

SPONSORSHIP OPPORTUNITIES

NATIONAL HIGH SCHOOL FINALS RODEO

**CAM-PLEX EVENT CENTER
GILLETTE, WY
JULY 16 - 22, 2023**

**WELCOME TO THE
NATIONAL FINALS!**

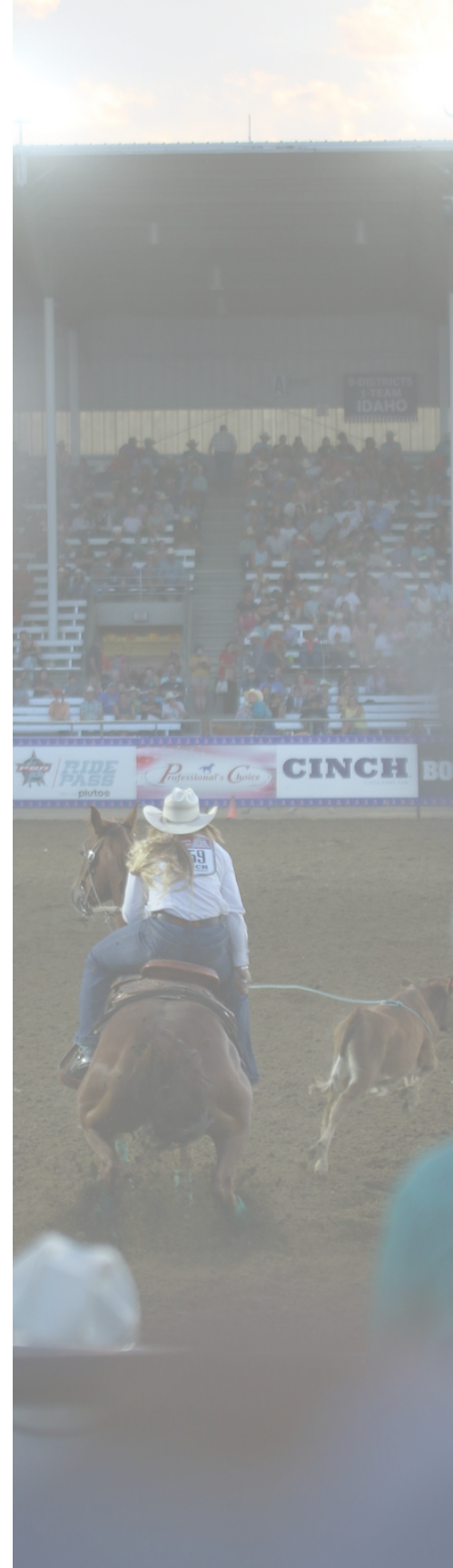


**1,700 CONTESTANTS
4 COMPETITION ARENAS
19 WORLD TITLES
85,000 VISITORS**



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ABOUT THE NHSRA



THE NATIONAL HIGH SCHOOL RODEO ASSOCIATION (NHSRA) IS THE LARGEST YOUTH RODEO ORGANIZATION. WITH AN ANNUAL MEMBERSHIP OF MORE THAN 13,500 STUDENTS FROM MORE THAN 44 STATES, AUSTRALIA, 5 CANADIAN PROVINCES, MEXICO & 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 & RESPONSIBILITY IN HIGH SCHOOL AND JUNIOR HIGH STUDENTS.

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ABOUT THE NHSFR



THE NHSFR IS THE PINNACLE EVENT FOR OUR HIGH SCHOOL AGED MEMBERS. MEMBERS QUALIFY THROUGH THEIR STATE OR PROVINCES AFTER COMPETING ALL YEAR. GRADES IN ATTENDANCE ARE 9TH, 10TH, 11TH, & 12TH.

THERE ARE MORE THAN 1,800 STATE AND PROVINCIAL QUALIFYING RODEOS THAT TAKE PLACE THROUGHOUT THE SEASON.

THE NHSFR BRINGS THE TOP 4 COMPETITORS IN EACH EVENT FROM THEIR STATE OR PROVINCE. LAST YEAR WE HAD OVER 1,700 CONTESTANTS ATTEND.

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NHSFR HIGHLIGHTS



- 7 DAYS OF RODEO
- 13 RODEO PERFORMANCES
- 4 COMPETITION ARENAS
- NATIONAL QUEEN CONTEST
- 85,000 VISITORS
- OVER 1,700 CONTESTANTS
- OVER 1,700 CAMPSITES
- OVER 2,200 HORSE STALLS
- OVER 7,000 HOTEL ROOM NIGHTS
- \$12 MILLION SPENT BY THOSE ATTENDING
- 75,000 SQ FT TRADESHOW
- WEEK FULL OF FUN
- SPECIAL EVENTS THROUGHOUT THE WEEK

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NHSRA 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 (HEADER & HEELER)
10. POLE BENDING
11. BOYS CUTTING
12. GIRLS CUTTING
13. REINED COW HORSE
14. LIGHT RIFLE SHOOTING
15. TRAP SHOOTING
16. NHSRA QUEEN CONTEST

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SCHEDULE OF PERFORMANCES

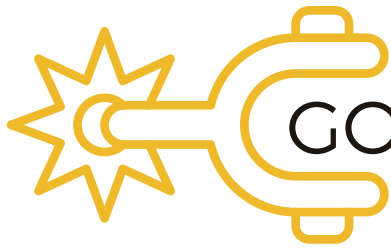


- SUNDAY NIGHT - PERFORMANCE 1 - 7PM
- MONDAY
 - PERFORMANCE 2 - 9 AM
 - PERFORMANCE 3 - 7 PM
- TUESDAY
 - PERFORMANCE 4 - 9 AM
 - PERFORMANCE 5 - 7 PM
- WEDNESDAY
 - PERFORMANCE 6 - 9AM - COMPLETION OF FIRST ROUND
 - *TOP TEN PRESENT FOR AWARDS*
 - *AWARDS CEREMONY UPON COMPLETION*
 - PERFORMANCE 7 - 7PM
- THURSDAY
 - PERFORMANCE 8 - 9 AM
 - PERFORMANCE 9 - 7 PM
- FRIDAY
 - PERFORMANCE 10 - 9 AM
 - PERFORMANCE 11 - 7 PM
- SATURDAY
 - PERFORMANCE 12 - 9 AM - COMPLETION OF SECOND ROUND
 - *TOP TEN RECIEVE AWARDS*
 - *AWARDS CEREMONY UPON COMPLETION*
 - PERFORMANCE 13 - 7 PM - SHORT-GO/CHAMPIONSHIP ROUND
 - *TOP 20 IN THE AVERAGE*
 - *AWARDS CEREMONY TO FOLLOW*

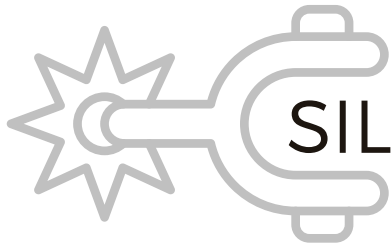
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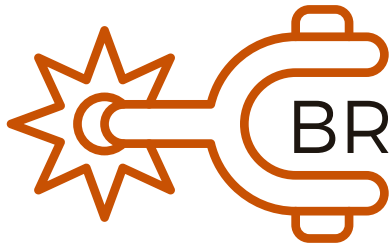
SPUR SPONSOR PACKAGES



GOLD SPUR PACKAGE



SILVER SPUR PACKAGE

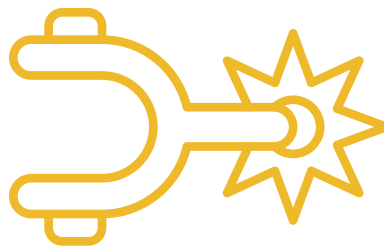


BRONZE SPUR PACKAGE

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GOLD SPUR PACKAGE



SUNDAY NIGHT: 1ST PERF - \$17,000

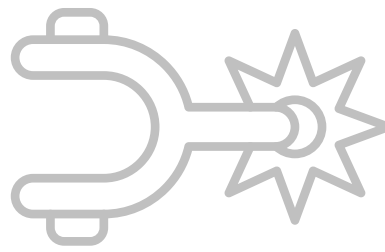
- TITLE SPONSORSHIP FOR THE 1ST, OR 7TH PERFORMANCE
- 1) 3'X8' BANNER IN THE LARGE TIMED EVENT ARENA
- 1) 3'X8' BANNER IN THE ROUGH STOCK ARENA
- NHSFR PROGRAM (FULL PAGE, 4 COLOR AD)
- NHSFR PROGRAM LISTING AS A GOLD SPUR SPONSOR
- 4 HALF PAGE AD'S IN THE NHSRA TIMES
- MINIMUM OF (1) ANNOUNCEMENT DURING 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
- PROMOTIONAL FLYER IN CONTESTANT PACKETS (2,000)
- SPONSOR LOGO IN NHSFR PRINT ADVERTISING

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SILVER SPUR PACKAGE

VALUE: \$9,500

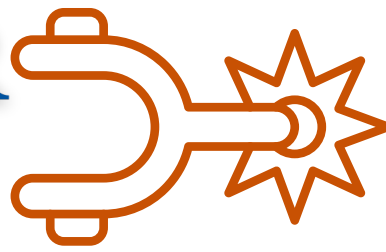


- TITLE SPONSORSHIP FOR 3RD, 5TH, 9TH OR 12TH PERFORMANCE
- (1) 3'X8' BANNER IN THE LARGE TIMED EVENT ARENA
- (1) 3'X8' BANNER IN THE ROUGH STOCK ARENA
- NHSFR PROGRAM LISTING AS A SILVER SPUR SPONSOR
- 2 HALF PAGE ADS IN THE NHSRA TIMES
- PA ANNOUNCEMENTS DURING SPONSOR'S PERFORMANCE
- SPUR SPONSOR 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
- PROMOTIONAL FLYER IN CONTESTANT PACKETS (2,000)

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BRONZE SPUR PACKAGE



VALUE: \$4,000

- TITLE SPONSORSHIP FOR 2ND, OR 4TH, PERFORMANCE
- (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
- PROMOTIONAL FLYER IN CONTESTANT PACKETS (2,000)

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A LA CARTE SPONSORSHIPS



- **QUEEN CONTEST- SOLD**
- TRADESHOW NAMING RIGHTS
- CHECK-IN
- STALLS
- DANCES
- CAMPGROUNDS
- INDIVIDUAL COMPETITION EVENTS

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QUEEN CONTEST- SOLD



- THE NATIONAL QUEEN CONTEST INCLUDE 7 JUDGED CATEGORY EVENTS
- 3 CATEGORIES LIVE STREAMED ON NHSRA SOCIAL MEDIA PLATFORMS
- SPONSOR WILL HAVE THEIR LOGO EMBEDDED ON THE LIVE STREAM
- SPONSOR LOGO PRESENT ON ALL QUEEN RELATED INFORMATION

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TRADESHOW NAMING RIGHTS



INCLUDES

- TRADESHOW WILL BE REFERRED TO AS THE "SPONSOR" TRADESHOW
- ALL TRADESHOW SIGNAGE WILL FEATURE SPONSOR LOGO
- SPONSOR WILL GET A 10X20 BOOTH SPACE
- MAP WILL SHOW SPONSOR NAME WHEN IDENTIFYING TRADESHOW



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CONTESTANT CHECK-IN



INCLUDES

- LOGO ON ALL CHECK-IN SIGNAGE
- ALL MATERIALS MAILED TO CONTESTANTS WILL BE ACCOMPANIED WITH SPONSOR INFORMATION
- ALL MATERIALS WILL STATE THE CHECK-IN IS BROUGHT TO YOU BY "SPONSOR"
- FEATURED CHECK-IN HIGHLIGHT REEL BY ACENTRIC RODEO & NHSRA

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HORSE STALLS



INCLUDES

- LOGO ON ALL STALL SIGNAGE
- LOGO ON STALL CARDS
 - STALL #, NAME, HORSE, & OWNERS INFO
- OVER 2,100 STALLS

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NHSFR DANCES



INCLUDES

- SPONSORS NAME WILL BE USED TO REFERENCE THE 4 DANCES
- WORDING TO READ "SPONSOR" DANCES
- DJ WILL THANK SPONSOR THROUGH THE NIGHT
- MAP WILL SHOW SPONSOR'S NAME WHEN IDENTIFYING DANCE LOCATION
- DANCE SIGNAGE WILL CONTAIN SPONSOR LOGO
- THEME NIGHTS
 - JULY 16TH - VINTAGE
 - JULY 19TH - COWBOY PROM

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SPONSORSHIP OF CAMPGROUNDS



INCLUDES

- LOGO ON ALL CAMPING SIGNAGE FOR THE CAMPGROUNDS SPONSORED
- ALL MAPS SHOWING "SPONSOR NAME" CAMPSITE

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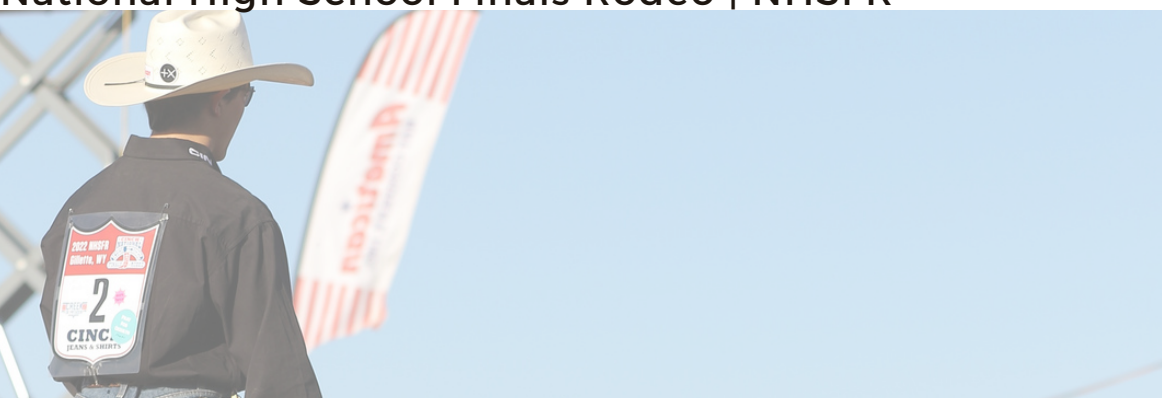
SPONSORSHIP OF INDIVIDUAL EVENTS



- BAREBACK RIDING
- SADDLE BRONC RIDING
- BARREL RACING
- BULL RIDING
- BREAKAWAY ROPING
- TIE-DOWN ROPING
- GOAT TYING
- STEER WRESTLING
- POLE BENDING
- BOYS CUTTING
- GIRLS CUTTING
- REINED COW HORSE
- LIGHT RIFLE SHOOTING
- TRAP SHOOTING
- TEAM ROPING (HEADER & HEELER)

- EACH NHSFR PERFORMANCE FEATURES 13 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. COST WILL BE DEPENDENT ON WHICH PERFORMANCE.
- EACH EVENT SPONSOR WILL HAVE THEIR FLAG PRESENTED IN THE ARENA ACCOMPANIED BY A TIMELY SPONSOR MESSAGE FROM THE ARENA ANNOUNCER AT THE START OF THE PERFORMANCE. SPONSORS LOGO WILL ALSO APPEAR ON THE JUMBOTRON BEFORE THE START OF THE SPONSORED EVENT. SOCIAL MEDIA HIGHLIGHTS OF EVENT WINNER WITH SPONSOR LOGO EMBEDDED.

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NHSFR Program Rate Card

Gillette, WY, July 16th-22nd



DISTRIBUTION OF 5,000 COPIES:

The Official National High School Finals Rodeo Program is sold at the world's largest outdoor rodeo, the NHSFR. We print 5,000, high quality programs, and they are full of information and pictures on past champions. Talented NHSRA member artists design the cover for this program. As a result, these programs are souvenirs that contestants cherish for life. Furthermore, they are also used for promotions throughout the year.

- Full page ad commitments can put product in Contestants Swag bags (product cannot compete with National sponsors)
- Sponsorships for the 75th NHSFR still available

DISPLAY ADVERTISING RATE (NET):

Ad Size	Black and White	4-Color
Full Page	\$1,070	\$1,790
Half Page	\$750	\$1,070
1/4 Page	\$540	\$740
Business Card Listing	\$335	\$335

AD SIZES:

- 1/8 Page Horizontal: 3.6875" x 2.3125"
- 1/8 Page Vertical: 1.7813" x 4.75"
- 1/4 Page: 3.6875" x 4.75"
- 1/2 Page Horizontal: 7.5" x 4.75"
- 1/2 Page Vertical: 3.5" x 10"
- Full Page: 7.5" x 10"
- Full Page with bleed: 8.5" x 11.125"
Trim Size: 8.25" x 10.875" (bleed 1/8")
Live Area: 7.75" x 10.375"
- Two Page Spread with bleed: 16.75" x 11.125"
Trim Size: 16.5" x 10.875" (bleed 1/8")
Live Area: 7.75" x 10.375" per page (.5" gutter)

AD REQUIREMENTS:

- Digital ad materials must be high resolution (300 dpi), CMYK. Accepted file formats: pdf (preferred), ai, eps, psd or jpg.
- Ads can be emailed to: advertising@nhsra.org
- Ad design & layout will be charged 10% of rate for ads to be designed by NHSRA

SPACE DEADLINE:

May 15, 2023

COPY/ART DEADLINE:

June 3, 2023

PAYMENT:

All payments for advertising must be prepaid with the exception of an advertising contract. Those advertisers with a signed contract will be billed monthly.

CONTACT:

DD DeLeo

Phone: 719-661-8793

Fax: 719-591-4669

email: deleo101@comcast.net

TERMS:

The Publisher reserves the right to revise rates on any accepted contracts or orders at any time upon thirty (30) days written notice. The advertiser has the right to cancel without penalties at any time new rates are made effective by the publisher. The subject matter, form, size, wording, illustrations and typography of all advertising are subject to the approval of the publisher. The NHSRA Times reserves the right to edit or reject any advertisement. Advertisements set solid or in reading matter type or advertising, which simulates editorial content will be labeled "advertisements." Every effort will be made to honor position requests, but no specific section, page or position can be guaranteed and such request will not be a condition of advertising. The NHSRA Times shall not be responsible for typographical error(s), except to cancel the charge for such portion of an advertisement as may have been rendered valueless by such typographical error(s). No responsibility is assumed for more than one incorrect insertion of any advertisement. The NHSRA Times will not assume responsibility for poor quality artwork or print material given to the Times for use in producing advertising. The NHSRA Times assumes no responsibility whatsoever for omission of advertising; nor will any credit adjustments be based on such omission.

PHOTOGRAPH BY RODEOPICS

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ADVERTISING FOR LIVESTREAM & BROADCAST



EACH YEAR THE NHSRA PARTNERS WITH
COWBOY CHANNEL AND RFD-TV TO BRING LIVE
AND DELAYED COVERAGE OF THE NHSFR!

- THIS OFFERS COMMERCIAL TIME
- BRANDING THROUGH THE LIVE FEED
& MUCH MORE!

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



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