

About Southern Association Youth Rodeo (S.A.Y. Rodeo)

S.A.Y. Rodeo is the largest junior rodeo association in the state of Georgia and Alabama. We had participants last year from around 31% of the counties in Alabama, and about 21% of all counties in Georgia. We also have participants from the Carolina's and Florida! Our rodeos offer Mutton Bustin', Calf Riding, Chute Doggin', Goat Tying, Goat Tail Untying, Team Roping, Breakaway Roping, Tie-Down Roping, Ribbon Roping, Dummy Roping, Barrel Racing, Pole Bending, Steer Wrestling, Saddle Broncs, Bareback Broncs, Pony Broncs, and Bull Riding! All SAY Rodeos are also qualifying rodeos for the IMRA and the JR NFR! We put on nine rodeos starting in February and culminating with our two-day finals in October. We have the following age categories competing throughout the year:

Tiny Tots up to age 4

Pee Wee ages 5-8

Youth ages 9-11

Junior ages 12-15

Senior ages 16-19

Why does SAYR need your sponsorship?

Because rodeo is a great team building sport, a great way to build confidence, self-control, and it's a good form of physical activity. Our members must keep their grades up and are encouraged to treat others with respect, be an encouragement to those around them, and take personal responsibility for their work ethic and attitudes.

Without support, there would not be a Southern Association Youth Rodeo!

Your sponsorship dollars not only help keep SAYR up and running, it also allows us to provide these precious youngsters with great prizes and to provide our sponsors with great advertising. Last season, we had over **240** participating competitors and of course, all those who come to cheer them on. If these kids stick with it, they have the opportunity to move on in their rodeo career and possibly receive scholarship money for college. **In 2020, SAYR gave out over \$3,700 in scholarship money!** We hope to continue to add to that amount every year.

What do our sponsors receive?

Exposure and that good feeling you get when you help a kid! Your company will, also, be exposed to all rodeo participants and fans at all of the SAYR events. Advertising! You will receive a tax write-off for advertising.

How can you help us keep SAYR up and running for the kids?

By taking a few moments to look over the following sponsorship information. Thank you in advance for your consideration!

Southern Association Youth Rodeo (S.A.Y. Rodeo)

Sponsorship Opportunities

Event Sponsor for a Single Rodeo: \$75

You choose which event and which rodeo

Name announced as sponsor for your chosen event (i.e.: Barrels, Poles, Bull Riding, etc.)

Name announced several times during event

BRONZE SPUR SPONSORSHIP: \$250

2X5 Banner hung at each rodeo for the season

Name announced at each rodeo.

1/4-page ad in finals program

Single Rodeo Sponsor: \$250

Name announced numerous times during rodeo

Booth space for the rodeo

Name on all run sheets, that are given to all contestants, for that rodeo

CHAMPIONSHIP BUCKLES SPONSORSHIP: \$350

Can choose three buckles to sponsor

2x5 banner hung at each rodeo for the season

1/4-page ad in finals program

Name announced several times in each rodeo

Business tag on the SAYR website

SILVER SPUR SPONSORSHIP: \$500

3x5 banner hung at each rodeo for the season

Name announced several times during rodeo

Web page sponsor ad

1/2-page ad in finals program

CHUTE SPONSOR \$530

Your 3x5 banner hung on the chute of your choice, at every rodeo

Name announced several times during rodeo

Web page sponsor ad

1/2-page ad in the finals program

SAYR Queen/Princess Sponsor: \$600

Name announced at rodeos
Business tag on the SAYR website
Personal appearance by our Queen at your place of business to sign autographs and help support your business event
3x5 Banner hung at each rodeo for the season
1/2-page ad in finals program
Booth Space at our two-day, Finals rodeo to market your business

T-Shirt Sponsor: \$750.00

Name announced at rodeos
Business tag on the SAYR website
Business Name on all SAYR T-Shirts

GOLD SPUR SPONSORSHIP: \$1000

Can choose an event to sponsor (i.e.: team roping, goat tying, barrels, bull riding, etc.)
3X5 flag for grand entry
Full page ad in finals program
Name announced several times in each rodeo
Business tag on the SAYR website
Personal appearance by our Rodeo Queen at your place of business to sign autographs and help support your business event
Feature business of the month on website
Booth or lot space at our two-day finals rodeo, to promote your product

Back Number Sponsor: \$1200.00

Name or logo on every contestant's back number for the 2021 season
Full-page ad in finals program.
Name announced at rodeos
Business tag on the SAYR website
Booth or lot space at all rodeos to promote your product

SADDLE SPONSOR: \$2,500.00

Name put on all saddles given to our All-Around Cowboys and Cowgirls at the year end.
Name announced at rodeos
Business tag on the SAYR website
Personal appearance by our rodeo Queen at your place of business to sign autographs and help support your business event
Booth or lot space at all rodeos to promote your product

JACKET SPONSOR: \$4500.00

Name or logo will be embroidered on jackets given to all rodeo participants at the finals who qualify. They will keep and wear these for years to come.

Name announced at rodeos

Business tag on the SAYR Website

Personal appearance by our rodeo Queen to come to your place of business to sign autographs and help support your business event

Booth or lot space at all rodeos to promote your product

Premier Sponsor: \$6,500

Name or logo on ALL Championship Saddles

Name or logo will be embroidered on jackets given to all rodeo participants at the finals who qualify. They will keep and wear these for years to come.

Name announced at rodeos

Business tag on the SAYR Website

Personal appearance by our rodeo Queen to come to your place of business to sign autographs and help support your business event

Booth or lot space at all rodeos to promote your product

SPONSOR A SCHOLARSHIP IN ANY AMOUNT

You may offer a scholarship in any amount in honor of someone, in the name of a business or organizations!

NAME OF SAYR MEMBER (if applicable) _____

Company Name: _____

Contact Name: _____

Address: _____

Level of Sponsorship selected: _____

Phone number _____

Website URL _____

Contact Person _____

Email of contact person _____

Amount \$ _____ Please include business card - DO NOT use staples

On behalf of the SAY Rodeo participants and all involved, we THANK YOU for your sponsorship and participation and for helping our youth of America to grow and experience the sport of rodeo to the best of our ability.

Please include artwork or business card and mail or email to:

SAY Rodeo Email: SAYR.melody@gmail.com

2280 Pine Dr

Douglasville, Ga 30135 706/508-2108