COLORADO STATE HIGH SCHOOL
RODEO
ASSOCIATION

COLORADO JUNIOR HIGH
RODEO
ASSOCIATION

INVESTING IN OUR FUTURE

INTRODUCTION

The Colorado State High School Rodeo Association and Jr. High Association is a group of over 300 High School and Jr. High student rodeo athletes from all over the state of Colorado who compete in the sport of rodeo at venues throughout Colorado. Their year cumulates at the CSHSRA/CJHA Finals Rodeo held in May/June. At the end of the State Finals, the top 4 contestants in each sanctioned rodeo event, advance to the National Finals Rodeo, The National High School Finals Rodeo is billed as the largest rodeo in the world based on contestant numbers.

The CSHSRA however, is much more than just a rodeo association. The CSHSRA is also an organization that instills the values and principles important to society as a whole. The CSHSRA is proud to boast that it has a high school graduation rate of 98%, with 34% of the graduating seniors graduating in the top 10% of their respective classes. Additionally, of those graduating seniors, 88% continue their education at colleges and universities all over America. After graduation from college, due to the work ethics, responsibility, and integrity learned in high school rodeo, the vast majority of former members of the CSHSRA become productive, integral members of society. In 2011 the Association gave approximately $40,000.00 in scholarships.

OBJECTIVE

The objective and goal of this promotional packet is to establish and secure lasting relationships with corporate partners, who share the vision and commitment to the youth of America, and who will see the value in partnering with this great Association. It is our hope, that through this packet, the business value to companies, as well as the value to society will easily be recognized. It is also our hope that, with these two values easily evident, that corporate partners will take advantage of the benefits available to them, as well as the students of CSHSRA.

INVESTMENT LEVELS

GOLD BUCKLE SPONSOR- 1 AVAILABLE- $25,000

6 highly visible vinyl banners at each CSHSRA Event

6 name mentions at each CSHSRA events i.e. "XYZ Colorado State High School Rodeo Association"

Banner flown in Grand Entry at each CSHSRA event

Large Corporate Logo on CSHSRA home page

Large Corporate Logo on year-end champion saddles

Large Corporate Logo on National Qualifiers jackets (Approximately 44)

Large Corporate Logo on State Finals Rodeo Program cover

Large Corporate Logo on all printed materials including, but not limited to posters, flyers, placards, etc. utilized by CSHSRA.

Full page print ad in State Finals Rodeo Program

Additionally, the CSHSRA will be referred to as "XYZ Colorado State High School Rodeo Association" in any publications including, but not limited to *The Rodeo News.*

SILVER SADDLE SPONSOR- $10,000 EACH

4 highly visible vinyl banners at each CSHSRA Event

4 name mentions during individual event i.e. "XYZ Bull riding" at each CSHSRA event

Banner flown in Grand Entry at each CSHSRA event

Large Corporate Logo on CSHSRA home page

Large Corporate Logo on individual year-end champion saddle

Large Corporate Logo on individual National Qualifiers jackets

Medium Corporate Logo on State Finals Rodeo Program cover

Medium Corporate Logo on all printed materials including, but not limited to posters, flyers, placards, etc. utilized by CSHSRA.

Full Page ad in State Finals Rodeo Program

Additionally, the individual event, will be referred to as "XYZ Bull riding" in any publications including, but not limited to *The Rodeo News.*

TRAIL BOSS SPONSOR- $5000

3 highly visible vinyl banners at each CSHSRA Event

3 name mentions at each CSHSRA event

Banner flown in Grand Entry at each CSHSRA event

Large Corporate Logo on CSHSRA home page

Large Corporate Logo on National Qualifiers jackets

Medium Corporate Logo on State Finals Rodeo Program cover

Medium Corporate Logo on all printed materials including, but not limited to posters, flyers, placards, etc. utilized by CSHSRA.

1/2 Page ad in State Finals Rodeo Program

Additionally, the business will be referred to as a "corporate partner" in any publications including, but not limited to *The Rodeo News.*

COWBOY SPONSOR- $1000

2 highly visible vinyl banners at each CSHSRA Event

2 name mentions at each CSHSRA event

Medium Corporate Logo on CSHSRA home page

Medium Corporate Logo on State Finals Rodeo Program cover

Medium Corporate Logo on all printed materials including, but not limited to posters, flyers, placards, etc. utilized by CSHSRA.

1/4 Page ad in State Finals Rodeo Program

Additionally, the business will be referred to as a "corporate partner" in any publications including, but not limited to *The Rodeo News.*

GREEN HORN SPONSOR- $500

1 highly visible vinyl banner at CSHSRA State Finals

3 name mentions at CSHSRA State Finals

1/4 Page ad in State Finals Rodeo Program

DEMOGRAPHIC NUMBERS

TOTAL NUMBER OF RODEOS

32 regular season rodeos, plus 5 performances at the State Finals.

TOTAL ATTENDANCE

Average attendance at each event- 300. 300 X 37= 11,100 visual exposures per year

WORLD WIDE WEB PRESENCE

(1.1 million hits per year)

PRINT EXPOSURE

***Rodeo News*- 25,000 bi-monthly subscriptions**

ADDITIONAL ADDED VALUE EXPOSURE

State Finals Rodeo Programs
Championship Saddle Logos
Qualifier Jacket Logos
Posters
Placards