



## **General Information on Sponsorships**

- ❖ As the sponsorship deadline for members is not until the mid-winter meeting, most of the sponsorship opportunities become available at our first spring rodeo. As an example, if you have found an organization interested in being a chute gate sponsor, it is likely the chute gate space will become available during the first spring rodeo, and then that sponsor will have their banner displayed on that space through the end of the fall rodeos (giving them 1 full year of exposure and marketing). This is not the case with all sponsorships, so always check with the State Secretary to be confirm for your sponsor when the space will be available, and when their specific banner or information will be displayed.
- ❖ Rodeo sponsorships can not be used for membership sponsorships. Often times we have families who work to host a rodeo, and as part of that work they obtain rodeo sponsors to support that specific rodeo. The funds obtained for rodeo sponsorship can not be counted toward the members mandatory membership sponsorships required. Additionally, rodeo sponsors can not be used in place of these year long membership sponsors obtained. Rodeo sponsorships must be limited to that rodeo only, and may not replace or over ride a full season sponsorship obtained by a member.
- ❖ If the layout for a State Finals Sponsorship ad is not provided by May 1<sup>st</sup>, then the ad will not be included in the State Finals Program. It is the responsibility of the member who is being sponsored and/or the sponsor to submit and provide the ad layout for the State Finals Program. Just because certain information is provided regarding a particular sponsor, do not assume an ad will be designed and put together for the State Finals Program. The IHSRA may be able to assist with the layout, but the IHSRA is not responsible for insuring a layout is completed, and an ad is placed in the State Finals Program. This is the full responsibility of the member and the sponsor.
- ❖ This year in addition to the standard sponsorship form, we are also providing sponsorship brochures. The forms offer more sponsorship opportunities than are listed in the brochure, but the types of sponsorships in each are consistent and the same. As a member you can use either or both in working with an organization on becoming a potential sponsor. Should you need more forms or more brochures, contact the State Secretary.

### **Corporate/Event Sponsorship – \$1,000**

- ❖ Grand Entry Flag carried by a contestant and announced during each regular season in-state rodeo and during the state finals competition. Flag is to be provided by sponsor.
- ❖ Arena Banner displayed during each regular season in-state rodeo and during the state finals competition. Banner size is to be approximately 4' X 4' and is to be provided by the sponsor.
- ❖ Recognition of the sponsorship announced at each regular season in-state rodeo and during state finals competition.
- ❖ Availability for Sponsor to set up a display table/area at 3 regular season in-state rodeos (excluding the Hoosier Horse Fair Rodeo) and during state finals competition (entry for this not included in free tickets described below).
- ❖ Contestant wearing a shirt with the company logo at 6 regular season in-state rodeos and during state finals competition. Special recognition of the sponsor each time the contestant competes in his/her event. Shirt to be provided by the sponsor.
- ❖ Full page ad in the State Finals Program. The layout/design is to be provided by the sponsor or the IHSRA member being sponsored.
- ❖ Link from IHSRA web-site to the sponsors web-site, and special recognition as a sponsor of the IHSRA web-site.
- ❖ Up to 10 free tickets to any regular season in-state rodeo and up to 4 free tickets to the state finals competition.
- ❖ The opportunity to present special awards at the Year-end Awards Ceremony. Awards to be presented by Corporate sponsors include: All Around Cowgirl, All Around Cowboy, Reserve All Around Cowgirl, Reserve All Around Cowboy, Rookie Cowgirl of the Year, Rookie Cowboy of the Year, along with others. The availability and opportunity to present these awards is on a first come/first serve basis and done in coordination with the IHSRA President.

### **Saddle Sponsorship – 11 Available Per Season at \$500**

- ❖ Arena Banner displayed during each regular season in-state rodeo and during the state finals competition. Banner size is to be approximately 4' X 4' and is to be provided by the sponsor.
- ❖ Recognition of the sponsorship announced at each regular season in-state rodeo and during state finals competition.
- ❖ Availability for Sponsor to set up a display table/area during state finals competition (entry for this not included in free tickets described below).
- ❖ Contestant wearing a shirt with the company logo at 3 regular season in-state rodeos.
- ❖ Full page ad in the State Finals Program. The layout/design is to be provided by the sponsor or the IHSRA member being sponsored.
- ❖ Link from IHSRA web-site to the sponsors web-site, and special recognition as a sponsor of the IHSRA web-site.
- ❖ Up to 6 free tickets to any regular season in-state rodeo and up to 4 free tickets to the state finals competition.
- ❖ An opportunity to present a Championship saddle at the year-end awards ceremony.

**Main Gate Sponsor – 1 Available Per Season at \$400**

- ❖ Arena Banner displayed on the Main Gate during each regular season in-state rodeo and during the state finals competition. Banner size is to be approximately 4' X 5' and is to be provided by the sponsor.
- ❖ Recognition of the sponsorship announced at each regular season in-state rodeo and during state finals competition.
- ❖ Full page ad in the State Finals Program. The layout/design is to be provided by the sponsor or the IHSRA member being sponsored.
- ❖ Link from IHSRA web-site to the sponsors web-site, and special recognition as a sponsor of the IHSRA web-site.

**Chute Gate Sponsor – 6 Available Per Season at \$300**

- ❖ Arena Banner displayed on a Chute Gate during each regular season in-state rodeo and during the state finals competition. Banner size is to be approximately 2' X 5'.
- ❖ Recognition of the sponsorship announced at each regular season in-state rodeo and during state finals competition.
- ❖ Full page ad in the State Finals Program. The layout/design is to be provided by the sponsor or the IHSRA member being sponsored.
- ❖ Link from IHSRA web-site to the sponsors web-site, and special recognition as a sponsor of the IHSRA web-site.

**Barrel Sponsor – 2 Available Per Season at \$450 for all 3 barrels**

- ❖ Company Logo/Information displayed on the barrels during each regular season in-state rodeo and during the state finals competition. Size is approximately 1/3 of the barrel height and displayed on 3 sides of each barrel.
- ❖ Recognition of the sponsorship announced at each regular season in-state rodeo and during state finals competition.
- ❖ Full page ad in the State Finals Program. The layout/design is to be provided by the sponsor or the IHSRA member being sponsored.
- ❖ Link from IHSRA web-site to the sponsors web-site, and special recognition as a sponsor of the IHSRA web-site.

**Banner Sponsor – 50 Available Per Season at \$200**

- ❖ Arena Banner displayed on the arena panels during each regular season in-state rodeo and during the state finals competition. Banner size is to be approximately 4' X 4'.
- ❖ Recognition of the sponsorship announced at each regular season in-state rodeo and during state finals competition.
- ❖ Full page ad in the State Finals Program. The layout/design is to be provided by the sponsor or the IHSRA member being sponsored.
- ❖ Link from IHSRA web-site to the sponsors web-site, and special recognition as a sponsor of the IHSRA web-site.

**Buckle Sponsor – 11 Available Per Season at \$150**

- ❖ Recognition of the sponsorship of the Championship Buckle announced during state finals competition.
- ❖ Full page ad in the State Finals Program. The layout/design is to be provided by the sponsor or the IHSRA member being sponsored.
- ❖ Link from IHSRA web-site to the sponsors web-site, and special recognition as a buckle sponsor of the IHSRA web-site.

**Display Advertising in State Finals Program – Unlimited Availability**

- ❖ Full Page Ad - \$100
- ❖ Half Page Ad - \$75
- ❖ Quarter Page Ad - \$50
- ❖ Business Card Size Ad - \$25
- ❖ The layout/design is to be provided by the sponsor or the IHSRA member being sponsored.