

FORT WORTH STOCK SHOW & RODEO

SHOOTING SPORTS PROGRAM OUTLINE

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
 - Instill the personal values of education, work ethic and fair play through competition
 - Develop individual responsibility, sportsmanship, self-discipline and commitment
 - Opportunity to earn premiums and scholarships
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SHOOT FOR SCHOLARSHIPS

THURSDAY, OCTOBER 6, 2022

- Engage and expand FWSSR audiences within the rapidly growing shooting sports
- Raise funds in support of the Junior Shooting Sports competition and Aim for Education scholarship initiatives
- 192+ local/regional business leaders, (forty-eight (48) - four (4) person teams)
- Buckles and prizes awarded at the 250+ person auction and award dinner following the shoot



FWSSR JUNIOR SHOOTING SPORTS COMPETITION

SATURDAY, OCTOBER 8, 2022

The Inaugural Competition in 2022 will be a:

- 3 Course, 2 flight sporting clay tournament
- Open to the first 576 Texas 4-H & FFA participants between 6th and 12th grade
- Educational opportunities related to the shooting sports and wildlife/land stewardship will be available and incentivized with prizes throughout the day
- Additional side shooting events open to all attendees throughout the day
- Over \$20,000 in premiums awarded to youth competitors
- Total attendance of 1,500 – 2,000 including family, supervisors and guests

AIM FOR EDUCATION



- Merit based scholarship initiative for high school seniors competing in the FWSSR Junior Shooting Sports competition
- Program developed in conjunction with industry professionals, community leaders and 4-H & FFA shooting sports directors
- Candidates study and test on a robust shooting and wildlife/land conservation curriculum
- Top candidates from the test progress to an in-person presentation to judges
- Finalists earn a portion of \$20,000 in scholarships

All sponsors will have a presence at the FWSSR Junior Shooting Competition, Shoot for Scholarships and the legendary Fort Worth Stock Show & Rodeo. Custom sponsorships can be designed to meet your goals.

We appreciate your consideration of this opportunity and look forward to working with you, in Stock Show fashion, to grow this initiative into a best in class program supporting the youth of Texas.

FORT WORTH STOCK SHOW & RODEO

SHOOTING SPORTS SPONSORSHIPS



\$35,000 PRESENTING SPONSOR

SOLD

Promotion Inclusion:

- Presenting Sponsor recognized in all FWSSR show announcements and related
- Right to use the Stock Show Name, Logo and Theme for promotional purposes
- Highlighted on Shooting Sports thank you static screen around FWSSR non-rodeo video screens (50+ screens) during 2023 Stock Show
- Signage:
 - Company highlighted as Presenting Sponsor on Welcome Banner at entry to Defender Outdoors facility. (provided by Stock Show)
 - Company highlighted as Presenting Sponsor on banners displayed at Junior Shoot and Shoot for Scholarships. (provided by Stock Show)
- ½ Page Company Ad in 2023 Rodeo Souvenir Annual (provided by Sponsor)
- Highlighted as Presenting Sponsor in Shoot for Scholarships Rodeo Souvenir Annual editorial during the 2023 Stock Show
- Logo and link to designated website on FWSSR Shooting Sports web page
- Logo and link to designated website FWSSR Sponsor web page
- Recognized as Presenting Sponsor on Junior Shoot and Shoot for Scholarships Social Media
- Recognized as Presenting Sponsor in FWSSR E-Newsletter
- Highlighted in minimum of two (2) social media posts dedicated to sponsor. Two (2) each to include Facebook, Twitter and Instagram

On-Site with Charity & Junior Shoots:

- Opportunity for minimum of 10x10 display area at Shoot for Scholarships and Aim for Education with details to be mutually agreed upon
- Opportunity to welcome audience before each shooting competition
- Minimum of \$5,000 allocated for the mutually-agreed upon purchase of gifts for competitors. Sponsor may also provide additional mutually-agreed upon items
- Three (3) four-person teams for the Shoot for Scholarships charity tournament on October 6, 2022
- Opportunity to participate with Shoot for Scholarship Awards Presentations and Photo(s)

2023 Fort Worth Stock Show & Rodeo:

- 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 2023 Stock Show
One (1) Justin Lot parking book providing 1 parking permit each day of the 2023 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 2023 Stock Show
- Highlighted as a sponsor Shooting Sports thank you static screen around FWSSR non-rodeo video screens (50+ screens)

FORT WORTH STOCK SHOW & RODEO

SHOOTING SPORTS SPONSORSHIPS



\$10,000 – OPPORTUNITIES INCLUDE:

- **T-SHIRT SPONSOR (1 AVAILABLE)**
- **COURSE SPONSOR (3 AVAILABLE)**
- **SIDE GAMES (1 AVAILABLE)**

Promotion Inclusion:

- Recognized on Course Signage for Junior & Charity Shoots, Junior Participant T-Shirt or on one of the three courses (course determined by FWSSR) or Side Game location
- Logo and link to designated website on FWSSR Shooting Sports web page
- Recognized during awards ceremony
- Recognized on Junior Shoot and Shoot for Scholarship Sponsor Banners
- Recognized on Junior Shoot and Shoot for Scholarships Social Media Sponsor recognition
- Recognized as a sponsor in FWSSR E-Newsletter
- Opportunity for display table at a water station along your course or in vendor row for company information or promotional give away items
- Opportunity to provide mutually agreed upon item to competitors in welcome bag (Est. quantity 600)
- One (1) four-person team for the Shoot for Scholarships charity tournament on October 6, 2022

2023 Fort Worth Stock Show & Rodeo:

- Recognized on Shooting Sports thank you static screen around FWSSR non-rodeo video screens (50+ screens)
- Two (2) FWSSR VIP Sponsor Badges (*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 2023 Stock Show
- One (1) Justin Parking Lot Book providing 1 parking permit each day of the 2023 Stock Show
- Recognized in Shoot for Scholarships Rodeo Souvenir Annual editorial during the 2023 Stock Show

FORT WORTH STOCK SHOW & RODEO

SHOOTING SPORTS SPONSORSHIPS



\$5,000 – OPPORTUNITIES INCLUDE:

- HOSPITALITY SPONSOR (1 AVAILABLE)
- LANYARD SPONSOR (1 AVAILABLE)
- CART SPONSOR (1 AVAILABLE)
- HEALTH/SAFETY SPONSOR (1 AVAILABLE)
- COMFORT STATION SPONSOR (1 AVAILABLE)

Promotional Inclusion:

- Included on signage within Hospitality Area, on Lanyard, Carts, Health Station or Comfort Stations
- Opportunity to display materials within Hospitality tent
- Recognized on Junior Shoot and Shoot for Scholarship Course Sponsor Banners
- Sponsor logo on/in area of sponsorship (hospitality, carts, lanyard, health/safety area/comfort stations)
- Opportunity to provide mutually agreed upon item to competitors (Estimated #600)
- Logo and link to designated website on FWSSR Shooting Sports web page
- One (1) four-person team for the Shoot for Scholarships charity tournament on October 6, 2022

2023 Fort Worth Stock Show & Rodeo:

- Two (2) General Admission Season Passes to the 2023 Stock Show
- Recognized in Shoot for Scholarships Rodeo Souvenir Annual editorial during the 2023 Stock Show.
- Recognized as a sponsor in the FWSSR E-Newsletter

\$1,000 STATION SPONSOR

Promotional Inclusion:

- Logo on signage at one (1) station for both Charity and Junior Shoots
- Opportunity to display materials or mutually agreed upon give away item at your station only (table, materials and/or give away item provided by sponsor)
- Recognized on Junior Shoot and Shoot for Scholarship Course Sponsor Banners

2023 Fort Worth Stock Show & Rodeo:

- Recognized as a sponsor in the FWSSR E-Newsletter for the FWSSR Shooting Sports Program

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SHOOTING SPORTS SPONSORSHIPS



TEAM SPONSORSHIPS FOR SHOOT FOR SCHOLARSHIPS

\$3,000

- Three (3) four-person teams (12 total shooters)
- Three (3) four-person golf carts
- Recognized on Station sign
- Inclusion on Course Banner at both Shoot for Scholarships & Junior Shooting Sports event

\$2,000

- Two (2) four-person teams (8 total shooters)
- Two (2) four-person golf carts
- Recognized on Station sign
- Inclusion on Course Banner at both Shoot for Scholarships & Junior Shooting Sports event

\$ 1,250

- One (1) four-person team
- One (1) four-person golf cart

\$750

- One (1) four-person team - no amenities