

MISS RODEO USA

SPONSORSHIP PROPOSAL



Anna Woolsey
Miss Rodeo USA 2023

Who is

MISS RODEO USA?



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**Sponsor Benefits &
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Miss Rodeo USA is an educated, charismatic, passionate representative of the Miss Rodeo USA organization, which has a 50+ year history. She is the ambassador of professional rodeo, and the International Professional Rodeo Association. Each January a new Miss Rodeo USA is selected among an exceptional group of accomplished, poised young ladies between 18-27 years of age. The Miss Rodeo USA legacy is iconic and synonymous with beauty, trend setting style in the western wear industry, and so much more.

Miss Rodeo USA uses her reign to positively impact, promote, inspire, and represent the sport of rodeo across the United States and Canada. Beyond the bright lights of the rodeo arena, Miss Rodeo USA shares her unique platform to raise awareness, engage communities, giving back through fundraising events, and heartwarming visits to teach generations about her impactful initiatives.

OUR MISSION

- To support our western heritage through the promotion of professional rodeo by way of the exceptional women who wear the crown of Miss Rodeo USA.
- To strive for unparalleled fairness, equality, and lack of biases at the national pageant.
- To ensure that all contestants, family, and supporters have a positive experience regardless of the final outcome.
- To grow and nurture the culture behind the qualifications of becoming an ambassador, high moral character, personal drive and ambition, a passion for the professional sport of rodeo and the desire to be a role model to younger generations.



The National Pageant

Each January, young women from across the nation gather for six days of competition in conjunction with the International Finals Rodeo, that culminates in the crowning of the new Miss Rodeo USA. The contestants, many of which spend years increasing their knowledge, improving their horsemanship, and honing their public speaking skills before entering the competition, are put through a rigorous pageant schedule. Judges from all locations throughout the United States are selected based on their knowledge of horses, rodeo and who understand the importance of selecting a well-rounded representative. They will assess each contestant's character in five categories: horsemanship, personality, public speaking, appearance, and knowledge.

IMPACT

NATIONALLY RECOGNIZED

Organization since 1966

FAN DEMOGRAPHICS

86% women / 14% men

25% between ages of 18-24

19% between ages of 25-35

ONLINE ENGAGEMENT

4 out of 5 fans engage with online content on average

REACH DURING PAGEANT

1,643,792 unique fans on social media and website

REACTIONS

10,382 reactions recorded in a single day
(likes, comments, shares)

VIEWERS

15,829 fans who viewed Miss Rodeo USA created video in one day

AVERAGE TRAFFIC INCREASE DURING NATIONAL PAGEANT

(data over last 5 years)

Facebook Page Engagement: 1974%

Facebook Page Views: 2362%

Website Page Views: 1641%

Website Unique Visitors: 3105%

Average Tweet Impression: 4529%

Weekly Facebook Reach: 6944%

Miss Teen Rodeo USA

a New Era & a New Title

The Miss Teen Rodeo USA Pageant is held in Shawnee, Oklahoma each July in conjunction with the International Finals Youth Rodeo.

This July we will select our 3rd representative when cowgirls, ages 13-18, from all over the U.S. will compete in horsemanship, speech, modeling, interviews and impromptu speaking.

During the IFYR, our contestants have the privilege of carrying sponsor flags at each of the 10 rodeo performances, visiting with sponsors and making memories that will last a lifetime.

Miss Teen Rodeo USA is encouraged to share her platform, promote within her community and assist Miss Rodeo USA at special events along with promoting the IPRA at rodeos across the country.



Ashley Pofson
Miss Teen Rodeo USA 2022-23



Our Mission

- To produce the only National Level Rodeo Queen Contest that is open to all girls.
- To promote the IPRA & IFYR
- To share her platform
- To provide scholarships for young ladies in the rodeo world.
- Grow the Miss Rodeo USA Brand

Cultivating Partnerships

HOW MISS RODEO USA WORKS FOR YOUR BUSINESS

NATIONWIDE EXPOSURE

Each year, the reigning Miss Rodeo USA travels across the country and visits with over 50,000 school children, members of business and civic organizations, and rodeo fans. She is routinely a guest-speaking, horseback-riding, high fashion-wearing, smile-bearing example of western beauty and intelligence.



WEBSITE – MISSRODEOUSA.COM

Our website is traditionally visited by over 90,000 people each year. The website is the go-to location for Miss Rodeo USA's schedule, information about the annual National Pageant, details about our National Clinic, other information about western fashion, rodeo events, and much more. With a direct link to all our Miss Rodeo USA social media profiles, the number of visitors continues to grow yearly.

Additionally, the Miss Rodeo USA website has a direct link to and from the International Pro Rodeo Association website, which provides an avenue for even further exposure.

AUTOGRAPH SHEETS

The reigning Miss Rodeo USA distributes over 10,000 full-color, two-sided autograph sheets across the nation every year. Each autograph sheet contains sponsor's name and logo of supporters who provide a minimum of \$1,000 in cash or product.

SOCIAL MEDIA

Miss Rodeo USA has an active Facebook, TikTok, Twitter, Instagram, and Snapchat account where we post regular updates on current news regarding the association, her travels and our sponsors. We create sponsor photo galleries and have the ability to upload sponsor photos of your choice to help promote your business or event. We work hard to stay astride the ever-changing media and social networking world. Our reigning Miss Rodeo USA logs her travels as the official ambassador of professional rodeo and uploads photos of her appearances and sponsors on numerous sites to provide multi-platform exposure.

MISS RODEO USA NATIONAL PAGEANT/INTERNATIONAL FINALS RODEO PROGRAM

The Miss Rodeo USA Association produces and distributes the MRUSA/IFR Program each year at the international Finals Rodeo in Guthrie, Oklahoma. In 2018, approximately 39,300 tickets were sold to people attending the IFR, the Contracts Acts Showcase, and the IFR Bucking Stock Sale. The MRUSA/IFR Program is available for purchase at each of these events, as well as at all pageant event throughout the week.

AD COPY, RADIO, AND TELEVISION

Sponsors will have the opportunity to utilize Miss Rodeo USA for advertising campaigns throughout the year. In past years, this has included a range of uses from promoting a line of "Miss Rodeo USA" labeled products, to print ad copy, radio and television commercials, and personal appearances at events such as wholesale markets, store-openings, and other on-location bookings.

Levels of Opportunity & SPONSOR BENEFITS

Circle of Friends \$250

- Business card size ad in Miss Rodeo USA Pageant/International Finals Rodeo program.
- Listed and linked on Miss Rodeo USA website and social media recognition.

Copper Sponsor \$500

- Quarter page advertisement in Miss Rodeo USA Pageant/International Finals Rodeo Program.
- Listed and linked on Miss Rodeo USA website and social media recognition.

Bronze Sponsor \$1000

- Business name placed on back of autograph sheet.
- Half page advertisement in Miss Rodeo USA Pageant/International Finals Rodeo Program.
- Listed and linked on Miss Rodeo USA website and social media recognition

Silver Sponsor \$2500

- Logo will be placed on back of autograph sheets.
- Full page advertisement in Miss Rodeo USA Pageant/International Finals Rodeo Program.
- Listed and linked on Miss Rodeo USA website and frequent social media coverage.
- Verbal recognition and two tickets to all major Miss Rodeo USA Pageant events.

Gold Sponsor \$5,000

- Miss Rodeo USA will be available for appearances and for advertising campaigns.
- Logo will be placed on front and back of autograph sheets.
- Full page advertisement in Miss Rodeo USA Pageant/International Finals Rodeo Program.
- Listed and linked on Miss Rodeo USA website – individually dedicated sponsor pages.
- Frequent social media coverage with strategic multi-platform campaign tailored to business.
- Verbal recognition and four tickets to all major Miss Rodeo USA Pageant events.
- Will be individually tailored to the donor and business goals correlating to sponsorship.

Levels of Opportunity & SPONSOR BENEFITS

Exclusive Sponsor

\$7,500

- Miss Rodeo USA will be available for appearances and for advertising campaigns.
- Logo will be placed on front and back of autograph sheets
- Full page advertisement in Miss Rodeo USA Pageant/International Finals Rodeo Program.
- Listed and linked on Miss Rodeo USA website – individually dedicated sponsor pages.
- Frequent social media coverage with strategic multi-platform campaign tailored to business.
- Verbal recognition and six tickets to all major Miss Rodeo USA Pageant events.
- Will be individually tailored to the donor and business goals correlating to sponsorship.
- Exclusivity - Your business will be the only one of it's kind as a sponsor of Miss Rodeo USA/Miss Teen Rodeo USA

Platinum Sponsor

\$10,000

- Miss Rodeo USA will be available for appearances and for advertising campaigns.
- Logo will be placed on front and back of autograph sheets with contact information.
- Full page advertisement in Miss Rodeo USA Pageant/International Finals Rodeo Program.
- Listed and linked on Miss Rodeo USA website – individually dedicated sponsor pages.
- Frequent social media coverage with strategic multi-platform campaign tailored to business.
- Verbal recognition and eight tickets to all major Miss Rodeo USA Pageant events.
- Will be individually tailored to the donor and business goals correlating to sponsorship.
- Exclusivity - Your business will be the only one of it's kind as a sponsor of Miss Rodeo USA/Miss Teen Rodeo USA

Presenting Sponsor

\$15,000 CASH
INVESTMENT

*LIMITED TO 1 SPONSOR

- Miss Rodeo USA will be available for appearances and for advertising campaigns.
- Mention at all Miss Rodeo USA and Miss Teen Rodeo USA Pageant events as Presenting Sponsor.
- Listed on all pageant materials (Tickets, signage, and programs)
- Logo will be placed on front and back of Miss Rodeo USA and Miss Teen Rodeo USA autograph sheets with contact information.
- Two full page advertisement in Miss Rodeo USA Pageant/International Finals Rodeo Program.
- Listed and linked on the front page of Miss Rodeo USA website plus individually dedicated sponsor pages.
- Heavy social media coverage with strategic multi-platform campaign tailored to business. Tagged in all Miss Rodeo USA and Miss Teen Rodeo USA posts.
- Verbal recognition at All Miss Rodeo USA and Miss Teen Rodeo USA Events
- Ten(10) tickets to all Miss Rodeo USA and Miss Teen Rodeo USA Pageant events.
- Logo on Miss Rodeo USA Vehicle (If she obtains a sponsor vehicle)
- Four(4) All-Session Passes to The International Finals Rodeo.
- Four(4) Tickets to the IFR Gold Buckle Gala
- Four(4) Tickets to the World Championship banquet.
- Will be individually tailored to the donor and business goals correlating to sponsorship.
- Exclusivity - Your business will be the only one of it's kind as a sponsor of Miss Rodeo USA/Miss Teen Rodeo USA

For additional information or to custom design a sponsorship level to best suit your business, contact the Miss Rodeo USA Association.

Lauren Wilson, Sponsorship Director
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