

Miss
WEST TEXAS
FAIR AND RODEO
SPONSORSHIP



BENEFITS

Sponsorships benefit young women in agriculture by providing scholarships to the winning contestants



- **\$3000 Scholarship awarded to the winning Queen contestant**

Sponsorship Benefits

- **Reach over 130,000 people**
- **Signage**
- **Facebook Promotions**
- **Public Service Announcements**
- **Website listing including logo**
- **Over 200,000 Website views for September 2022!**
- **Abilene Reporter News Listing**

WHAT IS A RODEO QUEEN?

A West Texas Tradition for over 5 decades, the selection of Miss West Texas Fair & Rodeo is based on horsemanship, appearance, and personality.

There are five categories in the competition that are recognized, but only four are judged and scored with a point system. The non-judged category, Congeniality, is recognized to give as many accolades as possible, but voted on by fellow contestants only.

The four categories that are judged are:

- Horsemanship
- Western Attire
- Personality (This category includes a speech given during the Style Show.)
- Photogenic (this is a combined score of: judges vote, contestant vote, and "People's Choice" vote on social media pages)

The judges score these four categories and the judges' scores are given to a local public accounting firm for tabulation. The young ladies with the most points in the four point judged categories are the winners. The results are then placed in a sealed envelope and given to our rodeo announcer. Join us as we find out who the new Rodeo Royalty will be during the first performance of the West Texas Fair PRCA Rodeo on Thursday, September 14, 2023.

During their reign, our newly crowned royalty will travel all over the state, encouraging Texas youth to remember the impact that our rich western heritage has had on the development of our state, and to educate everyone about the contributions of Texas agriculture in our everyday lives.



PAGEANT DIVISIONS

The four divisions of the West Texas Fair & Rodeo Pageant allow individuals ages 4-25 to experience a full pageant in preparation for future pageants.

- Queen Division
 - Ages 19-25
 - Categories to be judged: Horsemanship, Personality, Western Attire, and Photogenic.
- Teen Miss Division
 - Ages 14-18
 - Categories to be judged: Horsemanship, Personality, Western Attire, and Photogenic.
- Princess Division
 - Ages 9-13
 - Categories to be judged: Horsemanship, Personality, Western Attire, and Photogenic.
- Sweetheart Division
 - Ages 4-8
 - Categories to be judged: Western Attire, and Photogenic.



QUEEN SPONSORSHIP PACKAGE

\$300 Nickel Sponsor

1. Four (4) One time passes (Grounds Admission only)
2. Listed on Pageant Luncheon and Style Show signage as a Nickel Sponsor

\$600 Bronze Sponsor

1. Four (4) One time passes (Grounds Admission only)
2. Two (2) tickets to the Pageant Luncheon and Style Show (must RSVP)
3. Listed on Pageant Luncheon and Style Show welcome signage as a Bronze Sponsor (with logo)

\$900 Silver Sponsor

1. Six (6) One time passes (Grounds Admission only)
2. Four (4) tickets to the Pageant Luncheon and Style Show (must RSVP)
3. Listed on Pageant Luncheon and Style Show welcome signage as a Silver Sponsor (with logo)

\$1250 Gold Sponsor

1. Eight (8) One time passes (Grounds Admission only)
2. Four (4) tickets to the Pageant Luncheon and Style Show (must RSVP)
3. Listed on Pageant Luncheon and Style Show welcome signage as a Gold Sponsor (with logo)
4. One (1) Social Media Post on Pageant Facebook page and listed with fellow Gold Sponsors in one (1) post on WTF&R Facebook page.
5. Two (2) reserve balcony seats at PRCA Rodeo, your night of choice (includes Grounds Admission)

\$2000 Platinum Sponsor

1. Eight (8) One Time Passes (Grounds Admission only)
2. Four (4) tickets to the Pageant Luncheon and Style Show (must RSVP)
3. Business Listed as a Platinum Sponsor with Logo on Expo Center Website year-round, with hyperlink to business website
4. Listed on Signage at the Pageant Luncheon and Style Show welcome signage (with logo)
5. One (1) Social Media status update on Pageant Facebook page and listed with fellow Platinum Sponsors in one (1) post on WTF&R Facebook page
6. Four (4) reserve balcony seats at PRCA Rodeo, your night of choice (includes Grounds Admission)

\$3500 Sapphire Sponsor

1. Two (2) Season Passes and Eight (8) one time passes (Grounds Admission only)
2. Four (4) tickets to the Pageant Luncheon and Style Show (must RSVP)
3. Business Listed as Sapphire Sponsor with Logo on Expo Center Website year-round, with hyperlink to business website
4. Listed on signage at Pageant Luncheon and Style Show with prominent logo
5. One (1) 3'x6' banner at Pageant Luncheon and Style Show
6. One (1) Social Media update on the Pageant Facebook page, and listed with fellow Sapphire Sponsors in one (1) post on WTF&R Facebook page (with tag to your business)
7. Two (2) box seats to the PRCA Rodeo, your night of choice (includes Grounds Admission)
8. Two (2) reserve balcony seats to the PRCA Rodeo, your night of choice (includes Grounds Admission)

\$5000 Diamond Sponsor

1. Two (2) Season Passes and Eight (8) one time passes (Grounds Admission only)
2. Four (4) tickets to the Pageant Luncheon and Style Show (must RSVP)
3. Prominent seating at the Pageant Luncheon and Style Show
4. Business listed as a Diamond Sponsor on Expo Center Website year-round with hyperlink to business website
5. One (1) 3'x6' banner at Pageant Luncheon and Style Show
6. One (1) 3'x6' banner displayed in Taylor Telecom Arena during PRCA Rodeo (5 nights)
7. Listed on signage at Pageant Luncheon and Style Show with prominent logo
8. Announcements from Bob Tallman, World Famous Rodeo Announcer, during PRCA Rodeo
9. One (1) Social Media update on Pageant Facebook page and listed with fellow Diamond Sponsors in one (1) post on WTF&R Facebook page (with tag to your business)
10. Four (4) Box Seats to the PRCA Rodeo, your night of choice (includes Grounds Admission)
11. Two (2) reserve balcony seats to the PRCA Rodeo, your night of choice (includes Grounds Admission)

\$7500 Double Sapphire Sponsor

1. Four (4) Season Passes and Fifteen (15) one time passes (Grounds Admission only)
2. Eight (8) tickets to the Pageant Luncheon and Style Show (must RSVP)
3. Prominent seating at the Pageant Luncheon and Style Show
4. Business Listed as a Diamond Sponsor on Expo Center Website year-round with logo and hyperlink to business website
5. One (1) 3'x6' banner at the Luncheon and Style Show
6. One (1) 2'x4' banner at one (1) entry gate on the Fair Grounds
7. One (1) 3'x6' banner displayed in Taylor Telecom Arena during PRCA Rodeo (5 nights)
8. Listed on signage at Pageant Luncheon and Style Show with prominent logo
9. Announcements from Bob Tallman, World Famous Rodeo Announcer, during PRCA Rodeo
10. Two (2) Social Media updates on Pageant Facebook page and listed with fellow Double Sapphire Sponsors in one (1) post on WTF&R Facebook page (with logo and tag to your business)
11. Four (4) Box Seats to the PRCA Rodeo, your night of choice (includes Grounds Admission)
12. Six (6) Reserve Balcony seats to the PRCA Rodeo, your night of choice (includes Grounds Admission)
13. Special announcement during Luncheon and Style Show as a Double Sapphire Sponsor, from reigning Miss West Texas Fair & Rodeo

\$10,000 Double Diamond Sponsor

1. Six (6) Season Passes and Twenty (20) one time passes (Grounds Admission only)
2. Ten (10) tickets to the Pageant Luncheon and Style Show (must RSVP)
3. Prominent seating at the Pageant Luncheon and Style Show
4. Business Listed as a Diamond Sponsor on Expo Center Website year-round with logo and hyperlink to business website
5. One (1) 3'x6' banner at the Luncheon and Style Show
6. One (1) 2'x4' banner at one (1) entry gate on the Fair Grounds
7. One (1) 3'x6' banner displayed in Taylor Telecom Arena during PRCA Rodeo (5 nights)
8. Listed on signage at Pageant Luncheon and Style Show with prominent logo
9. Announcements from Bob Tallman, World Famous Rodeo Announcer, during PRCA Rodeo
10. Two (2) Social Media updates on Pageant Facebook page and listed with fellow Double Diamond Sponsors in one (1) post on WTF&R Facebook page (with logo and tag to your business)
11. Eight (8) Box Seats to the PRCA Rodeo, your choice of two nights (includes Grounds Admission)
12. Eight (8) Reserve Balcony seats to the PRCA Rodeo, your choice of night (includes Grounds Admission)
13. Special Announcement during Luncheon and Style Show as a Double Sapphire Sponsor, from reigning Miss West Texas Fair & Rodeo

Sponsor Agreement

On behalf of the Miss West Texas Fair & Rodeo Pageant Committee, The West Texas Fair & Rodeo Board of Directors, and the PRCA Rodeo Committee, we thank you for your interest in sponsoring the Miss West Texas Fair & Rodeo Pageant.

Thank you!

If you are interested in one of the packages presented above, please fill out the form below or contact jkittley@expoctc.com for more information. A formal contract will be sent once both parties agree on the sponsorship.

Details

Contact Info.

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Expo Center of Taylor County
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W. www.taylorcountyexpocenter.com

Select your package

Sponsor Package _____

Sponsor Name _____

Mailing Address _____

Phone _____ Email _____

Signature _____

Name _____

Position _____

Date _____

THANK YOU SPONSORS!

**FOR PROVIDING OUR YOUTH
WITH THE PROPER TOOLS AND
GUIDANCE TO GROW!**

taylorcountyexpocenter.com/p/events/westtexasfairqueen