

FORT WORTH STOCK SHOW & RODEO

Shooting
Sports

2023



The Junior Shooting Sports Competition and Aim for Education Initiative:

- Further the Fort Worth Stock Show & Rodeo mission by engaging Texas 4-H and FFA students in educational and competitive activities with an opportunity to earn premiums and scholarships
- Instill the personal values of education, work ethic and fair play through competition and develop individual responsibility, sportsmanship, self-discipline and commitment





Shoot for Scholarships

*Thursday,
October 5th,
2023*

Fundraising event in support of the Junior Shooting Sports competition and Aim for Education scholarship initiatives by hosting an annual shoot comprised of more than 250 business leaders along with a post-event reception and raffle that culminates with the awarding of prizes and the coveted FWSSR buckles.





Junior Shooting Sports Competition

*Saturday,
October 7th, 2023*

- 3 Course, 2 flight sporting clay tournament, Open to Texas 4-H & FFA participants between 6th and 12th grade
- Educational opportunities related to the shooting sports and wildlife/land stewardship are incentivized with prizes throughout the day
- Additional side shooting events open to all attendees throughout the day
- Over \$25,000 in premiums awarded to youth competitors





Aim for Education

A merit-based scholarship program for high school seniors competing in the FWSSR Junior Shooting Sports competition. Candidates will study and test on a robust shooting and wildlife/land conservation curriculum where top candidates from the test advance to an in-person presentation to industry judges, where finalists can earn a portion of \$20,000 in scholarships.



Sponsorship Opportunities



\$35,000

SOLD OUT

Presenting Sponsor

Promotion Inclusion:

- **Presenting Sponsor** recognized in FWSSR Shooting Sports materials, FWSSR **E-Newsletter**, Junior Shoot and Shoot for Scholarships **social media** and Shoot for Scholarships **Rodeo Souvenir Annual** editorial inclusion
- **Welcome banner** at entry to Defender Outdoors facility and displayed at Junior Shoot and Shoot for Scholarships
- Right to use the Stock Show name, logo and theme for promotional purposes
- **Logo and link** to designated website on FWSSR Sponsor and Shooting Sports web pages
- Highlighted in a minimum of two social media posts dedicated to sponsor to include Facebook, Twitter and Instagram

On-Site for Shoots:

- Opportunities for a **display area** at Shoot for Scholarships and Junior Shoot with mutually agreed upon details. Ability to welcome audience before each shooting competition and participation with **awards presentations and photo(s)**
- Minimum of \$5,000 allocated for the mutually agreed upon of either: purchased gifts for competitors or sponsor-provided items
- **Three (3) four-person teams for the Shoot for Scholarships charity tournament on October 5th, 2023**

2024 FWSSR

- **Two (2) VIP Sponsor Badges** for FWSSR (VIP badges honored for admission to Stock Show grounds throughout the Show and admission to all non-ticketed events)
- **Twenty (20) one-day passes** for the 2024 Stock Show
- **One (1) Justin Lot parking book** providing 1 parking permit each day of the 2024 Stock Show
- Opportunity to provide **static screen or 0:30 video for display**, in rotation, throughout Stock Show 50+ grounds screens, including Watt Arena, Justin Arena, Outdoor Screen by Petting Zoo, Bud Light Roadhouse and The Corkyard during 2024 Stock Show
- Recognized on Shooting Sports 'thank you' static screen around FWSSR non-rodeo video screens (50+ screens) during 2024 Stock Show
- **1/2 Page Company Ad** in 2024 Rodeo Souvenir Annual (provided by Sponsor)



\$10,000 Opportunities:

Education Tent Sponsor (1 available)
Side Game Sponsor (1 available)
T-Shirt Sponsor (1 available)

Promotion Inclusion:

- Recognized on either: designated **Tent Signage, Participant co-branded with FWSSR T-Shirt** for Junior Shoot or sponsored **Side Game** location and recognized in FWSSR Shooting Sports materials, FWSSR **E-Newsletter**, Shoot for Scholarships **Rodeo Souvenir Annual** editorial inclusion
- **Sponsorship recognition banner** at Junior Shoot and Shoot for Scholarships, and recognized during awards ceremony
- **Logo and link** to designated website on FWSSR Sponsor and Shooting Sports web pages

On-Site for Shoots:

- Opportunity for **branding** in designated area, **display** table at a station along a course during Shoot for Scholarships and on vendor row during Junior Shoot for company information or promotional give away items
- Opportunity to provide mutually agreed upon item to competitors in welcome bag (Est. 600)
- **One (1) four-person team for the Shoot for Scholarships charity tournament on October 5th, 2023**

2024 FWSSR

- **Two (2) VIP Sponsor Badges** for FWSSR (VIP badges honored for admission to Stock Show grounds throughout the Show and admission to all non-ticketed events)
- **Ten (10) one-day passes** for the 2024 Stock Show
- **One (1) Justin Lot parking book** providing 1 parking permit each day of the 2024 Stock Show
- Recognized on Shooting Sports 'thank you' static screen around FWSSR non-rodeo video screens (50+ screens) during 2024 Stock Show



\$7,500 Opportunities:

Back Number Sponsor (1 available)

Cart Sponsor (1 available)

Welcome Bag Sponsor (1 available)

Promotion Inclusion:

- Recognized on either: **Carts, WelcomeBags or Back Numbers** and recognized in FWSSR Shooting Sports materials, FWSSR **E-Newsletter**, Shoot for Scholarships **Rodeo Souvenir Annual** editorial inclusion
- **Sponsorship recognition banner** at Junior Shoot and Shoot for Scholarships, and recognized during awards ceremony
- **Logo and link** to designated website on FWSSR Sponsor and Shooting Sports web pages

On-Site for Shoots:

- Opportunity for **branding** in designated area, **display** table at a station along a course during Shoot for Scholarships and on vendor row during Junior Shoot for company information or promotional give away items
- Opportunity to provide mutually agreed upon item to competitors in welcome bag (Est. 600)
- **One (1) four-person team for the Shoot for Scholarships charity tournament on October 5th, 2023**

2024 FWSSR

- **Sixteen (16) one-day passes** for the 2024 Stock Show
- **One (1) Justin Lot parking book** providing 1 parking permit each day of the 2024 Stock Show
- Recognized on Shooting Sports 'thank you' static screen around FWSSR non-rodeo video screens (50+ screens) during 2024 Stock Show



\$5,000 Opportunities:

Awards Sponsor (1 available)
Hospitality Sponsor (1 available)

Promotion Inclusion:

- Recognized on either: **Hospitality tent** area or branding signage during **Awards Presentation** and recognized in FWSSR Shooting Sports materials, FWSSR **E-Newsletter**, Shoot for Scholarships **Rodeo Souvenir Annual** editorial inclusion
- **Displayed recognition** on sponsor banners at Junior Shoot and Shoot for Scholarships
- **Logo and link** to designated website on FWSSR Shooting Sports web page

On-Site for Shoots:

- Opportunity for **branding** in designated area, **display** table at a station along a course during Shoot for Scholarships and on vendor row during Junior Shoot for company information or promotional give away items
- Opportunity to provide mutually agreed upon item to competitors in welcome bag (Est. 600)
- **One (1) four-person teams for the Shoot for Scholarships charity tournament on October 5th, 2023**

2024 FWSSR

- **Two (2) General Admission Season Passes** for FWSSR



\$1,000 Opportunities:

Station Sponsor

Promotion Inclusion:

- Recognized in FWSSR **E-Newsletter**
- **Displayed recognition** on sponsor banners at Junior Shoot and Shoot for Scholarships
- **Sponsor recognition** on FWSSR Shooting Sports web page

On-Site for Shoots:

- Opportunity for **branding** in designated area, **display** table at a station along a course during Shoot for Scholarships and on vendor row during Junior Shoot for company information or promotional give away items



Shoot for Scholarships

Team/Shooter Levels

\$3000

A Fistful of Dollars

- 3- Four (4) person teams (12 total shooters)
- 3- Four (4) person golf carts
- Station sign with logo recognition
- Recognition inclusion on event banners

\$1250

True Grit

- Four (4) person team
- Four (4) person golf cart

\$750

The Wild Bunch

- Four (4) person team ONLY- no amenities

\$2000

Silverado

- 2 - Four (4) person teams (8 total shooters)
- 2 - Four (4) person golf carts
- Station sign with logo recognition

\$150

The Lone Ranger

- One (1) shooter ONLY- no amenities
- Based on availability



100% of Net Proceeds

benefit FWSSR Youth Education Program Initiatives



In addition to Teams, we are seeking donations for prizes for our youth competition and side games. (guns, ammo, sporting event packages/suites/tickets etc.) Should you have an item to donate or would like to discuss, please email ashley@fwssr.com OR call **817-877-2413**.
If you have an item in mind to donate, please provide the item description and the approximate retail value of the donation.
If you are contributing directly to scholarships, you will receive a tax-deductible letter post-event.

Please note any items donated may be used to raise funds for any FWSSR Educational Initiative for FWSSR including Scramble for Scholarships Golf Tournament, Shoot for Scholarships Shooting Sports Charity Tournament through raffles, prize packages or auctions.

Southwestern Exposition and Livestock Show is classified as a public charity under section 509(A)(2) of the Internal Revenue Code and therefore is exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to the Southwestern Exposition and Livestock Show are tax deductible to the extent provided by law.



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**FORT WORTH
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