

# **American Family Rodeo Association Sponsorship Information**

American Family Rodeo Association was formed to keep the “Family involved in American’s original sport “Rodeo”. This is where responsibility, sportsmanship, respect, skill and most importantly friendships are made. AFRA offers events for all ages, from our 6 and under mutton busters to the seven original adult rodeo events. Our unique organization keep the family competing together and staying together. We ask for your support through advertising with our Association that reaches all ages.

## **ADVERTISING/SPONSORSHIP RATES**

---

### **1. FINALS SPONSOR: \$4,000.00**

Entitles you to receive full color advertisement on the front and back cover on our finals program. Banner with logo placed on truck driven into arena during different events at the finals, logo on 50 finals jackets, 10 complimentary finals tickets, announcer driven ads during the season and a buckle or plaque at the awards banquet.

### **2. AFRA CO SPONSOR : \$2,000.00**

Host your home town rodeo. Entitles you to be on all the flyer for which ever home town rodeo you would like to sponsor. You would also receive a full page ad in our finals program and 10 VIP complimentary tickets to attend our finals. During the rodeos you would receive announcer driven ads and receive a buckle or plaque at the awards banquet.

### **3. SADDLE SPONSOR : \$700.00**

Arena banner, logo on saddle, 30 finals jackets, full page ad in finals program 4 complimentary finals tickets, announcer driven ads during the season and a sponsor plaque at the awards banquet.

### **4. EVENT JACKET SPONSOR: \$600.00**

4x8 Arena Banner, your logo on 30 jackets, full page ad in finals program, 4 complimentary finals tickets, announcer driven ads during the season and a sponsor plaque at the awards banquet.

### **5. SCHOLARSHIP FUND: \$500.00**

This is divided equally between 15-19 All-Around Cowboy & Cowgirl for the scholarship award that is given out at year end. You would also receive 2X6 banner, full page ad in finals program, 4 complimentary finals tickets, announcer driven ads during the season and a sponsor plaque at the awards banquet.

**6. ADDED MONEY: \$100.00 OR MORE**

This goes into the payback at finals for the event of your choice. You will receive an ad in the finals program and 4 complimentary finals tickets and announcer driven ads during the season.

**7. CHUTE GATE SPONSOR: \$500.00**

2x6 Chute gate/out gate banner, full page ad in finals program, 4 complimentary finals tickets, announcer driven ads during the season and a sponsor plaque at the awards banquet.

**8. ARENA SPONSOR: \$250.00**

2x6 arena banner, half page ad in finals program, 4 complimentary finals tickets, announcer driven ads during the season and a sponsor plaque at the awards banquet.

**9. BUCKLE SPONSOR: \$125.00**

Half page ad in finals program, 2 complimentary finals tickets, announcer driven ads during the season, your business name on a buckle to the contest of your choice and a sponsor plaque at the awards banquet.

**10. MERCHANDISE:**

Use cash value to other advertising rates. (example 250.00 would give you the same as an arena sponsor)

**11. AD IN FINALS PROGRAM ONLY:**

\$100.00 Full page ad, \$75.00 Half page ad, \$50.00 Quarter page ad, \$25.00 Business card, \$10.00 list business name.

**Any Sponsor Donating \$150.00 will be added to our Web Page that will link to the Sponsor's Web Page.**

**AFRA SPONSORSHIP FORM  
ADVERTISING/SPONSORSHIP  
CONTRACT INFORMATION**

Business Name \_\_\_\_\_

Business Contact \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone # \_\_\_\_\_ Fax # \_\_\_\_\_

Web Site \_\_\_\_\_

Date \_\_\_\_\_ \$ \_\_\_\_\_ Check # \_\_\_\_\_

Advertising copy must be provided no less than 1 month prior to finals. Contact person and daytime phone numbers must accompany this copy. **Please provide copy of layout or business card.**

**SPONSORSHIP CHOICE:**

- \_\_\_\_\_ 1. AFRA FINALS SPONSOR \$4,000.00
- \_\_\_\_\_ 2. AFRA CO SPONSOR \$2,000.00
- \_\_\_\_\_ 3. SADDLE SPONSOR \$700.00
- \_\_\_\_\_ 4. EVENT JACKET SPONSOR \$600.00
- \_\_\_\_\_ 5. SCHOLARSHIP FUND \$500.00
- \_\_\_\_\_ 6. ADDED MONEY \$100.00 OR MORE \$ \_\_\_\_\_
- \_\_\_\_\_ 7. CHUTE GATE SPONSOR \$500.00
- \_\_\_\_\_ 8. ARENA SPONSOR \$250.00
- \_\_\_\_\_ 9. BUCKLE SPONSOR \$125.00
- \_\_\_\_\_ 10. MERCHANDISE \$\$ VALUE \_\_\_\_\_
- \_\_\_\_\_ 11. AD IN FINALS PROGRAM ONLY: CIRCLE WHICH ONE
  - 100.00 FULL PAGE                      75.00 HALF PAGE
  - 50.00 QUARTER PAGE                  25.00 BUSINESS CARD
  - 10.00 BUSINESS NAME LISTED

AFRA MEMBER NAME: \_\_\_\_\_