



**SOUTH DAKOTA RODEO ASSOCIATION**

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**2025 Individual Event Sponsorship Opportunities**

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## **Our Mission Statement**

The South Dakota Rodeo Association (SDRA) was established to help organize the rodeo contestants, committees and stock contractors of South Dakota for their mutual protection and benefit. The primary purpose of the SDRA is to help raise the standards of cowboy contests so they shall rank among the foremost American sports. The SDRA will continue to work for the betterment of conditions and of the rules governing rodeo events by insuring a just amount of prize money, maintaining competent and honest judges in all events, organizing a central place of registration and protecting the members against unfairness in any part of rodeo. The organization of the SDRA is designed to give the entire membership the opportunity to express their views and to help this association continue to grow by distributing published information for better communication and better awareness of upcoming events. The SDRA will continue to strive for stronger cooperation among rodeo committees, stock contractors and contestants, as well as enhancing the dedication and growth of the sport of Rodeo with the increased involvement of today's youth.

## Individual Event Sponsor Package

ENTIRE EVENT SADDLE SPONSOR \$1,400	HALF EVENT SADDLE SPONSOR \$700
Business logo on SDRA website	Business logo on SDRA website
Social media promotions on individual event pages	Social media promotions on individual event pages
8' x 4' banner hung at SDRA Finals in the <u>DEX</u> (provided by sponsor)	4' x 3' banner hung at SDRA Finals in the <u>DEX</u> (provided by sponsor)
Sponsorship announced at SDRA rodeos	Sponsorship announced at SDRA rodeos
Opportunity to display product at the SDRA Finals (10 x 10 booth)	Photo opportunity at awards presentation
Photo opportunity at awards presentation (if sponsor is present)	2 SDRA Finals tickets
4 SDRA Finals tickets	1/8 page ad in the SDRA Finals program (in color)
1/4 page ad in the SDRA Finals program (in color)	Sponsor name engraved on one side of award saddle
Sponsor name tooled on both sides of award saddle	Ability to put advertisement of your choice in Finals Qualifier Goody Bags
Ability to put advertisement of your choice in Finals Qualifier Goody Bags	

## Individual Event Sponsor Package

<b>ENTIRE EVENT BUCKLE SPONSOR</b> <b>\$300</b>	<b>HALF EVENT BUCKLE SPONSOR</b> <b>\$150</b>
Business logo on SDRA website	Business logo on SDRA website
Social media promotions on individual event pages	Social media promotions on individual event pages
3' x 2' banner at SDRA rodeos in the <u>DEX</u> (provided by sponsor)	3' x 2' banner hung at SDRA Finals in the <u>Hippodrome</u> (provided by sponsor)
Photo opportunity at awards presentation	Sponsorship announced at SDRA Finals
1 SDRA Finals ticket	Photo opportunity at awards presentation
1/8 page ad in the SDRA Finals program (in color)	1/8 page ad in the SDRA Finals program (in color) split with other half event buckle sponsor
Ability to put advertisement of your choice in Finals Qualifier Goody Bags	

## Individual Event Sponsor Package

FINALS ADDED MONEY SPONSOR \$1,000	FINALS ADDED MONEY SPONSOR \$500	FINALS ADDED MONEY SPONSOR \$250
Business logo on SDRA website	Business logo on SDRA website	Business logo on SDRA website
Social media promotions on individual event pages	Social media promotions on individual event pages	Social media promotions on individual event pages
8' x 4' banner hung at SDRA Finals in the <u>DEX</u> (provided by sponsor)	4' x 3' banner hung at SDRA Finals in the <u>DEX</u> (provided by sponsor)	3' x 2' banner hung at SDRA Finals in the <u>Hippodrome</u> (provided by sponsor)
Sponsorship announced at SDRA Finals	Sponsorship announced at SDRA Finals	Sponsorship announced at SDRA Finals
Opportunity to display product at the SDRA Finals (10 x 10 booth)	1/8 page ad in the SDRA Finals program (in color)	1 SDRA Finals tickets
4 SDRA Finals tickets	2 SDRA Finals tickets	1/16 page ad in the SDRA Finals program (in color)
1/4 page ad in the SDRA Finals program (in color)	Ability to put advertisement of your choice in Finals Qualifer Goody Bags	Ability to put advertisement of your choice in Finals Qualifer Goody Bags
Ability to put advertisement of your choice in Finals Qualifer Goody Bags		

## Individual Event Sponsor Package

QUALIFIER JACKET SPONSORSHIP **sponsor must have also chosen an individual package from above**	FINALS ROUND WINNER SPONSOR AWARD \$100
	Social media promotions on individual event pages
\$75 Back space for business logo	Photo opportunity at award presentation if present
\$50 Sleeve space for business logo	
\$30 Front space for business logo	



Please fill out the information below and return with your sponsorship amount to: **Penny Schlagel - 46481 301st St. - Beresford, SD 57004**

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

#### EVENT SELECTION:

Bareback <input type="radio"/>	Barrel Racing <input type="radio"/>	Bull Riding <input type="radio"/>	Calf Roping <input type="radio"/>	Goat Tying <input type="radio"/>
Ladies Breakaway <input type="radio"/>	Mixed Team Roping <input type="radio"/>	Saddle Bronc <input type="radio"/>	Sr. Mens Breakaway <input type="radio"/>	Steer Wrestling <input type="radio"/>
Team Penning <input type="radio"/>	Team Roping (header) <input type="radio"/>	Team Roping (heeler) <input type="radio"/>	Steer Roping <input type="radio"/>	

#### Package Selection:

Entire Event Saddle Sponsor (\$1,600) <input type="radio"/>	Half Event Saddle Sponsor (\$800) <input type="radio"/>	Entire Event Buckle Sponsor (\$400) <input type="radio"/>
Half Event Buckle Sponsor (\$200) <input type="radio"/>	Finals Added Money Sponsor (\$1,000) <input type="radio"/>	Finals Added Money (\$500) <input type="radio"/>
Final Added Money (\$250) <input type="radio"/>	Qualifier Jacket Sponsorship **sponsor must have ALSO chosen one of the other individual even sponsor packages ** \$75 <input type="radio"/> \$50 <input type="radio"/> \$30 <input type="radio"/>	Finals Round Winner Sponsor Award (\$100) <input type="radio"/>

Upon receipt of your business sponsorship, the SDRA will contact you for your brand promotional package.

**Thank you for generous sponsorship to the 2025 SDRA Rodeo Season & Finals! It's because of great sponsors like you, that we are able to achieve new milestones in our organization!**

**SDRA President:**

Lance Lesmeister

**Vice President:**

Judy Stevens

**Secretary/Treasurer:**

Penny Schlagel