our sponsors provide KPRA with the opportunity to promote the sport of rodeo, support local communities, and create dynamic events throughout the region. KPRA uses its influence to increase economic development, to enhance environmental stewardship, to promote animal welfare, and to support real cowboys and cowgirls. Your sponsorship allows KPRA to continue its mission and showcase the rich tradition that is still very much alive throughout Kansas and the Midwest. KPRA recognizes the generosity of our sponsors and knows that with your support, KPRA’s work is possible. We hope that you will consider a sponsorship that positively impacts such a large number of Kansans. Please feel free to choose a sponsorship that fits your needs and enhances your business opportunities. KPRA looks forward to working with you and maintaining a mutually beneficial relationship with you and your business.

KPRA Statistics

Facebook Members(cowboys/cowgirls): 2,452 (4/13/20)

Facebook Members (fans):

Unique Website Users: Average of 1,257/wk (April 2020-during low rodeo season)

Number of KPRA Rodeos: 100+

Total Number of Rodeo Spectators at KPRA events: 145,000 +

KPRA Membership: 583 (2019)

KPRA Rodeo Entries: 16,000 + (2019)



Choose Your Sponsorship

KPRA Sponsor

Pick from the following specific sponsorships that best fits your needs. If you are unsure of how you want your sponsorship allocated, you are welcome to call the KPRA office and we will work with you or you are welcome to designate it as a general sponsorship and KPRA will allocate your sponsorship where it is needed most.

- Buckle Sponsor: \$10,000
- KPRA Finals Jackets \$5,000 (4 available)
- KPRA Finals Big Screen Sponsor: \$1,000 (10 available)
- Large Series sponsors: \$6,000 (3 series available / Sponsorship minimum of \$3,000)
- Finals Banquet Sponsor: \$1,000 (4 available)
- Committee Banquet Sponsor: \$500 (5 available)
- Finals Added Money Sponsor: \$1,000 (unlimited)
- KPRA Finals Shirts: \$500 (6 available)
- Small Series Sponsor: \$3,000 (3 series/sponsorship minimum of \$1000)
- Hook-ups and Stalls Sponsors: \$2,500
- Finals Personnel (Announcer/Bullfighter/Clown/Pickup Man/Chute Boss): \$1,000 (12 available)
- KPRA Finals Saddle: \$1,500 (14 available)
- Text Message Sponsor: \$1,500
- Finals Breakfast: \$250 (5 available)
- Committee Sponsor: \$250 (unlimited)
- General Sponsorship: You choose the amount to support KPRA

Contestant Sponsor

Choose the amount that is right for you to directly support your local cowboy or cowgirl. Your sponsorship goes towards your contestant's events and membership into the KPRA. You can choose any amount up to \$5,000 and if you feel that your contestant deserves more, feel free. The sky's really the limit. This is a great way to sponsor your hometown professional athlete.

*With any sponsorship over \$3,000, KPRA will work with you to customize your sponsorship package to meet your marketing needs.



What You Receive for Your Sponsorship

Sponsorship of \$2,500 +

- Company logo and website linked on www.kansasprorodeo.com
- Company logo and website linked on individual KPRRA website page
- Social media advertising
- Company banner displayed at the KPRRA Finals, provided by sponsor
- Company flag carried during the KPRRA Finals, provided by sponsor
- Full-page (color) advertisement in the KPRRA Finals program (7.5x9.5)
- 6 tickets to attend the KPRRA Finals performance(s)
- Company logo displayed in each edition of the Rodeo News (2020)
- One-year subscription to the Rodeo News
- KPRRA Custom Finals Jacket
- Recognition as the specific category sponsor: KPRRA will work with you as to how your business will benefit from your sponsorship

Sponsorship of \$1,000-\$2,499

- Company logo and website linked on www.kansasprorodeo.com
- Social media advertising
- Full-page (black & white) advertisement in the KPRRA Finals program (7.5x9.5)
- 4 tickets to attend the KPRRA Finals performance
- Company name announced during the KPRRA Finals performances
- Company banner displayed at the KPRRA Finals, provided by sponsor
- Recognition as the specific category sponsor: KPRRA will work with you as to how your business will benefit from your sponsorship

Sponsorship of \$500-\$999

- Company logo and website linked on www.kansasprorodeo.com
- Half-page (black & white) advertisement in the KPRRA Finals program (4.75x7.5)
- 2 tickets to attend the KPRRA Finals performance
- Recognition as the specific category sponsor: KPRRA will work with you as to how your business will benefit from your sponsorship

Sponsorship of up to \$500

- Company logo and website linked on www.kansasprorodeo.com
- Quarter-page (black & white) advertisement in the KPRRA Finals program (3.75x4.75)
- Company name announced during the KPRRA Finals performances
- Recognition as the specific category sponsor: KPRRA will work with you as to how your business will benefit from your sponsorship

2020 KANSAS PROFESSIONAL RODEO ASSOCIATION SPONSORSHIP FORM

COMPANY NAME _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

WEBSITE _____ PHONE _____

SPONSORSHIP

KPRA

Contestant

KPRA SPONSOR:

CONTESTANT SPONSOR:

WHICH SPECIFIC CATEGORY WOULD
YOU LIKE TO SPONSOR?

CONTESTANT NAME _____

EVENT(S) TO BE CREDITED _____

SPONSORSHIP AMOUNT \$ _____

Please email logo and information to brandy@kansasprorodeo.com or attach business card.

Please make check payable to: Kansas Professional Rodeo Association (KPRA)

Complete and return with check to: KPRA ~ PO Box 37 ~ Manhattan KS 66505

Feel free to contact the KPRA office with questions at 785-466-1360 or email brandy@kansasprorodeo.com

*If your sponsorship is \$3,000, you will be contacted to discuss how your business can best be served by your sponsorship dollars.

Thank You to All Valued KPRA and Contestant Sponsors

KPRA Office Use Only

Received by: _____ Date: _____ Check # _____