

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 2023, 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.

2024 JUNIOR RODEO COWBOYS ASSOCIATION

SPONSORSHIP INFORMATION

JRCA Finals Sponsor (\$10,000)

Logo on 7 All Around Saddles

Flag flown at every grand entry (10 regular season rodeos & 2 finals performances and 1 scholarship rodeo)

Arena banner

Logo on front page of every program throughout the year (approximately 1300 programs throughout season)

Logo Home page of association website (with link to your website) and pinned post on social media

Thank you and your choice of wording during announcements periodically during ALL rodeos

Event Sponsor (\$5,000)

Logo on Event Year End Saddle

Flag flown at every grand entry (10 regular season rodeos & 2 finals performances and 1 scholarship rodeo)

Arena banner close to your event gate (ie barrel racer event sponsor will be placed on the in gate), so that each video shared by members includes your banner

Logo on the event page of program for each program throughout season (approximately 1300 programs throughout the season)

Logo beside event results on association website (ie 12-14 Breakaway brought to you by NRS with logo)

Thank you during announcements periodically throughout ALL rodeos

Scholarship Sponsor (\$2500)

Arena banner

Name on JRCA scholarship (awarded at the end of each season)

Name on scholarship page of association website

Name on sponsorship page of each program (approximately 1300 programs throughout the season)

Thank you during announcements periodically throughout ALL rodeos

Banner Sponsor (\$1000)

Arena banner

Name listed on sponsor page of each program (approximately 1300 programs throughout season)

Name on sponsor page of association website

Thank you during announcements periodically throughout ALL rodeos

Gold Sponsor (\$500)

Name listed on sponsor page of each program (approximately 1300 programs throughout season)

Name on sponsor page of association website

Thank you during announcements periodically throughout ALL rodeos

Silver Sponsor (\$250)

Name on sponsor page of association website

Thank you during announcements periodically throughout ALL rodeos

JUNIOR RODEO COWBOYS ASSOCIATION
SPONSORSHIP FORM

Name or Company _____

Contact Person _____

Address _____

Phone _____ Email _____

Website _____

Sponsorship Level

- JRCA Finals Sponsor
- Event Sponsor
- Scholarship Sponsor
- Banner Sponsor
- Gold Sponsor
- Silver Sponsor
- Sponsor (<\$125)

Sponsorship Sold By _____

Payment Amount _____

Date Paid _____ Check # _____

Remit Payment to: JRCA, Cheryl Robinson, PO Box 119, Umbarger, TX 79091