



Sponsorship Interest Letter

The California Junior Rodeo Association (CJRA) is a youth rodeo association aimed at providing children ages 4 through 18 an environment where they can compete in rodeo while learning valuable life lessons in sportsmanship and horsemanship. CJRA seeks to implant in the youth of the rodeo community the ideals of good sportsmanship, loyalty, honesty, courage and scholarship so that they grow into stronger, healthier and more successful adults. We pride ourselves in creating a competitive yet nurturing atmosphere. Many of the kids who start their rodeo careers in CJRA move on to compete at the college and professional level.

CJRA is registered 501-C-3 non-profit organization that is run 100% through donations from sponsors, membership fundraising and countless hours from our volunteers. We are always hoping to expand our list of sponsors because without this support the association would not be able to provide the high quality rodeos or provide awards. In return for sponsor donations we offer several opportunities to be recognized and promote your business. All donations and sponsorships are tax deductible.

The sponsor committee of the California Junior Rodeo Association is open to working with each sponsor individually to customize packages to better suit the needs of your business. Rodeo sponsor packages start at \$500 and are fully customizable to fit your advertising and marketing needs.

While CJRA greatly appreciates donations in any amount, please see the pre-developed packages we have available or your business can create the sponsorship package that is tailored to your marketing needs by either selecting one of the below options or adding on to a pre-developed package.

Your consideration and support is appreciated. We are excited to begin marketing and promoting the businesses that support youth rodeo as well as keep us going.

All jacket sponsors must be received by April 10th.

Preserving our western heritage through youth rodeo