



Missouri Gay Rodeo Association, Inc. (M.G.R.A.)  
Missouri State Fair Grounds  
2503 W. 16<sup>th</sup> Street  
Sedalia, MO 65301  
[www.mgra.us](http://www.mgra.us)  
25th Show-Me State Rodeo  
May 29 ó May 31, 2020

Dear Friends of M.G.R.A.:

On May 29 ó May 31, 2020, the Missouri Gay Rodeo Association, Inc. (MGRA) will celebrate the Silver Anniversary (25<sup>th</sup> year), of the Show-Me State Rodeo and we look forward to celebrating with you. As you are aware, MGRA, Inc. is an all-volunteer, 501 (c) (3) corporation and sanctioned member of the International Gay Rodeo Association, Inc. (IGRA).

As you can imagine, producing a rodeo is quite expensive. Costs include, but are not limited to: arena lease (\$6,000.00), livestock contract (\$8,500.00), traveling expenses for judges and officials, veterinary services, advertising, prizes and awards banquet.

We are asking for your support of MGRA and the Show-Me State Rodeo as an MGRA sponsor. Attached is a listing of all things that are needed to produce a successful rodeo. We have developed our 2020 Sponsorship Packages for you to choose from. Our packages include not only the financial requests of MGRA, but also benefits for the sponsors; including free vendor space during the rodeo, tickets to the rodeo, and advertising of your business at EVERY event MGRA participates in throughout the year.

If you are unable to commit to a specific Sponsorship Package, MGRA graciously accepts the financial donation you are most comfortable with. You will still enjoy the benefit of having free vendor space during rodeo weekend to promote your business and sell products.

We value your sponsorship and sincerely appreciate your support. For more information and full description of our events, please visit [www.IGRA.com](http://www.IGRA.com).

Sincerely,

*Kenneth Hall*

Ken Hall, Trustee and Sponsorship Co-Chairman, MGRA, Inc.  
913-991-8890 [Ken@mgra.us](mailto:Ken@mgra.us)

*Steven Baloun*

Steven Baloun, Sponsorship Co-Chairman, MGRA, Inc.  
816-786-9090 [SBaloun79@yahoo.com](mailto:SBaloun79@yahoo.com)



*We can use assistance in the following areas:*

- **Sponsorship Packages available:**
  - Chaps & Cheeks Level, \$800.00.
  - Boots and Spurs Level, \$1,200.00.
  - Saddle & Lasso Level, \$1,800.00.
  - Denim and Diamonds Level, \$3,000.00.
  - Broncs & Steers Level, \$5,000.00
  - Presenting Sponsorship Level, \$8,500.00.
- 6 Honorary Buckles, \$250.00 each.
- Rodeo Stock, \$8,500.00.
- Medical Event Standby, \$2,000.00.
- Horse Stall, (80 available), \$75.00 each ó 4 Stalls \$200.00
- Certified Officials travel and Lodging, approximately \$4,500.00.
- Contestant Beverages (*IGRA requirement*) ó (donations of cash or items)
- Contestant/Volunteer Welcome Bags (*IGRA requirement*) ó (donations of cash or items)
- Arena Banners 3x6 \$125.00.
- Portable Potties, \$100.00 each (*4 required*)
- Return corral banner 6x8ft, \$250.00.
- Officialsø radios, \$900.00
- Ice Truck \$1,000.00
- Donations of product, service, or gift certificates for silent auction at rodeo.
- In Kind Cash donations appreciated. Every Dollar helps.
- Fruit & snacks for contestants: 2 cases Apples, 2 cases Oranges, Gatorade, Protein Bars (*IGRA requirement*) ó (donations of cash or items)



**2020 Sponsorship Package**  
**25<sup>th</sup> Show-Me State Rodeo**  
**May 29 - May 31, 2020**

**PRESENTING SPONSOR LEVEL**

**\$8,500.00**

As the presenting Sponsor, you or your company will be listed as the **"Presenter"** of the Show-Me State Rodeo in all print and other promotional materials.

**Presenting Sponsorship includes:**

- Exclusive front-page placement on event website
- Listed as the Rodeo Presenting Sponsor on all promotional, marketing and informational materials, including press releases, media kits, front cover of printed program
- Full page ad in the printed Rodeo Program insert (you supply art files)
- 5 banner placements at the Rodeo (Banners provided by MGRA)
- Free Vendor Booth during Rodeo weekend to advertise and sell company products
- Contestant Welcome Bag stuffer (you supply the item ó 150)
- 4 Award Banquet tickets
- 8 weekend passes for Rodeo competition



## **BRONCS & STEERS LEVEL**

**\$5,000.00**

### **Broncs & Steers Sponsorship includes:**

- Logo on event website sponsor page
- Name/Logo listed on email newsletters & event updates
- 1/2-page ad in the printed Rodeo Program insert (you supply art files)
- Free Vendor Booth during Rodeo weekend to advertise and sell company products
- 3 banner placements at the Rodeo (Banners provided by MGRA)
- Contestant Welcome Bag stuffers (you supply the item ó 150)
- 2 Award Banquet tickets
- 6 weekend passes for Rodeo competition

## **DENIM & DIAMONDS LEVEL**

**\$3,000.00**

### **Denim & Diamond Sponsorship includes:**

- Logo on event website sponsor page
- Name/Logo listed on email newsletters & event updates
- 1/3-page ad in the printed Rodeo Program insert (you supply art files)
- Free Vendor Booth Space during Rodeo weekend to advertise and sell company products
- 2 banner placements at the Rodeo (Banners provided by MGRA)
- Contestant Welcome Bag stuffers (you supply the item ó 150)
- 2 Award Banquet tickets
- 4 weekend passes for Rodeo competition



## SADDLE & LASSO LEVEL

**\$1,800.00**

### *Saddle & Lasso Sponsorship includes:*

- Logo on event website sponsor page
- Name/Logo listed on email newsletters & event updates
- 1/3-page ad in the printed Rodeo Program insert (you supply art files)
- Free Vendor Booth Space during Rodeo weekend to advertise and sell company products
- 2 banner placements at the Rodeo (Banners provided by MGRA)
- Contestant Welcome Bag stuffers (you supply the item ó 150)
- 2 weekend passes for Rodeo competition

## BOOTS & SPURS LEVEL

**\$1,500.00**

### *Boots & Spurs Sponsorship includes:*

- Logo on event website sponsor page
- Name/Logo listed on email newsletters & event updates
- 1/4-page ad in the printed Rodeo Program insert (you supply art files)
- Free Vendor Booth Space throughout the weekend to advertise and sell company products
- Contestant Welcome Bag stuffer (you supply the item - 150)
- 2 weekend passes for Rodeo competition



## **CHAPS & CHEEKS LEVEL**

**\$800.00**

### **Chaps & Cheeks Sponsorship includes:**

- Logo on event website sponsor page
- Name/Logo listed on email newsletters & event updates
- 1/6-page ad in the printed Rodeo Program insert (you supply art files)
- Free Vender Booth Space throughout the weekend to advertise and sell company products
- Contestant Welcome Bag stuffer (you supply the item - 150)
- 2 weekend passes for Rodeo competition

## **IN-KIND DONATION**

**\$500.00 (minimum value)**

### **In-Kind Donation includes:**

- Logo on event website sponsor page
- Name/Logo listed on email newsletters & event updates
- Free Vender Booth Space throughout the weekend to advertise and sell company products
- Contestant Welcome Bag stuffer (you supply the item - 150)
- 2 weekend passes for Rodeo competition



## **AWARDS CEREMONY/BANQUET**

**\$1,800.00**

There will be an Award Ceremony/Banquet on Sunday night at the Rodeo Arena, complete with a DJ, Cash Bar, Food and Entertainment.

### **As the Banquet Sponsor You Will Receive:**

- 2 banners (1 in the arena and 1 in the banquet hall),
- Logo on event website sponsor page
- Name/Logo listed on email newsletters & event updates
- 1/3 page add in the event section of the printed Rodeo Program.
- 2 weekend passes for Rodeo
- Free Vender Booth Space throughout the weekend to advertise and sell company products
- Announced as “*Sponsor of the Awards Banquet*” of the Show-Me State Rodeo each time the event is mentioned in print or in promotional materials.



**Sponsorship Form**  
**25<sup>th</sup> Show-Me State Rodeo**  
**May 29 – May 31, 2020**

**Business and Contact Information:**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Name of Business (if applicable): \_\_\_\_\_

Street Address/ P.O. Box: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Zip/Postal code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Cell Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Website: \_\_\_\_\_

**Contribution Level:**

Presenting Sponsor Level: { }      Broncs & Steers Level: { }

Denim & Diamonds Level: { }      Saddle & Lasso Level: { }

Boots & Spurs { }      Chaps & Cheeks Level: { }

Cash Donation Amount: \$ \_\_\_\_\_

*(Make checks payable to Missouri Gay Rodeo Association, Inc.)*

Other Donation: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_