



2022 Miss Rodeo Minnesota
Association Sponsorship Packet

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Dear Prospective Sponsor,

The Miss Rodeo Minnesota Association (MRMNA) is an organization made up of volunteers who believe in the advancement of Minnesota's youth and young women. Through the Association, we work to promote the sport of rodeo while preserving our western heritage through education, leadership development, community service, and personal growth.

Miss Rodeo Minnesota Association is a recognized 501(c)(3) non-profit organization dedicated to providing educational scholarship awards to the young women of Minnesota. We provide the opportunity to represent the western way of life, promote professional rodeo and the State of Minnesota, by building community outreach, public relations skills, and public speaking ability.

The Miss Rodeo Minnesota Pageant is held annually to select young ladies ages, 5-27, who have the desire and enthusiasm to serve as a goodwill ambassador in the State of Minnesota for the sport of rodeo. We select a Miss Rodeo Minnesota (age 21–27), Miss Teen Rodeo Minnesota (age 16-20), Miss Junior Rodeo Minnesota (age 11–15) and Miss Rodeo Minnesota Sweethearts (age 5–10).

The title of Miss Rodeo Minnesota is also given the prestigious opportunity to represent Minnesota in the Miss Rodeo America Pageant. The Miss Rodeo America Pageant is held in December each year in conjunction with the Wrangler National Finals Rodeo in Las Vegas, Nevada. The title of Miss Rodeo America promotes our western heritage and the sport of professional rodeo at a national level. In addition, during the pageant competition they provide educational scholarships for the participants.

Sponsorships are a great opportunity for businesses to advertise and at the same time establish a sense of rapport between your company and the surrounding community. Following this page, you will notice multiple partnership opportunities to represent and promote your brand to the best of our abilities. Without the support from our generous sponsors, the Miss Rodeo Minnesota program would not be possible.

Through our partnership, we can expand our program in an effort make a difference in the lives of Minnesota youth. Thank you in advance for your support and consideration of the Miss Rodeo Minnesota Association.

If you have any questions or would like to plan a sponsorship meeting to promote your business, our contact information is included.

Sincerely,

Ashley Kollodge
MRMNA Secretary
sponsorshipdirectormn@gmail.com

Kay Scholten
MRMNA President
kayscholten2@gmail.com



3,800+ followers



1,100+ followers

2022 TITLEHOLDERS

Miss Rodeo Minnesota: Sophia Hillmann

Miss Teen Rodeo Minnesota: Summer Hill

Miss Junior Rodeo Minnesota: Anna Lloyd

Miss Rodeo Minnesota Sweetheart: Avery Ecklund & Bristol Siedow

2022 SPONSORSHIP LEVELS

Diamond: \$2,500+

- Business logo in prime placement on front of official autograph sheets that will be handed out at every appearance throughout 2022
- Logo placement on sides of the 2022 Miss Rodeo Minnesota titleholder vehicle
- Listed on the Miss Rodeo Minnesota page in the 2023 Miss Rodeo America pageant program distributed nationally. Can customize this if sponsoring a Teen/Jr/Sweetheart.
- Schedule Miss Rodeo Minnesota titleholder for 2 appearances and/or autograph events at your business. The event will be promoted by Miss Rodeo Minnesota. We would like to tailor this event to your specific needs. Examples include attending a fundraising or community event that your business is involved with. This must be scheduled in advance with the MRMNA.
- Your business will be mentioned in 5 posts on Miss Rodeo Minnesota 2022 online platforms: MRMN website, Facebook, Instagram, and quarterly newsletter sent to current members
- 4 tickets will be provided to all official Miss Rodeo Minnesota events; Coronation, Pageant, sendoff events.
- Public thank you at 2022 Miss Rodeo Minnesota titleholder coronation
- MRMNA will provide a professional photograph taken with business or item/product signed by Miss Rodeo Minnesota titleholder
- Business listed on Miss Rodeo Minnesota website

Platinum: \$1,000 - \$2,499

- Business logo in medium placement on front of official autograph sheets that will be handed out at every appearance throughout 2022
- Logo placement on back window of the 2022 Miss Rodeo Minnesota titleholder vehicle
- Schedule Miss Rodeo Minnesota titleholder for 1 appearance and/or autograph event at your business. This event will be promoted by Miss Rodeo Minnesota. We would like to tailor this event to your specific needs. Examples include attending a fundraising or community event that your business is involved with. Must be scheduled in advance with the MRMNA.
- Your business will be mentioned in 4 posts on Miss Rodeo Minnesota 2022 online platforms: MRMN website, Facebook, Instagram, and quarterly newsletter sent to current members
- 2 tickets will be provided to all official Miss Rodeo Minnesota events; Coronation, Pageant, sendoff events.
- Public thank you at 2022 Miss Rodeo Minnesota titleholder coronation
- Business listed on Miss Rodeo Minnesota website

Gold: \$500 - \$999

- Business logo in medium size on back of official autograph sheets that will be handed out at every appearance throughout 2022
- Your business will be mentioned in 3 posts on Miss Rodeo Minnesota 2022 online platforms: MRMN website, Facebook, Instagram, and quarterly newsletter sent to current members
- 1 ticket will be provided to all official Miss Rodeo Minnesota events; Coronation, Pageant, sendoff events.
- Public thank you at 2022 Miss Rodeo Minnesota titleholder coronation
- Business listed on Miss Rodeo Minnesota website

Silver: \$250 - \$499

- Business logo in small size on back of official autograph sheets that will be handed out at every appearance throughout 2022, with over
- Your business will be mentioned in 2 posts on Miss Rodeo Minnesota 2022 online platforms: MRMN website, Facebook, Instagram, and quarterly newsletter sent to current members
- Public thank you at 2022 Miss Rodeo Minnesota titleholder coronation
- Business listed on Miss Rodeo Minnesota website

Bronze: \$100 - \$249

- Business listed in small print placement on back of official autograph sheets that will be handed out at every appearance throughout 2022
- Your business will be mentioned in 1 post on Miss Rodeo Minnesota 2022 online platforms: MRMN website, Facebook, Instagram, and quarterly newsletter sent to current members
- Public thank you at 2022 Miss Rodeo Minnesota titleholder coronation
- Business name listed on Miss Rodeo Minnesota website

Any sponsorships, items, or donations below \$99 will be mentioned on the Miss Rodeo Minnesota website only



Miss Rodeo Minnesota Association Annual Membership

Thank you – we look forward to working together!

ALL MEMBERSHIP FUNDS GO TOWARD OUR SCHOLARSHIPS

NAME _____

ADDRESS _____

PHONE # _____
(PRIMARY)

Is this a CELL PHONE or LANDLINE ? (CIRCLE ONE)

If a cell, will you accept a text message? Yes No

EMAIL
ADDRESS _____

As we work to promote an opportunity for young women to grow and learn and enjoy activities with horses, we have several areas that you might enjoy. Please check any areas that you are interested in helping.

Publicity/Social Media _____ Horsemanship Training _____

Fundraising _____ Pageant Event _____

MEMBERSHIP YEAR IS FROM JANUARY 1 – DECEMBER 31

_____ \$20 for 1 year Membership

_____ \$50 Group Membership – 1 year (available to families, rodeo committees, round-up club, businesses and other civic groups) 1 vote per group

Please make your checks payable to MRMNA and return with this form to:

Miss Rodeo Minnesota Association

1640 Keanan Ln, Apt 1D

Altoona, WI 54720

Miss Rodeo Minnesota Sponsor Agreement

The organization hereby agrees to sponsor Miss Rodeo Minnesota as described in the Sponsor Levels, a copy of which is attached and is incorporated herein by this reference.

The Sponsor agrees to provide the Miss Rodeo Minnesota Association the following in-kind services and/or pay the following fees:

Cash Sponsor

- Diamond Sponsor: \$2,500+
- Platinum Sponsor: \$1,000 - \$2,499
- Gold Sponsor: \$500 - \$999
- Silver Sponsor: \$250 - \$499
- Bronze Sponsor: \$100 - \$249

In-Kind Services/Product

- Diamond Sponsor: \$2,500+
- Platinum Sponsor: \$1,000 - \$2,499
- Gold Sponsor: \$500 - \$999
- Silver Sponsor: \$250 - \$499
- Bronze Sponsor: \$100 - \$249

Miss Rodeo Minnesota Association will provide Sponsor with the benefits described in the Sponsor Levels. The Miss Rodeo Minnesota Association may adjust such benefits, substitute benefits, or provide other benefits with the approval of the Sponsor.

Payment:

All donations should be made payable to: Miss Rodeo Minnesota Association. All sponsors will receive confirmation of donation/goods received via an official receipt, within 30 days of payment.

Limitation of Sponsorship:

Unless otherwise provided, the cash or services and the Sponsor benefits described in this agreement are related solely to a single calendar year.

License and Usage:

Sponsor hereby grants the Miss Rodeo Minnesota Association a limited, non-exclusive license to use Sponsor's trade names, trademarks, service marks and other business information related to business recognition (website, social media links, etc.).

Sponsor Understandings:

Sponsor understands as follows: the dollar values set forth in the Sponsor Levels are estimates and are based upon general sponsorship information available to the Miss Rodeo Minnesota Association. No portion of the sponsorship cash payment or in-kind services are subject to being refunded for any reason except as provided herein. Sponsorships are not exclusive unless otherwise set forth in the Sponsor Levels.

Termination:

The Miss Rodeo Minnesota Association may terminate this contract on 30 days written notice. In the event of termination for any reason other than failure to provide contracted fees or services, the Miss Rodeo Minnesota Association may substitute an event with equivalent benefits with the approval of the Sponsor or shall refund any cash fee received from Sponsor. The Sponsor shall not terminate this agreement without the approval of Miss Rodeo Minnesota Association.

Amendments:

This agreement may be amended only by a written agreement executed by both parties.

Sponsor (printed) _____

Sponsor (signed) _____ Dated: _____

MRMNA (printed) _____

MRMNA (signed) _____ Dated: _____

Sponsor Contact Information:

Sponsor Name: _____

Contact Person: _____

Mailing Address: _____

Phone: _____

Email: _____



Donation Receipt

Date:

Receipt number:

Donated by:

Address:

Amount of cash donation and/or description of non-cash donations:

_____ No goods or services were received in return for this gift

_____ Goods and/or services were received for a donation greater than \$75.00. Please see description below:

Enter description of goods/services here

Estimated value of goods/services from MRMN to donor (if applicable): _____

Net donation (value of donation subtracted from value of goods/services received): _____

Authorized signature _____

Name (please print) _____

Thank you for supporting the future of rodeo. Your contribution to Miss Rodeo Minnesota is greatly appreciated.

Miss Rodeo Minnesota is a charity recognized as tax-exempt by the IRS under Section 501(c)(3). Your contribution is tax-deductible to the extent allowed by law.

Disclosure: The amount of the contribution that is deductible for federal income tax purposes is limited to the excess of any money (and the value of any property other than money) contributed by the donor over the fair market value of goods or services provided by the charity. MRMN is required by the IRS to provide a good faith estimate of the fair market value of the goods or services that the donor may receive.