



2026 JUNIOR ROUGHSTOCK ASSOCIATION FINALS

SPONSORSHIP OPPORTUNITIES

October 6-9, 2026 • Everett Bowman Arena • Wickenburg, Arizona

Hosted by the Junior Roughstock Association and 406 Rodeo

SPONSOR INFORMATION

Sponsor/Business Name: _____

☐ Please check here if this is a contestant parent/family sponsorship.

Contact Name: _____

Mailing Address: _____

City, State and ZIP: _____

Phone: _____

Email: _____

SPONSORSHIP PACKAGES • Please check the package you would like to reserve.

☐ TITLE & CONTESTANT JACKET SPONSOR — \$3,000

Two sponsorships available

- Sponsor logo embroidered on all official 2026 JRA Finals contestant jackets
- Prominent sponsor recognition throughout the 2026 JRA Finals
- Full-page advertisement in the official Finals program
- Sponsor recognition on the JRA/406 Rodeo website
- Recognition as an official host of the JRA Awards Ceremony
- One official event championship buckle to present during the awards ceremony
- Opportunity for contestants to wear a sponsor-provided patch on their competition vests
- Opportunity to provide promotional merchandise for contestant welcome bags

☐ PREMIER CONTESTANT SPONSOR — \$2,500

Two sponsorships available

- Sponsor logo displayed on all contestant event cutouts
- Full-page advertisement in the official Finals program
- Sponsor recognition on the JRA/406 Rodeo website
- Recognition as an Official Contestant Sponsor during all Finals performances
- Recognition as an official host of the JRA Welcome and Back Number Ceremony
- One official event championship buckle to present during the awards ceremony
- Opportunity for contestants to wear a sponsor-provided patch on their competition vests
- Opportunity to provide promotional merchandise for contestant welcome bags

☐ DAILY EVENT SPONSOR — \$1,500

Three sponsorships available

- Recognition as the official sponsor of one Finals performance
- Recognition as the sponsor of the daily round champions
- Sponsor logo displayed on the applicable event-day sheets, judges' sheets and results sheets
- Full-page advertisement in the official Finals program
- Sponsor recognition on the JRA/406 Rodeo website
- Announcer recognition throughout the sponsored performance
- Opportunity to provide promotional merchandise for contestant welcome bags

Preferred Sponsored Day: _____

☐ CHUTE GATE SPONSOR — \$1,000

Six sponsorships available

- Sponsor signage displayed on or near one designated arena chute gate
- Chute gate advertisement produced by JRA/406 Rodeo
- Half-page advertisement in the official Finals program
- Sponsor recognition on the JRA/406 Rodeo website
- Announcer recognition during all Finals performances
- Opportunity to provide promotional merchandise for contestant welcome bags

Preferred Chute Gate: _____

❑ PONY MUGGER SPONSOR — \$1,000

Two sponsorships available

- Recognition as an Official Pony Mugger Sponsor
- Half-page advertisement in the official Finals program
- Sponsor recognition on the JRA/406 Rodeo website
- Announcer recognition during all applicable Finals performances
- Sponsor logo placed on pony mugger apparel when print-ready artwork or sponsor-provided apparel is supplied
- Opportunity to provide promotional merchandise for contestant welcome bags

❑ PICKUP MAN SPONSOR — \$1,000

Three sponsorships available

- Recognition as an Official Pickup Man Sponsor
- Half-page advertisement in the official Finals program
- Sponsor recognition on the JRA/406 Rodeo website
- Announcer recognition during all applicable Finals performances
- Sponsor logo placed on pickup man apparel when print-ready artwork or sponsor-provided apparel is supplied
- Opportunity to provide promotional merchandise for contestant welcome bags

❑ SILVER BUCKLE SPONSOR — \$750

- Ideal for rodeo committees, stock contractors, associations and businesses that want to support the future of rodeo
- One 3' x 5' sponsor banner displayed on the catwalk at Everett Bowman Arena during all Finals performances
- Recognition as an Official Silver Buckle Sponsor
- Half-page advertisement in the official Finals program
- Sponsor recognition on the JRA/406 Rodeo website
- Announcer recognition during all Finals performances
- Opportunity to provide promotional merchandise for contestant welcome bags

❑ FUTURE OF RODEO SPONSOR — \$500

- One 2' x 4' sponsor banner displayed inside Everett Bowman Arena during all Finals performances
- Recognition as an Official Future of Rodeo Sponsor
- Quarter-page advertisement in the official Finals program
- Sponsor recognition on the JRA/406 Rodeo website
- Announcer recognition during all Finals performances
- Opportunity to provide promotional merchandise for contestant welcome bags

❑ BUCKLE SPONSOR — \$250

Sixty-five sponsorships available

- Sponsorship of one official 2026 JRA Finals buckle
- 65 buckles awarded: 13 round-winner buckles each night for three nights, 13 Finals Champion buckles and 13 Finals Reserve Champion buckles
- Quarter-page advertisement in the official Finals program
- Sponsor recognition on the JRA/406 Rodeo website
- Recognition during the awards presentation for the sponsored buckle
- Opportunity to provide promotional merchandise for contestant welcome bags

Preferred Division/Event: _____

SPONSORSHIP SELECTION

Selected Sponsorship Level: _____

Sponsorship Amount: \$ _____

Preferred Contestant, Division, Event, Day or Chute: _____

ADVERTISEMENT AND LOGO DEADLINE

To be included in the official 2026 JRA Finals program, advertisements and high-resolution logos must be submitted by **SEPTEMBER 20, 2026**

Email advertisements, logos and sponsorship questions to 406rodeostock@gmail.com

Sponsorship opportunities are limited. Selections, banner placements and other preferences will be confirmed in the order completed sponsorships are received.

Thank you for supporting the young athletes of the Junior Roughstock Association and helping us build the future of rodeo!

Your JRA Board and Members

Junior Roughstock Association/406 Rodeo • www.juniorroughstockworld.com • 406-490-7767