

National High School Finals Rodeo [NHSFR] Sponsorship Opportunities Gillette, WY | July 17-23, 2022



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The NATIONAL HIGH SCHOOL RODEO ASSOCIATION (NHSRA) is the largest Youth organization in the Western Industry, with an annual membership of more than 12,000 students from 44 states, 5 Canadian provinces, Mexico, Australia and New Zealand.



Since its inception in 1949, the mission of the NHSRA has existed first and foremost to promote and support education and to develop the essential attributes of **leadership, dedication, commitment and responsibility** in high school and junior high students.

About the NHSRA & National High School Finals Rodeo



Athletes vie for more than **\$1.9 Million** in college scholarships that are given annually.

More than **1,800** State and Provincial **qualifying rodeos** take place throughout the season.

The National High School Finals Rodeo (NHSFR) brings the top four competitors in each event from a state or province to the finals. More than **1,650 high school contestants** compete for the National Champion title.



National High School Finals Rodeo Footprint



7 Days of
rodeo

13
Performances

4 competition
arenas

80,000 visitors

1,650
Contestants

1,250
Campsites

2,100 horse
stalls

Over 7,000
hotel room
nights

\$12 million
spent by those
attending

75,000 sq. ft.
of tradeshow
space



NHSRA Competitive Events at the NHSFR

- 1) Bareback Riding
- 2) Saddle Bronc Riding
- 3) Barrel Racing
- 4) Bull Riding
- 5) Breakaway Roping
- 6) Tie-Down Roping
- 7) Goat Tying
- 8) Steer Wrestling
- 9) Team Roping
- 10) Pole Bending
- 11) Cutting
- 12) Reined Cow Horse
- 13) NHSRA Queen Contest
- 14) Light Rifle
- 15) Trap Shooting



Contestants also vie for the All-Around Titles:

All-Around Cowboy

All-Around Cowgirl



Schedule of NHSFR Performances



2022 National High School Finals Rodeo *July 17-23, 2022 | Gillette, WY*

Go-Round	Performance #	Go-Round	Date	Rough Stock Arena	Timed Event Arena	Cutting Arena	RCH Arena
1st Go-Round	1	1	Sunday, 7/17	7pm	7pm	7pm	7pm
	2	1	Monday, 7/18	9am	9am	9am	9am
	3	1	Monday, 7/18	7pm	7pm	7pm	7pm
	4	1	Tues, 7/19	9am	9am	9am	9am
	5	1	Tues, 7/19	7pm	7pm	7pm	7pm
	6	1	Wed, 7/20	9am	9am	9am	9am
2nd Go-Round	7	2	Wed, 7/20	7pm	7pm	7pm	7pm
	8	2	Thurs, 7/21	9am	9am	9am	9am
	9	2	Thurs, 7/21	7pm	7pm	7pm	7pm
	10	2	Friday, 7/22	9am	9am	9am	9am
	11	2	Friday, 7/22	7pm	7pm	7pm	4pm
	12	2	Saturday, 7/23	9am	9am	8am	
Short-Go	13	Short-Go	Saturday, 7/23	7pm	7pm	2pm	

SPUR SPONSORSHIP PACKAGES



Gold

Silver

Bronze

Gold Spur Sponsor

Choice of:

1st performance – Sun PM

11th performance – Fri PM - **SOLD**

13th performance – Sat PM - **SOLD**

Package Includes:

- Performance title sponsorship for the 1st performance or
- (1) 3'x8' Banner in the Large Timed Event Arena
- (1) 3'x8' Banner in the Rough Stock Arena
- NHSFR Program (Full Page, 4 Color Ad)
- NHSFR Program listing as a Gold Spur Sponsor
- 4 Half Page Ad's in the *NHSRA Times*
- Minimum of (1) Announcement during all 13 Performances
- (3) Additional Announcements during Sponsored Performance
- Sponsor Appreciation Plaque
- VIP Parking Passes (4)
- Admission Passes (25)
- Sponsor Flag in Grand Entry of Sponsor's Performance
- Category Listing in Advertiser/Sponsor Directory
- Day Sheet Listing for Performance (1,500)
- Promotional Flyer in Contestant Packets (1,800)
- Sponsor logo in NHSFR Print Advertising



Sunday – Value: \$11,000

Friday – Value: \$11,000

**Saturday – Value: \$17,000
(Fri & Sat - SOLD)**

Silver Spur Sponsor

Choice of performances:

Monday PM

Tuesday PM

Wednesday PM

Thursday PM

Saturday AM

Package Includes:

- Performance Title Sponsorship for the performance of choice
- (1) 3'x8' Banner in the Large Timed Event Arena
- (1) 3'x8' Banner in the Rough Stock Arena
- NHSFR Program Listing as a Silver Spur Sponsor
- 2 Half Page ads in the *NHSRA Times*
- PA Announcements during Sponsor's Performance
- Spur Sponsor Recognition during all 13 Performances
- Sponsor Appreciation Plaque
- Parking Passes (4)
- Admission Passes (10)
- Sponsor Flag in Grand Entry of Sponsor's Performance
- Category Listing in Advertiser/Sponsor Directory
- Day Sheet Listing for Performance Sponsored (1,500)
- Promotional Flyer in Contestant Packets (1,800)

Value: \$9,500



Bronze Spur Sponsor

Choice of performances:

Monday AM - SOLD

Tuesday AM

Wednesday AM-SOLD

Thursday AM-SOLD

Friday AM-SOLD

Package Includes:

- Performance Title Sponsorship for the performance of choice
- (1) 3'x8' Banner in the Large Timed Event Arena
- (1) 3'x8' Banner in the Rough Stock Arena
- NHSFR Program Listing as a Bronze Spur Sponsor
- (2) Quarter Page ads in the *NHSRA Times*
- PA Announcements during Sponsor's Performance
- Spur Sponsor Recognition during all 13 Performances
- Sponsor Appreciation Plaque
- Parking Passes (2)
- Admission Passes (4)
- Sponsor Flag in Grand Entry of Sponsor's Performance
- Category Listing in Advertiser/Sponsor Directory
- Day Sheet Listing for Performance Sponsored (1,500)
- Promotional Flyer in Contestant Packets (1,800)

Value: \$4,000



Ala Carte Sponsorships



**The following are an outline of Ala Carte
Sponsorship inventory available at the NHSFR**

- Jumbotron
- Tradeshow Naming Rights
- Check-In
- Stalls
- Campgrounds
- Dances
- Queen Contest
- Shooting Sports
- Individual competition events

Jumbotron Screen Sponsorship

The Jumbotrons show every contestant's run, along with a slow-motion replay at the NHSFR. We will have two Jumbotrons at the event. One located in each arena of the main arenas.

During each run, the contestant's name and state they are from is displayed.

Available for sponsorship is the main run display screen, score display screen, instant replay screen and leaderboard.

Commercials can also be played before the rodeo and between events.

The sponsor's logo will be displayed over 5,000 times during the 13 performances of the NHSFR.



Value: **ALL SOLD**

Banner on side of screen \$20,000

Instant Replay \$20,000

Leader Board \$5,000

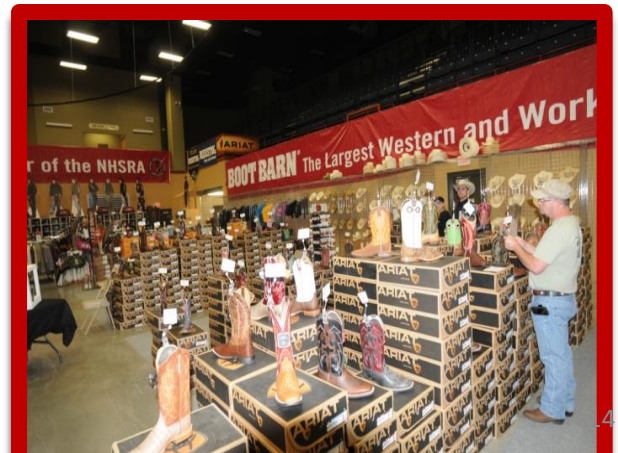
:30 second Commercials \$1,000

NHSFR Tradeshow Naming Rights

Sponsorship Includes:

- Tradeshow will be referred to as the “[Sponsors] Name Tradeshow”
- All tradeshow signage will feature Logo
- Sponsor will get a 10x20 booth space in tradeshow
- Map will show sponsor’s name when identifying the tradeshow location

Value: \$10,000



Contestant Check-In Sponsorship- **SOLD**

Sponsorship Includes:

- Logo on all check-in signage
- All materials mailed to contestants for check-in will be accompanied with sponsor information and will state that check-in is brought to you by “[sponsor] name”

Value: \$5,000- SOLD



Sponsorship of the Horse Stalls

Sponsorship Includes:

- Logo on all stall signage.
- Logo on stall cards identifying stall number, horse's name and owner's contact information
- Over 2,100 stall cards

Value : \$5,000



Sponsorship of the Campgrounds- **SOLD**



Sponsorship Includes:

- Logo on all camping signage for the Campground Sponsored
- All maps will show the sponsor's name in all camping areas

Value: \$2,500 SOLD



Sponsorship of the NHSFR Dances

- Sponsor's name will be used in all references to the six dances during the NHSFR. All wording will say "[Sponsor] Dance Night."
- All dance signage will feature sponsor's logo
- DJ will thank sponsor throughout the night during the dances
- Map will show sponsor's name when identifying the dance location

Value: \$5,000



Queen Contest



- The national queen contest includes 7 judged categories of competition.
- 2 categories will be livestreamed on NHSRA social media platforms
- Sponsor will have their logo and/or commercials within the livestream of the aired competitions
- Sponsor will have their logo display and/or ad in the NHSFR Queen Contest Program

Value: \$5,000



Sponsorship of the Draw Posting Board

Sponsor could sponsor the Draw posting at the NHSFR.

Draw would be referred to as the “Sponsor Draw” both on-site at the NJHFR and NHSFR along with online.

Each contestant checks his/her draw position in the rodeo before each performance.

Signage would be incorporated into the Draw posting area featuring Sponsor.

Value: \$2,500 - SOLD



Shooting Sports Sponsorship

- **BIG news: Shooting Sports is now officially recognized as an NHSRA event and points will count toward National Team standing points.**
- Signage placement at the national shooting event
- Minimum of one announcement during all rodeo performances as a shooting sports sponsor
- Sponsor will be allowed to place promotional items in the 1,700 contestant bags at the NJHFR
- One full page ad in the NJHFR Program
- Sponsor branding and recognition at awards ceremonies

Value: \$5,000



SPONSORSHIP OF INDIVIDUAL ARENA COMPETITION EVENTS

Each NHSFR performance features 14 events, with a total of 156 events available for sponsorship during the 13 performances.

Sponsor may choose to sponsor an event throughout the duration of the entire rodeo or for a specific performance. Morning events are \$500 each and evening events are \$1,000.

Each event sponsor will have their flag presented in the arena accompanied by a timely sponsor message from the arena announcer before the start of the event during a particular performance. Sponsors logo will also appear on the Jumbotron before the start of the sponsored event.



Barrel Racing



Girls Breakaway



Saddle Bronc & Bareback Riding



Bull Riding



Tie-Down Roping



Girls Goat Tying



Team Roping



Steer Wrestling



Cutting and Reined Cow Horse



Pole Bending



NHSRA Print Publications:

NHSRA Times Magazine

NHSFR Program

NHSRA publishes a monthly magazine that circulates among 14,000 households each month.

NHSRA prints a NHSFR Souvenir Program that is sold at the NHSFR.

NHSRA Times Rate Card

BLACK & WHITE:					FOUR-COLOR:			
	1/8	1/4	1/2	FULL PG		1/4	1/2	FULL PG
1X	\$150	\$290	\$555	\$970	1X	\$510	\$620	\$1,420
4X	\$140	\$270	\$515	\$905	4X	\$500	\$610	\$1,320
6X	\$135	\$230	\$470	\$805	6X	\$490	\$600	\$1,220
10X	\$130	\$220	\$420	\$720	10X	\$480	\$590	\$1,120

SPACE DEADLINE:
1st of the prior month

MATERIAL DEADLINE:
5th of the prior month

All rates are net. Cover position rates upon request.

nhsraTIMES

Official Publication of the
National High School
Rodeo Association



If you are interested or for more info in advertising in the NHSFR Program or any of the NHSRA Times Magazine, contact:

DD DeLeo | deleo101@comcast.net | 719-661-8793

Advertising on the Livestreaming / broadcast coverage of the NHSFR

NHSRA will be partnering with RFDTV/ The Cowboy Channel to bring all the 2022 NHSFR action LIVE.

If you are interested or for more info in advertising on the broadcasts of the NHSFR, contact:

DD DeLeo | deleo101@comcast.net | 719-661-8793

