

## ABOUT JRCA

The Junior Rodeo Cowboys Association (JRCA) is a non-profit organization serving the rodeo interests of youth, ages 3-19, from across the Texas Panhandle, Northwest Texas, and Western Oklahoma.

Organized in 1998, the JRCA has enjoyed steady growth and now boasts over 200 members. Since its inception, the JRCA Mission Statement has remained the same:

- 1) To promote the sport of rodeo among children and youth up to the age of 19 years.
- 2) To target children and youth in the above said area who are already participating in youth rodeo to some extent and to target those children and youth who are not participating but would have a desire to do so.
- 3) To promote a Christian and family atmosphere.
- 4) To promote and foster friendly competition in various rodeo events.
- 5) To foster professionalism among families and participants in and out of the rodeo arena.
- 6) To create an environment of encouragement for each participant.
- 7) To create opportunities for notoriety and recognition for those participants who achieve excellence in their individual events.
- 8) To prepare participants to ascend to the next level of the rodeo industry (College Rodeo, Professional Rodeo, etc.).

Members compete in traditional rodeo events in 6 different age groups for both girls and boys, 10 regular season rodeos plus the 2 performance Finals.

The JRCA will culminate each season with the Championship Awards Ceremony. Due to the generous support of our sponsors, the hard work and dedication of our members will be recognized as thousands of dollars' worth of saddles, buckles and other prizes will be awarded. Every finals contestant will be recognized and receive prizes.

In addition to year end awards, JRCA has a scholarship fund for members who are entering college. The scholarship award process is tailored to mirror the college/job application and interview experience members will encounter as they enter college and the work force. In 2018, two recipients received scholarship in the amount of \$2,000 each to put towards their college expenses.

As a sponsor, you will be supporting one of the premier youth rodeo associations in the heart of the "rodeo country". Members of the JRCA come from the Texas Panhandle/Rolling Plains, Oklahoma Panhandle, Western Oklahoma, and Eastern New Mexico (see attached map).

If you would like to target potential customers in this area or simply show your support for existing customers, give the JRCA a shot with your advertising dollars and help support a great bunch of kids in the process.

# **2021 JUNIOR RODEO COWBOYS ASSOCIATION**

## **SPONSORSHIP INFORMATION**

### ***Platinum Association and Title Sponsor:*** (\$7500+ cash, products or services)

- 1.) Complete **Gold** Benefits package plus:
- 2.) Arena Banners – entry and exit gate
- 3.) T-shirt and Jacket Logo exclusivity
- 4.) Title Sponsor for Year-end JRCA finals
- 5.) Additional exclusive marketing and advertising opportunities

### ***Gold Association Corporate Sponsor:*** (\$2500 cash, products or services)

- 1.) Complete **Silver** Benefits package plus:
- 2.) Routine Advertising Announcements at each regular season rodeo and the year-end finals
- 3.) Recognition or awards presentation offering at the JRCA awards ceremony (Saturday of the finals rodeo).
- 4.) Listing on the JRCA website homepage and sponsorship page as Gold Sponsor with a link to the sponsor's website
- 5.) Social media advertising and exposure on the JRCA Facebook page

### ***Silver Association Sponsor:*** (\$1000 cash, products or services)

- 1.) Complete **Bronze** Benefits package plus:
- 2.) Company logo/advertisement space on the JRCA Secretary's trailer.
- 3.) Periodic Advertising Announcements at each regular season rodeo and the year-end finals
- 4.) Recognition at the JRCA Awards ceremony
- 5.) Listing on the JRCA website homepage and sponsorship page as Silver Sponsor

### ***Bronze Association Sponsor:*** (\$500 cash, products or services)

- 1.) Complete **Leather** Benefits package plus:
- 2.) Routine Advertising Announcement at the year-end finals rodeo
- 3.) Monthly Advertisement on the JRCA ad in the Cowboy Times Magazine Publication

### ***Leather Association Sponsor:*** (\$250 cash, products or services)

- 1.) Complete **Latigo** Benefits package plus:
- 2.) Periodic Advertising Announcement at the year-end finals rodeo

### ***Latigo Association Sponsor:*** (\$125 cash, products or services)

- 1.) Listing in the JRCA finals publication
- 2.) Listed as a sponsor on the JRCA Website and sponsorship page

### ***Sponsor:*** (<\$125 cash, products or services)

- 1.) Listed as a sponsor on the JRCA Website and sponsorship page

**JUNIOR RODEO COWBOYS ASSOCIATION**  
**SPONSORSHIP FORM**

Name or Company \_\_\_\_\_

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

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_

**Sponsorship Level**

- Platinum (\$7,500 +) \*
- Gold (\$2,500) \*
- Silver (\$1,000) \*
- Bronze (\$500)
- Leather (\$250)
- Latigo (\$125)
- Sponsor (<\$125)

\*Provide electronic document of logo for trailer ad if desired.

Sponsorship Sold By \_\_\_\_\_

Payment Amount \_\_\_\_\_

Date Paid \_\_\_\_\_ Check # \_\_\_\_\_

Remit Payment to: JRCA, Marcy Sessions, 1611 El Paso, Wellington, TX 79095