



## 2023 Sponsorship

The Professional Senior Rodeo Association is a fairly new association that sanctions approximately 60 rodeos annually with membership from over 20 states, Canada and Australia. Our members range from 40 to 80+ years old and include both men' and women's events. This is a rodeo association for individuals who still love to compete but in the next phase of their life. Most of our members have high school rodeoed, college rodeoed, amateur rodeoed and professional rodeoed. However, some members are new to the sport and we welcome all individuals interested in participating in the sport we all enjoy. Since the COVID-19 pandemic our association has seen the value of how healthy activity is so important for all individuals.

Our members include over 100 military individuals, retired teachers, nurses, financial advisors, and welders among many other professions. One of our members was the first women to win the N.H.S.R.A in the Team Roping event. Other members have won many different awards from the Professional Senior Rodeo Association as well as to the amateur ranks.

The men compete in calf roping, breakaway roping, team roping, ribbon roping, steer wrestling, bareback riding, bronc riding and bull riding. The women compete in barrel racing, ribbon roping, team roping as well as the newly added Pole Bending. We are excited for this year as our 68 plus age group has a large number of members and it is inspiring to see these individuals still competing and enjoying the western lifestyle that continues to keep them healthy both mentally and socially.

We are excited to announce that we kicked off our 2022 season in Jamestown, California on May 18-21<sup>st</sup>. Following that month our rodeos took place in Montana then following in Nebraska and Utah. We are hoping to add more location every year which could include Texas next rodeo season. We are reaching out to you to see if you will sponsor our finals rodeo. We feel our goals align with western lifestyle and we would proudly have your company's logo on all our social media, mentioned in the RodeoNews magazine, banners at each of our rodeo arenas, announcer recognition at the rodeos as well as possible logo on our contestant rodeo numbers.

If you choose to sponsor our association we will go the distance to make sure that you are given the best exposure, advertising and partnership. Custom packages are always available and encouraged, Customization of standard packages is also negotiable, and we appreciate your support at any level. Our goal this year is to give back a little to every community we visit.

We look forward to speaking with you have any further questions. Please feel free to reach out by either e-mail and or phone call and we will do our best to answer any of your questions.

Sincerely,

Brenda Reay  
PSRA National Secretary

## Corporate Sponsorship Levels

### Levels

#### Platinum Sponsors: \$10,000

- Corporate Logo embroidered on all contestant finals jackets
- Flag in grand entry and presented before national anthem
- Arena banners at all events
- Promotional announcements at all rodeos, finals events and social gatherings
- Corporate logo on website and in official publication of RodeoNews magazine
- Corporate logo on year end awards
- Banner placed in prime location at all rodeos
- Finals rodeo tickets and VIP access passes
- Full page ad in finals program
- Items to be included in member packets promoting your products.
- Yearly advertising on all social media platforms
- Corporate logo on all posters throughout the United States. (example attached for Jamestown but can be updated with logo)
- Corporate logo on all member rodeo numbers and rodeo posters

#### Gold Sponsor: \$5,000

- Corporate logo embroidered on all contestant finals jackets
- Flag in grand entry and during the sponsor presentation
- Arena banners at all events
- Promotional announcements at all rodeos and the finals
- Corporate logo on website
- Corporate logo in national magazine, RodeoNews
- Corporate exposure on all forms of social media platforms
- Full page ad in finals program
- Corporate logo on all Northwest Region promotional rodeo posters and members back numbers (see example)

#### Silver Sponsor: \$2,500

- Corporate logo embroidered on all contestant finals jackets
- Arena banners at all events
- Promotional announcements at all rodeos and the finals
- Corporate logo on website and all social media platforms
- Corporate logo in national magazine, RodeoNews
- ½ page ad in finals program
- Product/Promotional booth or items at the finals or rodeos to promote products if interested
- Corporate logo on Northwest Region rodeo posters and back numbers (see example)

## Professional Senior Rodeo Association Corporate Sponsorship Packet

### **Event Sponsor: \$1,250**

- Arena banners at all events
- Promotional announcements at all rodeos and the finals
- Complimentary tickets to attend any rodeo requested
- Finals rodeo tickets
- Advertisement in finals program (1/4 page)
- Product/Promotional booth at the finals or local rodeo
- Year website advertisement and all social media platforms
- Corporate logo on rodeo posters (see attached)

### **Friends of the PSRA: \$500**

- Name announced at all rodeos and in the finals
- Name listed in finals program
- Complimentary tickets to any rodeo requested
- If interested product/promotional booth or items in contestant packets at the finals
- Year website advertisement and all social media platforms
- Corporate logo

We here at the PSRA strongly value our heritage, agriculture and the western lifestyle and are committed to keeping it strong in America. We understand the importance of a healthy lifestyle and appreciate your support at any level to ensure we pass these values to the next generation and we greatly appreciate your consideration in sponsoring our association.

## Sponsor Form

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State and Zip: \_\_\_\_\_

Phone number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Company Website [URL](#): \_\_\_\_\_

Please attach company jpg logos as you want them to appear in all advertising materials.

Signature of Representative: \_\_\_\_\_ Date: \_\_\_\_\_

I would like to support PSRA as a Corporate Sponsor in the following way:

\_\_\_\_\_ **PLATINUM PACKAGE: \$10,000**

\_\_\_\_\_ **Gold Package: \$5,000**

\_\_\_\_\_ **SILVER PACKAGE: \$2,500**

\_\_\_\_\_ **EVENT PACKAGE: \$1,250**

\_\_\_\_\_ **FRIENDS: \$500**

\_\_\_\_\_ **FRIENDS SADDLE SPONSORS**

We look forward to hearing from you and are very excited for the possible partnership.

*Brenda Reay*

Join the team that promotes and preserves our Western Heritage and American Values.

Become a sponsor of the Professional Senior Rodeo Association!

Contact the Professional Senior Rodeo Association:

Cell: 208.250.6361 | email: [psrarodeo@gmail.com](mailto:psrarodeo@gmail.com)

Mail: PSRA Office C/O Brenda Reay 1477 Hwy 201 Adrian, Oregon 97901

TAX ID # 83-4585963