



**SPONSORSHIP OPPORTUNITIES
WITH THE
NEBRASKA STATE RODEO ASSOCIATION**

**PROUDLY SERVING NEBRASKA RODEO
FOR OVER 70 YEARS
NEBRASKASTATERODEO.COM**

A TRADITION SINCE 1955

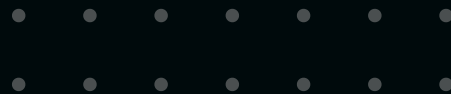
The Nebraska State Rodeo Association has been a cornerstone of rodeo across the state for more than 70 years. Founded in 1955, the NSRA is a member-driven association dedicated to preserving the sport, supporting contestants, and strengthening rodeos within Nebraska communities.

With more than 400 members and a full season of approved rodeos, the NSRA provides structure, consistency, and a championship system that keeps competitors and fans engaged from the first event to the Finals.





Your Brand, In Front of the Right People.



THE NSRA AUDIENCE
IT'S NOT JUST RODEO FANS.

IT'S NEBRASKA'S
AGRICULTURAL BACKBONE:

Your brand will reach
ranchers, producers,
and western lifestyle consumers.

- 70%+ ages 25–54: *Prime earning and spending years.*
- 5,700+ Facebook followers and growing.
- More Rodeo's are choosing the NSRA each year.



EVERYONE LOVES WHEN
THE RODEO COMES TO TOWN.

A Season-Long Stage Across the Entire State

YOUR PARTNERSHIP TRAVELS WITH US. EVERY SANCTIONED RODEO IS AN OPPORTUNITY.



**15,000- 30,000
Estimated
Seasonal
Audience**



**Live Attendance
at 18 Rodeos
State Wide**



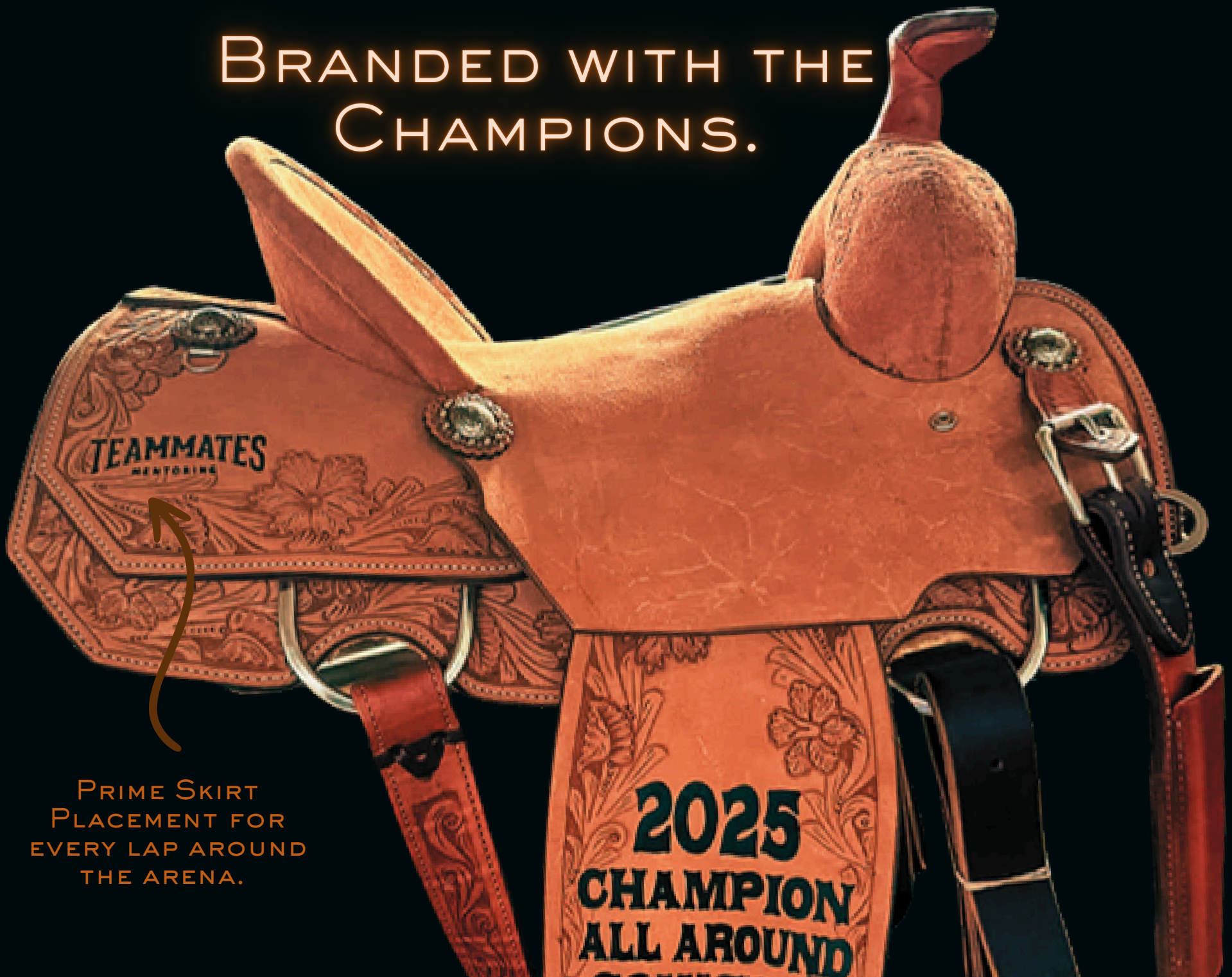
**Finals
Livestreamed
through
Sandbox Media**



**Archived Footage
extends your
exposure beyond
the season.**

YOUR LOGO IS FEATURED ON
FLAGS, BANNERS, PROGRAMS, ANNOUNCEMENTS, AND LIVESTREAM;
FROM THE FIRST APPROVED RODEO TO THE LAST CHAMPION CROWNED AT FINALS.

BRANDED WITH THE CHAMPIONS.



PRIME SKIRT
PLACEMENT FOR
EVERY LAP AROUND
THE ARENA.

2025
CHAMPION
ALL AROUND

THE EXPERIENCE WE OFFER



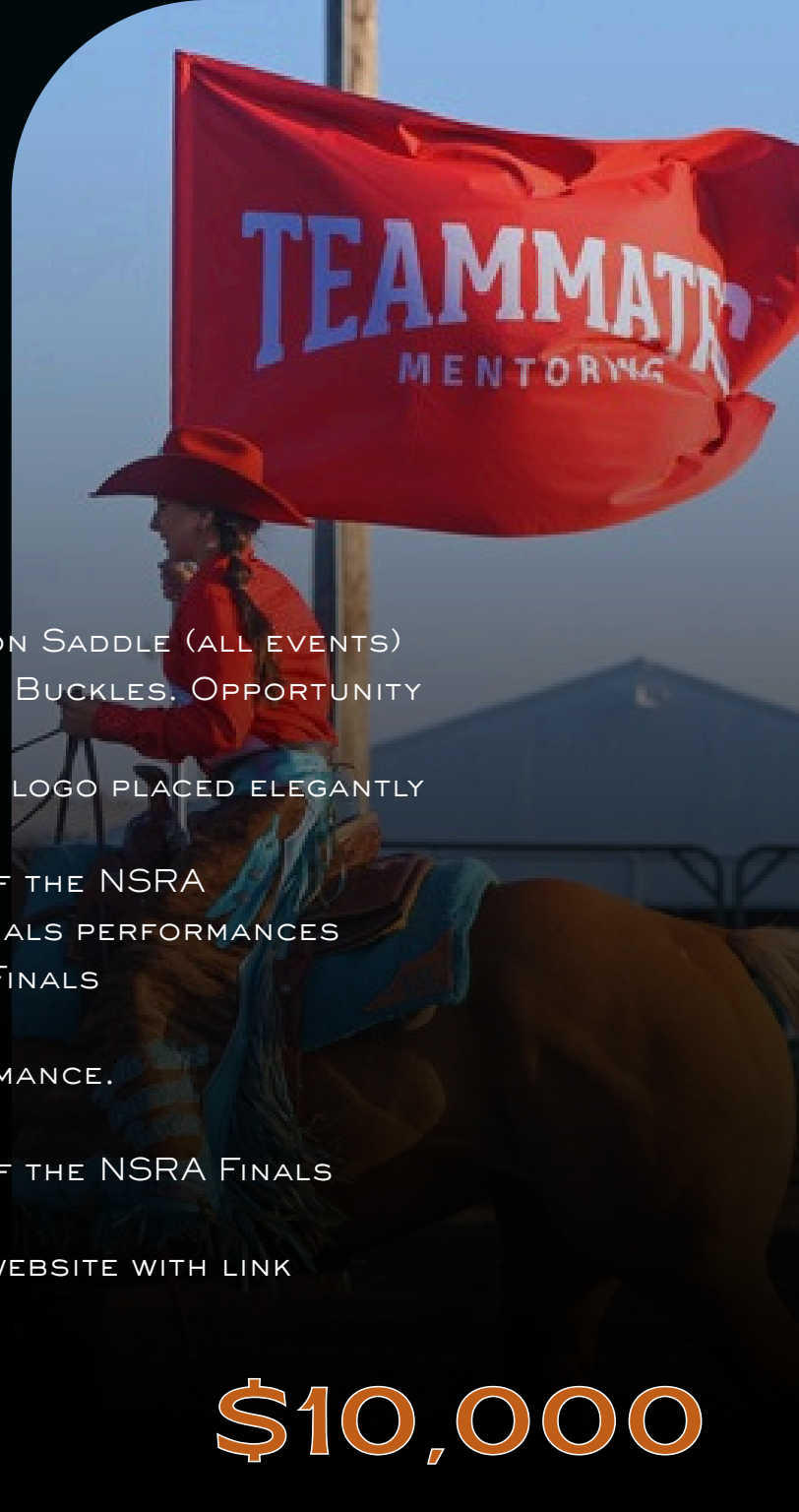
CHOOSE YOUR SPONSOR LEVEL	CHAMPIONSHIP SADDLE	EVENT SADDLE	BUCKLE PARTNER	GO-ROUND	SILVER	BRONZE
<u>BRAND VISIBILITY</u>						
LOGO ON CHAMPION SADDLE	ALL EVENTS	CHOSEN EVENT	-	-	-	-
ARENA FLAG DISPLAY	ALL RODEOS & FINALS	FINALS ONLY	-	-	-	-
BANNER AT FINALS	ARENA & ENTRY GATES	ARENA	OUTSIDE ARENA	OUTSIDE ARENA	-	-
WEBSITE LISTING WITH LINK	FEATURED PLACEMENT	✓	✓	✓	✓	✓
<u>PRINT & PROGRAM</u>						
FINALS PROGRAM ADVERTISEMENT	FULL PAGE, COLOR, INSIDE FRONT COVER	FULL PAGE, B&W	HALF PAGE	QUARTER PAGE	LOGO ONLY	NAME ONLY
<u>DIGITAL & MEDIA</u>						
LIVESTREAM EXPOSURE	<u>ROTATING LOGO & 15 SECOND COMMERCIAL</u>	<u>LOGO PLACEMENT DURING EVENT 10 SECOND COMMERCIAL</u>	ANNOUNCED	-	-	-
SOCIAL MEDIA PROMOTION	SEASON & FINALS	SEASON & FINALS	WELCOME POST	WELCOME POST	GROUP SPOTLIGHT	GROUP THANK YOU
<u>ROCOGNITION & EXPERIENCE</u>						
ANNOUNCER RECOGNITION	ALL RODEOS & FINALS	ALL RODEOS & FINALS (EVENT)	SPONSORED PERFORMANCES	-	-	-
BUCKLE PRESENTATION OPPORTUNITY	MEN'S & WOMEN'S ALL-AROUND	CHAMPION & RESERVE CHAMPION IN EVENT	FINALS CHAMPION IN CHOSEN EVENT	RODEO PERSONNEL & RODEO ANIMAL OF THE YEAR	-	-
CHAMPION PHOTO WITH YOUR LOGO	✓	✓	✓	✓	-	-
FINALS TICKETS	16 TICKETS	10 TICKETS	8 TICKETS	6 TICKETS	4 TICKETS	2 TICKETS
IN HONOR / IN MEMORY OPTION	-	-	-	✓	✓	-
NSRA SPONSOR DECAL	✓	✓	✓	✓	✓	✓

NSRA CHAMPIONSHIP SADDLE PARTNER

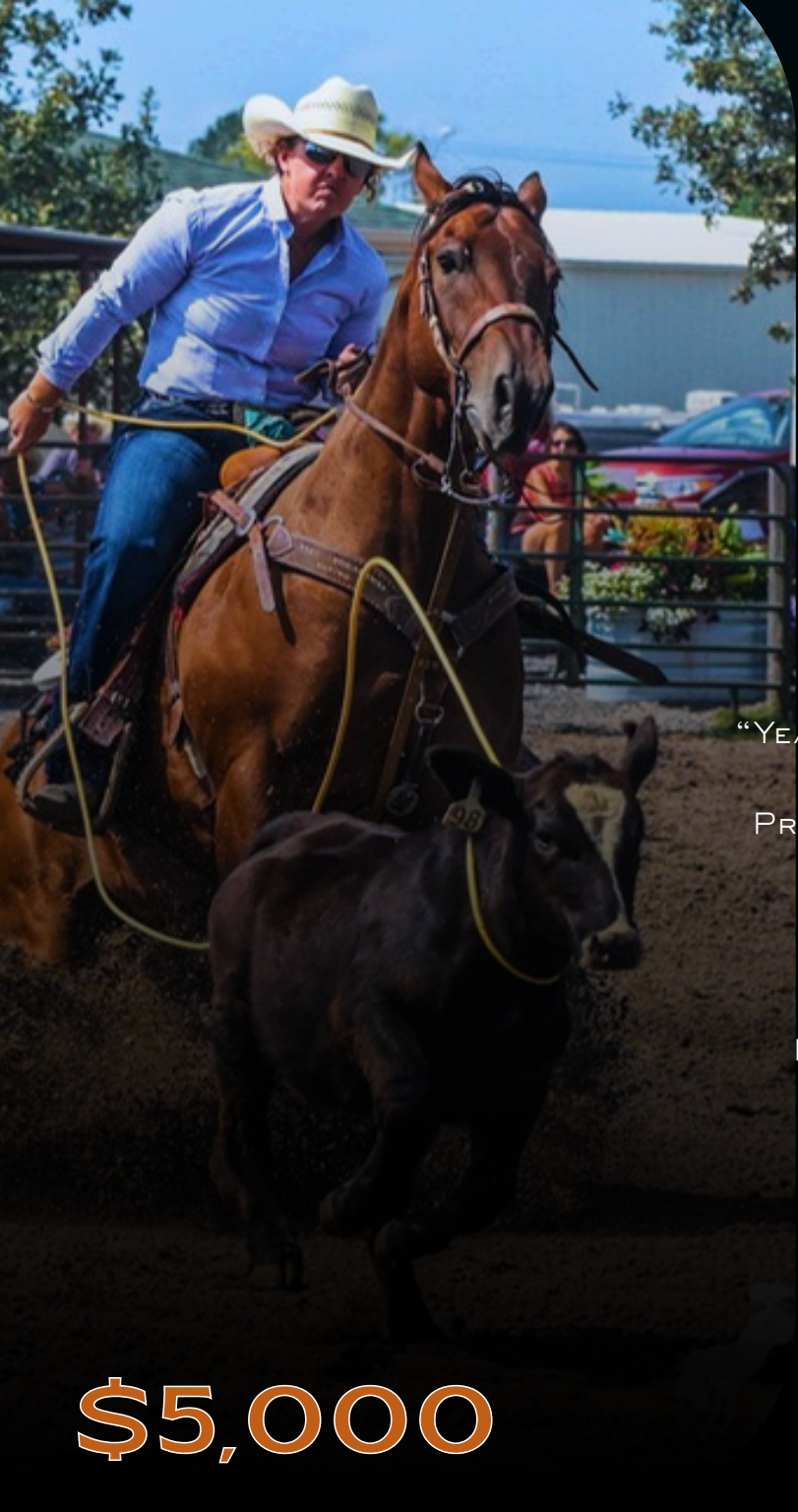
EXCLUSIVE - 1 AVAILABLE

THE NAME BEHIND EVERY CHAMPION
THE HIGHEST AND MOST PRESTIGIOUS
PARTNERSHIP WITHIN THE ASSOCIATION.

- LOGO PLACED ON ONE SKIRT OF EVERY NSRA YEAR-END CHAMPION SADDLE (ALL EVENTS)
- PRESENTATION OF THE YEAR-END MEN'S & WOMEN'S ALL AROUND BUCKLES. OPPORTUNITY TO PRESENT BUCKLES AT THE FINALS.
- PICTURE OF CHAMPION WITH BUCKLE WITH PRESENTED BY & YOUR LOGO PLACED ELEGANTLY ACROSS BOTTOM FOR MARKETING & MEDIA
- DESIGNATED AS THE OFFICIAL CHAMPIONSHIP SADDLE PARTNER OF THE NSRA
- ARENA FLAG DISPLAY AT ALL NSRA 1ST APPROVED RODEOS AND FINALS PERFORMANCES
- VERBAL RECOGNITION AT ALL NSRA 1ST APPROVED RODEOS AND FINALS
- PREMIUM BANNER PLACEMENT AT FINALS (ARENA & ENTRY GATES)
- 15-SECOND COMMERCIAL ON LIVESTREAM DURING FINALS PERFORMANCE.
- ROTATING LOGO PLACEMENT ON LIVESTREAM.
- FULL-PAGE COLOR ADVERTISEMENT ON THE INSIDE FRONT COVER OF THE NSRA FINALS PROGRAM
- PROMINENT LOGO OR ADVERTISEMENT PLACEMENT ON THE NSRA WEBSITE WITH LINK
- SOCIAL MEDIA PROMOTION THROUGHOUT THE SEASON AND FINALS
- 15 FINALS TICKETS
- COMPLIMENTARY NSRA FINALS SPONSOR MEMORABILIA



\$10,000



EVENT CHAMPION SADDLE PARTNER CHOOSE YOUR EVENT

THIS PARTNERSHIP PLACES YOUR BRAND DIRECTLY ON THE SADDLE OF A YEAR-END CHAMPION IN THE EVENT OF YOUR CHOICE.

LOGO PLACED ON THE SKIRT OF THE YEAR-END CHAMPION SADDLE FOR THE CHOSEN EVENT
“YEAR-END CHAMPION OF [EVENT] – PRESENTED BY [SPONSOR]” RECOGNITION
EVENT-SPECIFIC ARENA FLAG DISPLAY AT FINALS
PRESENTATION OF YEAR-END CHAMPION & RESERVED CHAMPION BUCKLES IN CHOSEN EVENT - OPPORTUNITY TO PRESENT BUCKLES AT NSRA FINALS
PICTURE OF CHAMPION WITH BUCKLE WITH PRESENTED BY & YOUR LOGO PLACED ELEGANTLY ACROSS BOTTOM FOR MARKETING & MEDIA
WEBSITE LOGO PLACEMENT WITH LINK
FULL-PAGE BLACK & WHITE ADVERTISEMENT IN THE NSRA FINALS PROGRAM
VERBAL RECOGNITION AT ALL NSRA 1ST APPROVED RODEOS AND DURING FINALS FOR THE SPONSORED EVENT
“EVENT PRESENTED BY___” ON LIVESTREAM FOR DURATION OF EVENT.
ARENA BANNER AT FINALS
SOCIAL MEDIA PROMOTION
10 FINALS TICKETS
COMPLIMENTARY NSRA FINALS SPONSOR MEMORABILIA

\$5,000



NSRA BUCKLE SPONSOR

PRESENTING THE CHAMPIONS

YOUR NAME BECOMES PART OF THE MOMENT
A CHAMPION IS BUCKLED FOR LIFE.

- PRESENTATION OF FINALS CHAMPION IN CHOSEN EVENT - OPPORTUNITY TO PRESENT BUCKLES AT NSRA FINALS
- PICTURE OF CHAMPION WITH BUCKLE WITH PRESENTED BY & COMPANY LOGO PLACED ELEGANTLY ACROSS BOTTOM FOR MARKETING & MEDIA
- WEBSITE LOGO WITH LINK
- HALF-PAGE ADVERTISEMENT IN THE NSRA FINALS PROGRAM
- BANNER AT NSRA FINALS (OUTSIDE OF ARENA)
- ANNOUNCER RECOGNITION DURING SPONSORED PERFORMANCES
- 7 FINALS TICKETS
- NSRA SPONSOR DECAL

\$1,500

NSRA GO-ROUND SPONSOR

SUPPORTING THE RIDES THAT
DECIDE THE CHAMPIONS

- PRESENTING SPONSOR OF THE STOCK & PERSONAL OF THE YEAR AWARD :
 - CHOOSE ONE OF THE FOLLOWING AWARD TITLES- 12 TO CHOOSE FROM
- BAREBACK HORSE, SADDLE BRONC HORSE, RANCH BRONC, OR BUCKING BULL
- STOCK CONTRACTOR | BULL FIGHTER | PICKUP MAN
- JUDGE | SECRETARY | ANNOUNCER
- LARGE PURSE RODEO
- SMALL PURSE RODEO

- OPTIONAL “IN HONOR OF” OR “IN MEMORY OF” RECOGNITION INSTEAD OF COMPANY
- OPPORTUNITY TO PRESENT BUCKLES AT NSRA FINALS
- PICTURE OF CHAMPION WITH BUCKLE WITH PRESENTED BY & COMPANY LOGO / IN MEMORY OF PLACED ELEGANTLY ACROSS THE BOTTOM FOR MARKETING & MEDIA
- WEBSITE LOGO WITH LINK
- QUARTER-PAGE ADVERTISEMENT IN THE NSRA FINALS PROGRAM
- ANNOUNCER RECOGNITION
- 5 FINALS TICKETS
- NSRA SPONSOR DECAL



\$750



Silver Sponsor

CHAMPIONSHIP SUPPORT LEVEL

- LOGO ON NSRA WEBSITE SPONSOR PAGE WITH LINK.
- LOGO IN NSRA FINALS PROGRAM
- SOCIAL MEDIA SPOTLIGHT IN GROUPS OF 3
- OPTIONAL “IN HONOR OF” OR “IN MEMORY OF” RECOGNITION IF PREFERRED
- 3 TICKETS TO THE FINALS
- NSRA SPONSOR DECAL

\$500



Bronze Sponsor

PROUD SUPPORTER OF NEBRASKA RODEO

- LOGO OR NAME ON NSRA WEBSITE & FINALS PROGRAM
- GROUP SOCIAL MEDIA THANK-YOU
- 2 TICKETS TO THE FINALS
- NSRA SPONSOR DECAL

\$250



Build Something That Lasts.



BUILD A CONSISTENT RELATIONSHIP WITH YOUR AUDIENCE.
MULTI-YEAR NSRA PARTNERSHIPS OFFER RATE CERTAINTY, PRIORITY TIER
ACCESS, AND THE KIND OF AUDIENCE RECOGNITION THAT ONLY COMES WITH
CONSISTENCY.



1-Year Partnership — Standard rate — Full tier benefits



**2-Year Partnership — 10% discount on total commitment —
Full tier benefits + first right of refusal on your tier for year two**



**3-Year Partnership — 15% discount on total commitment — Full tier
benefits + rate locked for the 3 year period + first right of refusal.**

More Than a Logo. A Relationship With Nebraska.

A LOYAL AUDIENCE YOU CAN'T BUY ANYWHERE ELSE

RODEO FAMILIES,
RANCHERS, AND AG
PRODUCERS ARE
AMONG THE MOST
BRAND-LOYAL
CONSUMERS IN
THE COUNTRY.
THEY NOTICE WHO
SHOWS UP FOR
THEIR SPORT —
AND THEY
REMEMBER.

PROFESSIONAL FULFILLMENT, EVERY TIME

EVERY DELIVERABLE WE
PROMISE IS TRACKED
AND EXECUTED.
CHAMPION PHOTOS,
SOCIAL POSTS, BANNER
PLACEMENTS, PROGRAM
ADS, ANNOUNCEMENTS.

NEED SOME HELP WITH
YOUR ADVERTISEMENTS.
WE OFFER DESIGN
EXPERTS TO HELP YOU
GET THE MOST OF YOUR
SPONSORSHIP.

70 YEARS OF COMMUNITY TRUST

THE NSRA IS A
NEBRASKA NONPROFIT
WITH MORE THAN SEVEN
DECADES OF HISTORY.
WHEN YOUR BRAND
PARTNERS WITH US, IT
PARTNERS WITH
SOMETHING REAL.
NOT A STARTUP,
NOT A TEMPORARY
EVENT, BUT AN
INSTITUTION NEBRASKA
RODEO FAMILIES HAVE
BELIEVED IN FOR
GENERATIONS.

Let's Find the Right Partnership for Your Brand.

WE'D LOVE TO TALK ABOUT WHAT A PARTNERSHIP WITH THE NSRA COULD LOOK LIKE FOR YOUR COMPANY. WHETHER YOU'RE READY TO COMMIT OR JUST WANT TO ASK QUESTIONS, WE'RE HERE.



Brandy Jamerman

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