



## Partnership Opportunities

In these unprecedented times, folks are looking for “something” that brings them together. KPRA sanctioned rodeos and events provide an outlet for communities to come together to enjoy an evening, to put the worries and the stress behind them, even if only for a couple hours. They can enjoy good ole’ fashion entertainment with family, friends, and neighbors. Community events such as these create morale and offer economic benefits to smaller communities that are very much needed right now.

A sponsorship of the KPRA provides a vast amount of visibility to your business that others will lack. KPRA is a trusted name in rodeo and works hard to team up with sponsors that represent the ideals and values of the hard-working cowboy. Your sponsorship not only gives your business marketing power, but your business visibility creates brand loyalty. As well, when you become a KPRA sponsor, your sponsorship, in part, goes back Kansas communities. KPRA utilizes a portion of sponsorship funds to give directly back to local non-profits that embrace cowboy heritage. Our sponsors provide KPRA with the opportunity to promote the sport of rodeo, support local communities, and create dynamic events throughout the region. KPRA uses its influence to increase economic development, to enhance environmental stewardship, to promote animal welfare, and to support real cowboys and cowgirls. Your sponsorship allows KPRA to continue its mission and showcase the rich tradition that is still very much alive throughout Kansas and the Midwest. KPRA recognizes the generosity of our sponsors and knows that with your support, KPRA’s work is possible. We hope that you will consider a sponsorship that positively impacts such a large number of Kansans. Please feel free to choose a sponsorship that fits your needs and enhances your business opportunities. KPRA looks forward to working with you and maintaining a mutually beneficial relationship with you and your business.

Pick from the following specific sponsorships that best fits your needs. If you are unsure of how you want your sponsorship allocated, you are welcome to call the KPRA office and we will work with you or you are welcome to designate it as a general sponsorship and KPRA will allocate your sponsorship where it is needed most.

### **KPRA Statistics**

Facebook Members(cowboys/cowgirls): 3,119 (3/14/2021)

Unique Website Users: Average of 2,926/wk (March 2021-during low rodeo season)

Number of KPRA Rodeos: 100+

Total Number of Rodeo Spectators at KPRA events: 145,000 +

KPRA Membership: 425 (2020)

KPRA Rodeo Entries: 16,000 + (2019)



## What You Receive for Your Sponsorship

### **KPRA Platinum Level Sponsor - \$5000 and over**

- Company logo and website linked on [www.kansasprorodeo.com](http://www.kansasprorodeo.com)
- Company logo and website linked on individual KPRA website page
- Your Company Logo embroidered on Contestant Finals Jacket lapel
- Social media advertising
- Company banner displayed at the KPRA Finals, provided by sponsor
- Company flag carried during the KPRA Finals, provided by sponsor
- Full-page (color) advertisement in the KPRA Finals program (7.5x9.5)
- 6 tickets to attend the KPRA Finals performance(s)
- Company logo displayed in each edition of the Rodeo News
- One-year subscription to the Rodeo News
- 4) Complementary Sponsor KPRA Custom Finals Jackets
- Big Screen Privileges at Year End Finals, outlined in Silver Sponsor Level

### **KPRA Gold Level Sponsor - \$3500**

- Company logo and website linked on [www.kansasprorodeo.com](http://www.kansasprorodeo.com)
- Your Company Logo embroidered on Contestant Finals Jacket
- Social media advertising
- Full-page (black & white) advertisement in the KPRA Finals program (7.5x9.5)
- 4 tickets to attend the KPRA Finals performance
- Company name announced during the KPRA Finals performances
- Company banner displayed at the KPRA Finals, provided by sponsor
- 2) Complementary Sponsor KPRA Custom Finals Jackets

### **KPRA Silver Level Sponsor - \$1000**

- Big Screen Privileges at Year End Finals
  - 15 second commercial ad or logo during event of your choice, displayed on big screen
  - Livestreamed for all 3 performances and saved for future broadcast
- Company logo and website linked on [www.kansasprorodeo.com](http://www.kansasprorodeo.com)
- Half-page (black & white) advertisement in the KPRA Finals program (4.75x7.5)
- 2 tickets to attend the KPRA Finals performance

### **KPRA Member Level Sponsor - \$350**

- Company logo and website linked on [www.kansasprorodeo.com](http://www.kansasprorodeo.com)
- Quarter-page (black & white) advertisement in the KPRA Finals program (3.75x4.75)
- Upcoming year membership for contestant obtaining sponsorship

\*With any sponsorship over \$3,500, KPRA will work with you to customize your sponsorship package to meet your marketing needs.

# 2021 KANSAS PROFESSIONAL RODEO ASSOCIATION SPONSORSHIP FORM

COMPANY NAME \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

WEBSITE \_\_\_\_\_ PHONE \_\_\_\_\_

<input type="checkbox"/>	Platinum Level Sponsor	Event _____
<input type="checkbox"/>	Gold Level Sponsor	Contestant _____
<input type="checkbox"/>	Silver Level Sponsor	\$ _____
<input type="checkbox"/>	Member Level Sponsor	
<input type="checkbox"/>	Other Amount	

Please email [heather@kansasprorodeo.com](mailto:heather@kansasprorodeo.com) with logo and information or attach business card.

**Please make check payable to: Kansas Professional Rodeo Association (KPR)**

Complete and return with check to: KPR ~ PO Box 408 ~ Lindsborg, KS 67456

Feel free to contact the KPR office with questions at 785-201-7011 or email [heather@kansasprorodeo.com](mailto:heather@kansasprorodeo.com)

\*If your sponsorship is \$3,500, you will be contacted to discuss how your business can best be served by your sponsorship dollars.

## Thank You to All Valued KPR and Contestant Sponsors

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**KPR Office Use Only**

Received by: \_\_\_\_\_ Date: \_\_\_\_\_ Check # \_\_\_\_\_