

# **2017 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

**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)

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

Remit Payment to: Brad Johnson, 7811 London, Amarillo, TX 79119

Sponsorship sold by: \_\_\_\_\_

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

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