



NIRA National Sponsors

2025-2026 (For Member School Use Only)



Cinch Jeans and Shirt is proud to be the Exclusive apparel sponsor of the NIRA. Since 1996, the Cinch Clothing brand has been creating quality jeans and shirts for both in and out of the arena. The best athletes from rodeo and equine performance circles love Cinch for both the quality fit and the authentic western look. The designs and reputation of Cinch makes them the number one choice for those who live and breathe the western way of life. LEAD DON'T FOLLOW!

NIRA/Sponsoring School Responsibility: 2 Announcer Mentions, 2 Banners, 1 Flag, On-site Promotion



Cactus Ropes, founded in 1991, manufactures ropes that are the most durable and consistent products available. They can be found at local retailers, or www.cactusropes.com



At Cactus Saddlery, Values and Ethics are more than words, they are business philosophies. Cactus Saddlery offers a full line of saddles and strap goods, designed and manufactured by their hand craftsmen. Visit them at www.cactussaddlery.com



Cactus Gear has been manufacturing the Best equine sports products available for over 20 years. They hold half the industry's patents on equine leg protection. Visit www.cactusgear.com



Resistol Hat is the official hat maker for college rodeo. They are the largest manufacturer of headware in the world and produce the highest quality product through all phases of production. www.resistol.com

NIRA/Sponsoring School Responsibility: 2 Announcer Mentions (each), 1 Banner (each), 1 Flag (each), On-site Promotion



Visit Casper – Wyoming's Adventure Capital! With one foot in the past and an eye toward the future, Casper is a year-round destination that offers the very best in historical, recreational, cultural and entertainment experiences. Casper – the proud home of the College National Finals Rodeo, June 9-15, 2024

NIRA/Sponsoring School Responsibility: 2 Announcer Mentions, 2 Banners, 1 Flag, On-site Promotion



Smarty Rodeo: Train like a pro and achieve perfect practice with Smarty Rodeo's lineup of training equipment, designed for rodeo enthusiasts of all skill levels. Whether you're a beginner or a seasoned professional, Smarty Training Products and Heel O Matic have the tools you need to succeed.

NIRA/Sponsoring School Responsibility: 1 Announcer Mention



Home of the CNFR's annual Mercantile trade show. The WYO Sports Ranch is Wyoming's destination for youth sports, events and activities in the Rocky Mountain Region. WYO Sports Ranch is a multi-sport training, recreation, events, and entertainment facility that serves as a hub for a variety of sports as well as many other recreation and community pursuits. They are ready to host your next tournament, event or training session!

NIRA/Sponsoring School Responsibility: 2 Announcer Mentions, 2 Banners, 1 Flag, On-site Promotion



Powder River Livestock Handling Equipment is the CNFR's official arena provider. Powder River also sponsor's the NIRA's Coaches' breakfast and Coach of the Year Award. Powder River had been involved with college rodeo for over a decade. Powder River has led the way in developing innovative and exciting products for the livestock equipment industry since 1938.

NIRA/Sponsoring School Responsibility: 2 Announcer Mentions and 1 Banner



The NIRA and World Champions Rodeo Alliance (WCRA) proudly announce an extension of their partnership and combined effort to provide additional opportunities for college rodeo athletes for the 2024 – 25 season. The two rodeo organizations are collaborating to offer a \$10,000 Top Hand Bonus at the 2025 College National Finals Rodeo scheduled for June, for all ten disciplines. Visit the WCRA website now to nominate your next rodeo!

NIRA/Sponsoring School Responsibility: 1 Announcer Mentions and 1 Banner