



## California Junior Rodeo Association (CJRA)

### Sponsorship Interest Letter

The California Junior Rodeo Association (CJRA) is a youth rodeo organization dedicated to providing children ages 2 through 18 with an environment where they can compete in rodeo while learning valuable life lessons in sportsmanship and horsemanship. CJRA seeks to instill in young rodeo athletes the values of good sportsmanship, loyalty, honesty, courage, and scholarship—helping them grow into strong, confident, and responsible individuals. Our goal is to create a competitive yet nurturing atmosphere where participants can develop lifelong skills and friendships. Many CJRA members go on to compete successfully at the high school, college, and professional levels.

CJRA is a registered 501(c)(3) non-profit organization that operates entirely through donations from sponsors, membership fundraising, and volunteer efforts. We are always looking to expand our list of sponsors because their contributions help us continue offering a safe, family-oriented environment and high-quality rodeo events. In return for their support, sponsors receive valuable exposure to the rodeo community and the opportunity to align their business with an organization that promotes integrity, discipline, and community spirit. All sponsorships are tax-deductible.

We offer a variety of sponsorship opportunities designed to fit different budgets and marketing goals. Sponsors may choose from pre-developed packages or work with us to create a customized plan that best represents their business. Sponsorships begin at \$500 and include options such as banner placement, event recognition, and logo inclusion on promotional materials.

We accept sponsorships throughout the year. However, sponsor logos must be received by April 15th in order to be placed on the Finals jackets due to production timelines.

Your support makes a meaningful difference. By sponsoring CJRA, you are investing in the future of youth rodeo and helping preserve our western heritage. We are excited to begin marketing and promoting our sponsors as the new rodeo season gets underway.

Thank you for your consideration and support. Together, we can continue preserving our western heritage through youth rodeo.

# Sponsorship Opportunities

## Copper Rowel — \$500

- Recognition in the Finals Program
- Featured on the CJRA website
- Arena banner displayed during monthly rodeos\*
- Business announced during the Finals Rodeo in November
- Sponsor highlights on CJRA social media

## Finals Jacket — \$1,000

- Recognition in the Finals Program
- Featured on the CJRA website
- Business logo placed on CJRA sponsor banner
- Arena banner displayed during monthly rodeos\*
- Business announced during the Finals Rodeo in November
- Business logo on competitors' Finals jackets
- Sponsor highlights on CJRA social media

## Bronze Spur — \$2,000

- Recognition in the Finals Program
- Featured on the CJRA website
- Business logo placed on CJRA sponsor banner
- Arena banner displayed during monthly rodeos\*
- Business announced during monthly rodeos and the Finals Rodeo
- Exposure to over 25,000+ rodeo attendees annually
- Business logo on Finals jackets in November
- Two reserved tickets to the Year-End Banquet
- Sponsor highlights on CJRA social media

## **Rodeo Sponsor — \$3,000**

- Exclusive sponsorship of one CJRA rodeo (your choice)
- Logo featured on rodeo buckles for sponsored event
- Recognition in the Finals Program
- Featured on the CJRA website
- Business logo placed on CJRA sponsor banner
- Arena banner displayed during monthly rodeos\*
- Business announced throughout the sponsored rodeo and Finals
- Exposure to over 25,000+ rodeo attendees annually
- Business logo on Finals jackets
- Four reserved tickets to the Finals Rodeo and banquet
- Sponsor highlights on CJRA social media

## **Finals Sponsor — \$5,000**

- Recognition in the Finals Program
- Featured on the CJRA website
- Business logo placed on CJRA sponsor banner at Finals Rodeo
- Arena banner displayed during monthly rodeos\*
- Business announced during the Finals Rodeo in November
- Exposure to over 25,000+ rodeo attendees annually
- Business logo on Finals jackets
- Your business logo will be featured on Finals buckles
- Four reserved tickets to the Finals Rodeo and banquet
- Sponsor highlights on CJRA social media

## **Saddle Sponsor — \$10,000**

- Recognition in the Finals Program
- Featured on the CJRA website
- Business logo placed on CJRA sponsor banner at Finals Rodeo
- Arena banner displayed during monthly rodeos\*
- Business announced during monthly rodeos and Finals
- Exposure to over 25,000+ rodeo attendees annually
- Business logo on Finals jackets
- Four reserved tickets to the Finals Rodeo and banquet
- Logo on year-end All-Around Trophy Saddle
- Sponsor highlights on CJRA social media

IMPORTANT: Business banners must be supplied by the sponsor.

# Sponsorship Form

Donation Amount: \_\_\_\_\_

Contestant's Name: \_\_\_\_\_

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

Address: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Phone Number & Contact Name: \_\_\_\_\_

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

Preferred Method of Contact: \_\_\_\_\_

Facebook & Instagram Name: \_\_\_\_\_

Payment Options:

Please make checks payable to:  
Junior Rodeo Association of California

Mail to:  
31705 Wildomar Trail  
Wildomar, CA 92595

OR

Scan below to pay online:



All sponsorships are tax-deductible.



## SPONSORSHIP OPPORTUNITIES

Benefits	Copper \$500	Jacket \$1K	Bronze \$2K	Rodeo \$3K	Finals \$5K	Saddle \$10K
Recognition in Finals Program	✓	✓	✓	✓	✓	✓
Featured on CJRA Website	✓	✓	✓	✓	✓	✓
Sponsor Banner Placement	—	✓	✓	✓	✓	✓
Arena Banner at Monthly Rodeos*	✓	✓	✓	✓	✓	✓
Announced at Monthly Rodeos	—	—	✓	✓	—	✓
Announced at Finals Rodeo	✓	✓	✓	✓	✓	✓
Logo on Finals Jackets	—	✓	✓	✓	✓	✓
Logo on Finals Buckles	—	—	—	✓	✓	—
Logo on Trophy Saddle	—	—	—	—	—	✓
25,000+ Annual Exposure	—	—	✓	✓	✓	✓
Reserved Finals Tickets	—	—	2	4	4	4
Social Media Highlights	✓	✓	✓	✓	✓	✓
Exclusive Rodeo Sponsorship	—	—	—	✓	—	—

\*Business banners must be supplied by the sponsor.