

AHSRA / AJHRA

2026-2027 SPONSORSHIP & PARTNERSHIP OPPORTUNITIES



INVEST IN ARKANSAS YOUTH. REACH RODEO FAMILIES ACROSS THE STATE.

157
STUDENT-ATHLETES

12
REGULAR-SEASON
RODEOS

4
ARKANSAS REGIONS

83
NATIONAL QUALIFIERS

Arkansas High School Rodeo Association • Arkansas Junior High Rodeo Association

www.ahsra03.com



WHY PARTNER WITH AHSRA / AJHRA?

YOUR CUSTOMERS ARE OUR FAMILIES.

AHSRA/AJHRA brings together 157 student-athletes and their families from across Arkansas and neighboring states for a 12-rodeo regular season, followed by State Finals in Texarkana. Our members represent communities throughout all four Arkansas regions and compete at the state and national level.



Arkansas Junior High National Team

105	52	1,369	83
HIGH SCHOOL MEMBERS	JUNIOR HIGH MEMBERS	FACEBOOK FOLLOWERS	NATIONAL QUALIFIERS

A VALUABLE AUDIENCE FOR ARKANSAS BUSINESSES

Rodeo families purchase trucks, trailers, fuel, tires, feed, tack, western apparel, veterinary care, agricultural products, insurance, banking services, lodging, meals and other goods and services in the communities where they live and compete. A partnership with AHSRA/AJHRA connects your business with an audience rooted in agriculture, horses, family and the western way of life.

YOUR PARTNERSHIP SUPPORTS THE NEXT GENERATION OF ARKANSAS RODEO.

2026-2027 PARTNERSHIP LEVELS

Season-long opportunities designed to give sponsors meaningful, visible value.

PRESENTING PARTNER \$10,000+	Highest level of season-long sponsor recognition • Premium banner and State Finals placement • Premium PA and social-media recognition • Full-page State Finals program ad and vendor space • National Team apparel recognition, where permitted • Awards presentation recognition • Sponsor flag flown during Grand Entry • Category exclusivity available by agreement
PLATINUM PARTNER \$5,000	All Gold Partner benefits • Premium arena banner placement • Full-page State Finals program ad • Recognition during awards presentations • Logo on National Team apparel, where permitted • Sponsor flag flown during Grand Entry
GOLD PARTNER \$2,500	All Silver Partner benefits • Company banner displayed throughout the rodeo season • Half-page State Finals program ad • Vendor/booth opportunity at State Finals • Logo recognition on State Finals backdrop • Sponsor flag flown during Grand Entry
SILVER PARTNER \$1,000	All Community Partner benefits • PA recognition during the regular season • Company banner displayed at State Finals • Quarter-page State Finals program ad
COMMUNITY PARTNER \$500	Social-media sponsor recognition • PA recognition at State Finals • Business listing in State Finals program • AHSRA/AJHRA sponsor recognition

Packages may be customized to create the right partnership for your business.



Sponsor Flags Flown During Grand Entry



Sponsor Recognition on State Finals Awards Backdrop



FOLLOW AHSRA/AJHRA ON FACEBOOK

PUT YOUR NAME BEHIND THEIR SUCCESS.

CUSTOM & SPECIALTY SPONSORSHIP OPPORTUNITIES

STATE FINALS EVENT SPONSOR \$1,500+

Associate your business with a specific championship event and receive event-focused PA, program, signage and social-media recognition.

SADDLE SPONSOR \$2,000+

Help recognize Arkansas year-end champions with sponsor recognition connected to one of the association's most meaningful awards.

BUCKLE SPONSOR \$500+

Put your business behind a championship buckle and the student-athlete who earns it.

NATIONAL TEAM SPONSOR \$2,500+

Support Arkansas qualifiers as they represent our state at Junior High and High School National Finals, with apparel recognition where permitted.

SCHOLARSHIP SPONSOR \$1,000+

Invest directly in the education and future of Arkansas rodeo student-athletes.

STATE FINALS / GRAND ENTRY PARTNER CUSTOM

Create a high-visibility partnership around State Finals, awards, Grand Entry or another association asset approved by AHSRA/AJHRA.

READY TO PARTNER WITH ARKANSAS RODEO?

AHSRA/AJHRA welcomes businesses of every size. Sponsorship packages may be customized, and in-kind opportunities may be considered based on association needs.

SPONSORSHIP CONTACT

Courtney Matyja

MAILING ADDRESS

AHSRASponsorship@gmail.com

214 Kerry Dr, Crossett, AR 71635

CHECKS PAYABLE TO

AHSRA/AJHRA

WEBSITE

www.ahsra03.com

THANK YOU FOR INVESTING IN ARKANSAS YOUTH RODEO.

AHSRA / AJHRA SPONSORSHIP COMMITMENT FORM

2026-2027 Sponsorship & Partnership Opportunities

SPONSOR INFORMATION

Business / Organization Name: _____

Contact Name: _____

Mailing Address: _____

City / State / ZIP: _____

Phone: _____

Email: _____

SELECT YOUR SPONSORSHIP

☐ Presenting Partner - \$10,000+

☐ Platinum Partner - \$5,000

☐ Gold Partner - \$2,500

☐ Silver Partner - \$1,000

☐ Community Partner - \$500

☐ Custom / Specialty Sponsorship

If Custom / Specialty, please select or describe:

☐ State Finals Event Sponsor ☐ Saddle Sponsor ☐ Buckle Sponsor ☐ National Team Sponsor ☐ Scholarship Sponsor

Other / Event / Details: _____

Total Sponsorship Commitment: \$ _____

PAYMENT & SPONSOR MATERIALS

Payment Method: ☐ Check Enclosed ☐ Check Will Be Mailed ☐ Please Contact Me

Checks payable to: AHSRA/AJHRA Mail to: 214 Kerry Dr, Crossett, AR 71635

Sponsor artwork/logo: Please email a high-resolution logo and any required program advertisement materials to AHSRASponsorship@gmail.com

SPONSOR AUTHORIZATION

By signing below, I confirm the sponsorship commitment selected above and authorize AHSRA/AJHRA to use the business name and submitted logo/artwork for applicable sponsor recognition and promotional materials.

Authorized Signature: _____

Printed Name / Title: _____

Date: _____

Questions? Contact Courtney Matyja • AHSRASponsorship@gmail.com

Thank you for supporting Arkansas High School & Junior High Rodeo!