



SOUTH DAKOTA RODEO ASSOCIATION

2025 Season Sponsorship Opportunities

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.

Season Sponsor Package

PLATINUM BUCKLE SPONSORSHIP \$5,000	GOLD BUCKLE SPONSORSHIP \$3,000
Bucking Chute Sign at the Finals	Name Engraved on an All-Around Saddle
Business logo on SDRA website	Business logo on the SDRA website
Social Media Promotions on SDRA page	Social Media Promotions on SDRA page
8' x 4' banner hung at SDRA season rodeos & in the <u>DEX</u> at SDRA Finals (provided by sponsor to an SDRA member)	8' x 4' banner hung at SDRA season rodeos & in the <u>DEX</u> at SDRA Finals (provided by sponsor to an SDRA member)
Sponsorship announced at SDRA approved rodeos & every SDRA Finals Performances	Sponsorship announced at SDRA approved rodeos & every SDRA Finals Performance
Business logo on SDRA Finals Flyer	Business Logo on SDRA Finals Flyer
Sponsor flag carried during grand entry <u>AND</u> alternating victory laps at SDRA Finals (provided by sponsor)	Sponsor flag carried during grand entry at SDRA Finals (provided by sponsor)
Full page ad in the SDRA Finals program (in color)	Half page ad in the SDRA Finals program (in color)
Opportunity to display product at the SDRA Finals in a 10' x 20' booth (larger space depending on availability)	Opportunity to display product at the SDRA Finals in a 10' x 10' booth space
10 SDRA Finals tickets	8 SDRA Finals tickets

Season Sponsor Package

SILVER BUCKLE SPONSORSHIP \$2,000	BRONZE BUCKLE SPONSORSHIP \$1,000
Business logo on SDRA website	Business logo on SDRA website
Social Media Promotions on SDRA page	Social Media Promotions on SDRA page
8' x 4' banner hung at SDRA Finals (provided by sponsor to an SDRA member)	8' x 4' banner hung at SDRA Finals rodeo (provided by sponsor to an SDRA member)
Sponsorship announced during every SDRA Finals Performance	Sponsorship announced during every SDRA Finals Performance
Business Logo on SDRA Finals Flyer	4 SDRA Finals tickets
6 SDRA Finals tickets	Half page ad in the SDRA Finals program (in color)
Half page ad in the SDRA Finals program (in color)	
Opportunity to display product at the SDRA Finals in a 10' x 10' booth space	
FINALS SPONSORSHIP \$500	
Business logo on SDRA website	
Social Media Promotions on SDRA page	
2 complimentary SDRA Finals tickets	
Sponsorship announced during every SDRA Finals Performance	
1 / 8 page (business card size) ad in the SDRA Finals program (in color)	



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: _____

PLATINUM BUCKLE



\$5,000

GOLD BUCKLE



\$3,000

SILVER BUCKLE



\$2,000

BRONZE BUCKLE



\$1,500

FINALS SPONSORSHIP



\$500

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

Thank you for your generous sponsorship to the 2025 SDRA Rodeo Season & Finals! It is 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