



2019

Union
SRA

Jr Southern Rodeo Association
SPONSORSHIP PACKET



About the Jr. Southern Rodeo Association

The Junior Southern Rodeo Association is one of the largest youth rodeo associations in the United States. The Jr. SRA was established in the 1950's as a "youth division" of the Southern Rodeo Association (SRA). The Jr. SRA and SRA are the oldest rodeo associations east of the Mississippi and throughout the years, generations of families have competed and started their rodeo career with the Jr. SRA.

The Jr. SRA takes great pride in providing our young athletes with a platform to learn values, sportsmanship and improve their rodeo skills to advance on to a National, Collegiate and International Events. Several World Champions got their start competing in the Jr. SRA. Champions such as: Jerome Davis, Robert Lloyd, Luke Brown, Jr. Boyce Knox, Codi Baucom, Corey Atwell, Adam Plyer and Cory Kidd. In order to keep this tradition alive and continue to provide rodeos for our youth, we need the generosity and support from the community and sponsor.

We would like to ask for you to consider becoming a 2017 Jr. SRA Corporate Sponsor. As a sponsor, you will receive positive media exposure with your affiliation with the Jr. SRA, a 501 (c) (3) organization. With your generosity, the Jr. SRA will continue to fund rodeos, provide year-end awards to reward our young athletes for their hard work and dedication, as well as, provide a strong rodeo foundation that will encourage our youth to move on to Collegiate and/or National Circuits. We have enclosed a detailed sponsorship proposal for you to review. If you are interested in becoming a Jr. SRA sponsor, please complete the sponsorship form and email it to president@jrsrarodeo.com If you have any questions or would like more information, please feel free to contact us.

**Sincerely,
JRSRA Board of Directors
president@jrsrarodeo.com
336-756-4079**



About our Rodeo Events

The Jr. Southern Rodeo Associations puts on an average of 12 rodeos a year, and a 3 day championship finals rodeo at the end of the season. Contestants competing range in age from 4 years old to 18 years old. Our rodeo events are broken down into divisions by age group.

Our Pee Wee Division Events are for contestants 7 years old and under. A simple foundation for our younger contestants to learn the rules and start to gain experience needed to be successful in their chosen rodeo events.

- **Pee Wee Division Events are:** Mutton Busting, Pee-Wee Barrel Racing, Pee-Wee Pole Bending, and Pee Wee Goat Tying.

Our Junior Division Events are contestants between the ages of 8 and 12 years old. The junior events are designed for our middle age contestants to perfect their skills in a more competitive environment

- **Junior Division Events are:** Boy/Girl Jr. Breakaway, Jr. Barrel Racing, Jr. Pole Bending, Boys/Girls Jr. Goat Tying, Team Roping, and Jr. Calf Riding.

Our Senior Division Events are contestants from 13 to 18 years old. The senior division is designed to help our older contestants gain more experience in a fast pace competitive environment and get them ready for the Professional and Adult Rodeo Circuits.

- **Senior Division Events are:** Calf Roping, Chute Dogging, Team Roping, Bull riding (15-18), Jr. Bull Riding (13-14), Sr. Girl Barrel Racing, Sr. Girls Pole Bending, Sr. Girl Breakaway, Sr. Girl Goat Tying.

Each rodeo offers an excellent opportunity for our sponsors to be recognized by our members as well as the community. Sponsors will have their company's banner displayed at each rodeo event, announcement will be made for each sponsored rodeo event, website link to company from our organization's website, ad space in our Championship Finals Rodeo Program, as well as name recognition on sponsored awards presented to contestants at finals and/or our end of year award banquet.

Please help us keep our rodeo tradition alive and take a moment to review the different sponsorship levels that meet the needs of your company. Please to not hesitate to contact us if you have any questions.

Yearly Rodeo Sponsorship Levels

Gold Level Sponsor \$1,500

- Company Banner will be made and displayed at all rodeo events.
- One (1) "Year End" Saddle Sponsor (Name and Logo will be stamped on saddle)
- Full page ad in Year End Championship Finals Rodeo Memory Book
- Company will be announced at every rodeo event
- Company's logo with link to company's site on our organization's website.
- State Final weekend passes/ Two (2) Passes Per Day.
- Two (2) tickets to "Year End" Banquet and get pictures taken with contestant winning event sponsored awards.
- Company can set up booth/tent at each rodeo and Finals Rodeo to promote company product or services.

Silver Level Sponsor \$1,000

- Three (3) Jr. SRA "Go Round" Buckles, which will display company's name on buckle
- Four (4) Jr. SRA Year End Event Buckles. (Company will be announced at end of year banquet as a buckle sponsor)
- Full page ad in Year End Championship Finals Rodeo Memory Book
- Will be recognized a sponsor in Rodeo Final's Program our social media site and marketing materials.
- Company's Banner displayed at all rodeo events.
- Company's logo with link to company's site on our organization's website.
- Two (2) Tickets to "Year End" Banquet and get picture taken with contestant winning event sponsored awards.
- Two(2) State Final weekend passes per day.
- Company can set up booth/tent at 6 rodeos to promote company's product or services.

Bronze Level Sponsor \$800

- Four (4) Jr. SRA Year End Event Buckles.
- One (1) Jr. SRA Average Buckle Winner
- 1/2 page ad in Year End Championship Finals Rodeo Memory Book
- Will be recognized as Sponsor in Rodeo Final's Program, our social media site and marketing materials.
- Company's Banner made and displayed at all rodeo events.
- Company's logo with link to company's site on our organization's website.
- Two(2) State Final weekend passes per day.
- Two (2) Tickets to "Year End" Banquet and get picture taken with contestant winning event sponsored awards.
- Company can set up booth/tent at 4 rodeo to promote company's product or services.

Buckle Award *Sponsorship Levels*

Event Buckle Sponsor **\$600**

- Four (4) Jr. SRA Year End Event Buckles
- Company's Banner displayed at all rodeo events. (Sponsor Provides)
- (1/2) Half page ad in Year End Championship Finals Rodeo program and will be recognized a Sponsor in Rodeo Final's Program.
- Company's logo with link to companies' site on our organization's website.
- Two (2) tickets to Year End Banquet and get pictures taken with contestant winning event sponsored awards

Go Round Sponsor **\$400**

- Three (3) Jr. SRA "Go Round" Buckles, which will display company's name on buckle
- Company's Banner displayed at all rodeo events. (Sponsor Provides)
- (1/2) Half page ad in Year End Championship Finals Rodeo program and will be recognized a Sponsor in Rodeo Final's Program
- Two (2) tickets to Championship Finals per day and get pictures taken with contestant winning event sponsored awards

Average Buckle Sponsor **\$200**

- One (1) Jr. SRA Final Average Winner Buckle.
- (1/4) Quarter page ad in Year End Championship Finals Rodeo program and will be recognized a sponsor in Rodeo Final's Program.
- Two (2) tickets to Year End Banquet and get pictures taken with contestant winning event sponsored awards

Chute Gate *Sponsorship*

Chute Gate Sponsor **\$300**

- One (1) Chute Gate Banner provided by Jr. SRA
- Company announced every time chute gate is used.
- (1/4) Quarter page ad in Year End Championship Finals Rodeo program



Saddle Award Examples

Sponsor Logos



Buckle Award Examples



2019 Jr. SRA Sponsorship Form

Thank you for your generosity and your support of the Jr. Southern Rodeo Association. Please fill out the form and submit to your Jr. SRA Board Representative or mail form with check to the address listed below. If you have any questions, please do not hesitate to contact us.

Company				
Address				
City		State		Zip
Contact			Phone #	
Email			Website	

Sponsorship Levels

Please choose the following sponsorship level

Sponsor Level	"X"	Buckle Sponsor	"X"
Gold Level-[Full page ad] (\$1,500)		Event Buckle Sponsor-[1/2 page ad] (\$600)	
Silver Level-[Full page ad] (\$1,000)		Go-Round Buckle Sponsor-[1/2 page ad] (\$400)	
Bronze Level-[1/2 page ad] (\$800)		Average Buckle Sponsor-[1/4 page ad] (\$200)	
Chute Gate Sponsorship -[1/4 page ad] (\$300)			

Advertisement Page

Each Sponsor level comes with an advertisement page in our yearly memory program book. The following information is needed for your company's ad page.

1. Please submit all images, logos and/or text to make ad page or completed ad.
2. The dimensions needed for the following ads are needed.
 - Full Page: 1700 pix wide x 2200 pix high/ 8.5" x 11" in 300 pixels or higher
 - 1/2 Page: 1700 pix wide x 1100 pix high/8.5" x 5.5" in 300 pixels or higher
 - 1/4 Page: 1700 pix wide x 550 pix high/ 8.5" x 2.75" or 825 pix wide x 1100 pix high/4.125" x 5.5"
3. Please scan or take close up picture of this form and email a copy of this form with your ad information to jrsraprogramads@gmail.com

***Please if you are submitting a completed ad for the program, please only submit a PDF or jpeg of ad...
If you need an ad made for your company, please submit a Word Doc or Photoshop (PSD) file with images, logo and text information. Any questions, please contact Kristy Yankee at jrsraprogramads@gmail.com

Important Information

** Please make copy of this form for your records.

***Send completed form with sponsor check made out to the Jr. SRA and mail to:

Address: JRSRA Office
1285 Hall Road
Mount Ulla, NC 28125

Phone: 336-756-4079
Email: president@jrsrarodeo.com