



July 15-21, 2012 July 14-20, 2013



The World's Largest Rodeo



1,500 contestants from 43 States & 5 Canada & Australia Provinces



\$9.4 Million Economic Impact



\$1 Million in Scholarships



13 Performances over 7 days

Sweetwater
EVENTS • COMPLEX
The Happenin' Place

3320 Yellowstone Road Rock Springs, WY 82901 307.352.6789
SweetwaterEvents.com

Photos courtesy NHSRA and David Jennings Photography.

The National High School Finals Rodeo will be held at the Sweetwater Events Complex in Rock Springs, Wyoming in July 2012 and 2013. Wyoming has hosted the National High School Finals Rodeo more than any other state and we're thrilled to be bringing the event to Sweetwater County! The annual economic impact on Sweetwater County is estimated to be \$9-\$10 million and an official economic impact study will be conducted following the rodeo. The Sweetwater Events Complex is the first new venue selected for the National High School Finals Rodeo in ten years!

Dubbed the "Largest Rodeo in the World," the National High School Finals Rodeo will hold 13 performances over 7 days featuring nearly 1,500 contestants from 43 US States and 5 Provinces in Canada and Australia.

In addition to the daily rodeo performances, the National High School Finals Rodeo at the Sweetwater Events Complex will also include an 80,000 square foot tradeshow showcasing premier manufacturers of branded merchandise, a shooting sports competition with nearly 600 competitors, 1,250 campsites and an expected attendance of 100,000!

The National High School Rodeo Association has roughly 13,000 youth members who compete throughout the year for a chance to attend the National High School Finals Rodeo and win a coveted National Championship in their respective events.

An international, non-profit organization dedicated to the development of sportsmanship, horsemanship and the character in the youth of our country through the sport of rodeo, they are governed by National Directors (one representative from each state/provincial association). These volunteer board members are dedicated to the success of the NHSRA and the youth of North America. They also take the responsibility for the planning of the National High School Finals Rodeo each year. The National High School Rodeo Association is 64 years old and hands out over \$1 million in scholarships each year.

The NHSRA, headquartered in Denver, Colorado, has a full-time staff that conducts the day-to-day business of the association.

States and provinces members of the NHSRA include:

Alabama	Idaho	Montana	Saskatchewan
Alaska	Illinois	Nebraska	South Carolina
Alberta	Indiana	Nevada	South Dakota
Arizona	Iowa	New Mexico	Tennessee
Arkansas	Kansas	New York	Texas
Australia	Kentucky	North Carolina	Utah
British Columbia	Louisiana	North Dakota	Virginia
California	Manitoba	Ohio	Washington
Colorado	Michigan	Oklahoma	West Virginia
Florida	Minnesota	Ontario	Wisconsin
Georgia	Mississippi	Oregon	Wyoming
Hawaii	Missouri	Pennsylvania	

The creation of the Junior High Division in 2004 helped bring the excitement, mentorship, and thrills of rodeo to a new generation of junior high school students. With each passing year, the Association continues to build upon its legacy of promoting the sport, while also supporting and preparing the future leaders of our society.

The Sweetwater Events Complex and National High School Rodeo Association are excited to offer a few select sponsorship and advertising opportunities for the upcoming National High School Rodeo Finals.

Sponsor opportunities for the upcoming National High School Finals Rodeo include:

- Gold Spur Performance Sponsors



- Silver Spur Performance Sponsors



- Bronze Spur Performance Sponsors



- Program Advertising Opportunities
- Other sponsor opportunities include naming rights, may also be available

Gold Spur Performance Sponsor – Short Go Performance

(Saturday evening – *only one sponsorship opportunity available*)



Sponsorship Package Includes:

Performance Title Sponsorship for the NHSFR Short-Go Round

- 1 - 3' x 8' Banner facing grandstands
- 1 - 3' x 8' Timed Event Arena banner
- 1 - 3' x 8' Rough Stock Arena banner
- 1 - 3' x 8' Cutting Arena banner
- NHSR Finals Program (full page, 4 color ad)
- NHSR Finals Program listing as a **Gold Spur Performance Sponsor**
- Ad in NHSRA Times (4x1/4 or 2x1/2 BW ads in the *NHSRA Times*)
- Logo placement on NHSRA.org and SweetwaterEvents.com
- PA announcements - 13 performances
- PA announcements during your performance
- Spur Sponsor recognition - 13 performances
- Sponsor Appreciation Presentation during your performance
- 4 VIP Passes to any performance
- 100 Admission Tickets to your performance only
- 2 Flag display
- Flag in Grand Entry during your performance
- Logo displayed on Official NHSRA Scoreboard
- Category listing in advertiser/sponsor directory
- Day sheet listing for your performance (3,000 copies)
- Promotion flyer in contestant packets (1,600 packets)
- Sponsor ID in NHSRA print advertising
- Sponsor ID in NHSRA radio advertising
- Sponsor ID in NHSRA TV advertising

- **Investment: \$17,000**

(there is a 10% discount available with a commitment for the 2012-2013 finals)

With this short-go performance, all eyes will be on the cowboys and cowgirls looking to take home the National Championship Titles! As such, the exposure you'll receive will be extraordinary!

Gold Spur Performance Sponsor – Sunday PM Performance

(Sunday evening – **only one sponsorship opportunity available**)



Sponsorship Package Includes:

Performance Title Sponsorship for the NHSFR Sunday Evening Performance

- 1 - 3' x 8' Banner facing grandstands
- 1 - 3' x 8' Timed Event Arena banner
- 1 - 3' x 8' Rough Stock Arena banner
- 1 - 3' x 8' Cutting Arena banner
- NHSR Finals Program (full page, 4 color ad)
- NHSR Finals Program listing as a **Gold Spur Performance Sponsor**
- Ad in NHSRA Times (4x1/4 or 2x1/2 BW ads in the *NHSRA Times*)
- Logo placement on NHSRA.org and SweetwaterEvents.com
- PA announcements - 13 performances
- PA announcements during your performance
- Spur Sponsor recognition - 13 performances
- Sponsor Appreciation Presentation during your performance
- 4 VIP Passes to any performance
- 100 Admission Tickets to your performance only
- 2 Flag display
- Flag in Grand Entry during your performance
- Logo displayed on Official NHSRA Scoreboard
- Category listing in advertiser/sponsor directory
- Day sheet listing for your performance (3,000 copies)
- Promotion flyer in contestant packets (1,600 packets)
- Sponsor ID in NHSRA print advertising
- Sponsor ID in NHSRA radio advertising
- **Investment: \$11,000**
(there is a 10% discount available with a commitment for the 2012-2013 finals)

Gold Spur Performance Sponsor – Friday PM Performance

(Friday evening – **only one sponsorship opportunity available**)



Sponsorship Package Includes:

Performance Title Sponsorship for the NHSFR Friday Evening Performance

- 1 - 3' x 8' Banner facing grandstands
- 1 - 3' x 8' Timed Event Arena banner
- 1 - 3' x 8' Rough Stock Arena banner
- 1 - 3' x 8' Cutting Arena banner
- NHSR Finals Program (full page, 4 color ad)
- NHSR Finals Program listing as a **Gold Spur Performance Sponsor**
- Ad in NHSRA Times (4x1/4 or 2x1/2 BW ads in the *NHSRA Times*)
- PA announcements - 13 performances
- PA announcements during your performance
- Spur Sponsor recognition - 13 performances
- Sponsor Appreciation Presentation during your performance
- 4 VIP Passes to any performance
- Logo placement on NHSRA.org and SweetwaterEvents.com
- 100 Admission Tickets to your performance only
- 2 Flag display
- Flag in Grand Entry during your performance
- Logo displayed on Official NHSRA Scoreboard
- Category listing in advertiser/sponsor directory
- Day sheet listing for your performance (3,000 copies)
- Promotion flyer in contestant packets (1,600 packets)
- Sponsor ID in NHSRA print advertising
- Sponsor ID in NHSRA radio advertising
- **Investment: \$11,000**
(there is a 10% discount available with a commitment for the 2012-2013 finals)

Silver Spur Performance

Monday – Thursday Evening Performances

(Four sponsorship opportunities available)



Sponsorship Package Includes:

Performance Title Sponsorship for the NHSFR Evening Performances

- 1 - 3' x 8' Banner facing grandstands
- 1 - 3' x 8' Timed Event Arena banner
- 1 - 3' x 8' Rough Stock Arena banner
- 1 - 3' x 8' Cutting Arena banner
- NHSR Finals Program (full page, 4 color ad)
- NHSR Finals Program listing as a **Silver Spur Performance Sponsor**
- Ad in NHSRA Times (4x1/4 or 2x1/2 BW ads in the *NHSRA Times*)
- PA announcements during your performance
- Spur Sponsor recognition - 13 performances
- Sponsor Appreciation Presentation during your performance
- 4 VIP Passes to any performance
- Logo placement on NHSRA.org and SweetwaterEvents.com
- 75 Admission Tickets to your performance only
- 2 Flag display
- Flag in Grand Entry during your performance
- Logo displayed on Official NHSRA Scoreboard
- Category listing in advertiser/sponsor directory
- Day sheet listing for your performance (3,000 copies)
- Promotion flyer in contestant packets (1,600 packets)
- Sponsor ID in NHSRA print advertising

- **Investment: \$9,500**
(there is a 10% discount available with a commitment for the 2012-2013 finals)

Cost is for ONE performance under this package.

Silver Spur Performance

Saturday Morning Performance

(Only one sponsorship opportunity available)



Sponsorship Package Includes:

Performance Title Sponsorship for the NHSFR Saturday morning Performance

- 1 - 3' x 8' Banner facing grandstands
- 1 - 3' x 8' Timed Event Arena banner
- 1 - 3' x 8' Rough Stock Arena banner
- NHSR Finals Program (half page, 4 color ad)
- NHSR Finals Program listing as a **Silver Spur Performance Sponsor**
- Ad in NHSRA Times (2x1/4 or 1x1/2 BW ads in the *NHSRA Times*)
- PA announcements during your performance
- Spur Sponsor recognition - 13 performances
- Sponsor Appreciation Presentation during your performance
- 2 VIP Passes to any performance
- Logo placement on NHSRA.org and SweetwaterEvents.com
- 50 Admission Tickets to your performance only
- 1 Flag display
- Flag in Grand Entry during your performance
- Logo displayed on Official NHSRA Scoreboard
- Category listing in advertiser/sponsor directory
- Day sheet listing for your performance (3,000 copies)
- Promotion flyer in contestant packets (1,600 packets)
- Sponsor ID in NHSRA print advertising

- **Investment: \$5,500**
(there is a 10% discount available with a commitment for the 2012-2013 finals)

Bronze Spur Performance

Monday through Friday Morning Performances

(Five sponsorship opportunities available)



Sponsorship Package Includes:

Performance Title Sponsorship for the NHSFR Monday – Friday Morning Performances

- 1 - 3' x 8' Timed Event Arena banner
- 1 - 3' x 8' Rough Stock Arena banner
- NHSR Finals Program (half page, B/W ad)
- NHSR Finals Program listing as a **Bronze Spur Performance Sponsor**
- PA announcements during your performance
- Spur Sponsor recognition - 13 performances
- Sponsor Appreciation Presentation during your performance
- 2 VIP Passes to any performance
- Logo placement on NHSRA.org and SweetwaterEvents.com
- 50 Admission Tickets to your performance only
- 1 Flag display
- Flag in Grand Entry during your performance
- Logo displayed on Official NHSRA Scoreboard
- Category listing in advertiser/sponsor directory
- Day sheet listing for your performance (3,000 copies)
- Promotion flyer in contestant packets (1,600 packets)
- **Investment: \$4,000**
(there is a 10% discount available with a commitment for the 2012-2013 finals)

Cost is for ONE performance under this package.

Volleyball Tournament Sponsor

(Five sponsorship opportunities available)



Sponsorship Package Includes:

Volleyball tournament sponsorship for the NHSFR
(tournament will be held July 16-17, 2011 at the Rock Springs Wataha Complex)

- 1 - 3' x 8' banner at the Volleyball venue
- NHSR Finals Program (half page, B/W ad)
- NHSR Finals Program listing as a **Volleyball Tournament Sponsor**
- PA announcements during the rodeo performances
- Sponsor Appreciation Presentation at the tournament
- 2 VIP Passes to any rodeo performance (final go excluded)
- Logo placement on NHSRA.org and SweetwaterEvents.com
- 6 Rodeo Admission Tickets to a performance of your choice (final go excluded)
- Category listing in advertiser/sponsor directory
- Name/logo placement on pocket map
- Promotion flyer in contestant packets (1,600 packets)

- **Investment: \$4,000**
(there is a 10% discount available with a commitment for the 2012-2013 finals)

Shooting Sports Sponsor

(Five sponsorship opportunities available)



Sponsorship Package Includes:

Shooting sports sponsorship for the NHSFR
(tournament will be at the Green River Gun Club and Sweetwater County Trap Club)

- 1 - 3' x 8' banner at both venues
- NHSR Finals Program (half page, B/W ad)
- NHSR Finals Program listing as a **Shooting Sports Sponsor**
- PA announcements during the rodeo performances
- Sponsor Appreciation Presentation at the competition
- 2 VIP Passes to any rodeo performance (final go excluded)
- Logo placement on NHSRA.org and SweetwaterEvents.com
- 6 Rodeo Admission Tickets to a performance of your choice (final go excluded)
- Category listing in advertiser/sponsor directory
- Name/logo placement on pocket map
- Promotion flyer in contestant packets (1,600 packets)

- **Investment: \$4,000**
(there is a 10% discount available with a commitment for the 2012-2013 finals)

NHSR Finals Spur Sponsor Opportunities

Sponsor Benefit	GOLD Short-Go Saturday PM	GOLD Sunday PM	GOLD Friday PM	SILVER Mon-Thurs PM	SILVER Saturday AM	BRONZE Mon-Fri AM
Performance Title Sponsorship	X	X	X	X	X	X
1 - 3' x 8' Banner facing grandstands	X	X	X	X	X	
1 - 3' x 8' Timed Event Arena banner	X	X	X	X	X	X
1 - 3' x 8' Rough Stock Arena banner	X	X	X	X	X	X
1 - 3' x 8' Cutting Arena banner	X	X	X	X		
NHSR Finals Program	Full page, 4-Color	Full page, 4-Color	Full page, 4-Color	Full page, 4-Color	Half page, 4-Color	Half page, B/W
NHSR Finals Program listing as a Spur Sponsor	X	X	X	X	X	X
Ad in <i>NHSRA Times</i>	Four 1/2 pg or Two 1/2 pg B/W	Four 1/2 pg or Two 1/2 pg B/W	Four 1/2 pg or Two 1/2 pg B/W	Four 1/2 pg or Two 1/2 pg B/W	Two 1/2 pg or One 1/2 pg B/W	Two 1/2 pg or One 1/2 pg B/W
Logo placement on NHSRA.org & SweetwaterEvents.com						
PA announcements - 13 performances	X	X	X	X	X	X
PA announcements during your performance	X	X	X	X	X	X
Spur Sponsor recognition - 13 performances	X	X	X	X	X	X
Sponsor Appreciation Presentation during your performance	X	X	X	X	X	X
VIP Passes to any performance	4	4	4	4	2	2
Admission Tickets to your performance only	100	100	100	75	50	50
Flag display	2	2	2	2	1	1
Flag in Grand Entry during your performance	X	X	X	X	X	X
Logo displayed on Official NHSRA Scoreboard	X	X	X	X	X	X
Category listing in advertiser/sponsor directory	X	X	X	X	X	X
Day sheet listing for your performance (3,000 copies)	X	X	X	X	X	X
Promotion flyer in contestant packets (1,600 packets)	X	X	X	X	X	X
Sponsor ID in NHSRA print advertising	X	X	X	X	X	X
Sponsor ID in NHSRA radio advertising	X	X	X			
Sponsor ID in NHSRA TV advertising	X					
Investment for Spur Sponsor Package	\$17,000	\$11,000	\$11,000	\$9,500	\$5,500	\$4,000

(10% discount for two year commitment)