



2023 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 company 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,

Kay Scholten
MRMNA Administrative Director
kayscholten2@gmail.com

Jana Reilly
MRMNA President
janar@kw.com



4,600+ followers



1,100+ followers

2023 MISS RODEO MINNESOTA TITLEHOLDERS

Miss Rodeo Minnesota: Kendra Klosterman



Miss Teen Rodeo Minnesota: Summer Hill



Miss Junior Rodeo Minnesota: Jenna Schultz



Miss Rodeo Minnesota Sweetheart: Madelynn Duden



2023 SPONSORSHIP LEVELS

Bronze: (\$0 - \$499)

Business will receive:

- Business Name listed on Miss Rodeo Minnesota Website
- Business Name listed on all printed marketing materials for 2024 Pageant (Includes but not limited to: t-shirts, posters, competition calendar, rodeo information and signage at all pageant events)
- 1 Facebook post with Business page tagged during Rodeo Season (June – Aug)
- Business Name listed in every 2023 Miss Rodeo Minnesota E-Newsletter

Silver: \$500 - \$999

Business will receive:

- *Business Logo* pictured on Miss Rodeo Minnesota Website
- *Business Logo* pictured on printed marketing materials for 2024 Pageant (Includes but limited to: t-shirts, posters, competition calendar, rodeo information and signage at all pageant events)
- Business Name announced over the Radio broadcast during pageant week
- *Business Logo* printed on the back of official autograph sheets that will be handed out at every appearance throughout 2023
- 1 Facebook post with Business page tagged during Rodeo Season (June – Aug)
- *Business Logo* pictured in every 2023 Miss Rodeo Minnesota E-Newsletter

Gold: \$1,000 - \$1,999

Business will receive:

- *Business Logo* pictured on Miss Rodeo Minnesota Website
- *Business Logo* pictured on all printed marketing materials for 2024 MRMN pageant (Includes but not limited to: t-shirts, posters, competition calendar, rodeo information and signage at all pageant events)
- *Business Logo* pictured in every 2023 Miss Rodeo Minnesota E-Newsletter
- *Business Logo* printed on the front of official autograph sheets that will be handed out at every appearance throughout 2023
- Business Name announced during 2 Pageant events (Event chosen by business)
- Business Name announced over the Radio broadcast during pageant week
- 2 Facebook posts with Business page tagged during Rodeo Season (June – Aug)
- 4 Tickets provided to all official Miss Rodeo Minnesota Events: Coronations and 2024 Pageant
- Miss Rodeo Minnesota titleholder scheduled for 1 in-person appearance and/or autograph events at your business
- **BONUS:** There is potential for 1 or more titleholders to be sponsored a vehicle for use during their reign. In the event that this would happen in 2023, Gold sponsors would also have the option to have their *business logo* placed on the vehicle.

Platinum: \$2,000+

Business will receive:

- *Business Logo* featured on Miss Rodeo Minnesota Website with a link back to business website.
- *Business Logo* pictured at the top of all printed marketing materials for the 2024 MRMN Pageant (Includes but not limited to: t-shirts, posters, Event calendar, Rodeo information and signage at all pageant competitions)
- *Business Logo* pictured in every 2023 Miss Rodeo Minnesota E-Newsletter + a **1/3 page feature in 1 newsletter**.
- *Business Logo* printed on front of official autograph sheets that will be passed out at every appearance in 2023
- Business Name announced during 3 Pageant events (Event chosen by business)
- Business Name announced over the Radio broadcast during pageant week
- Business Name and information included in a Press Release prior to Pageant week
- **3** Facebook posts with Business page tagged
- Business Name listed as an official Sponsor on **Miss Rodeo Minnesota Facebook ABOUT Page** with 4,600+ followers
- **4** Tickets provided to all official Miss Rodeo Minnesota Events: Coronations and 2024 Pageant
- Miss Rodeo Minnesota titleholder scheduled for **2** in-person appearances and/or autograph events at your business
- **BONUS:** There is potential for 1 or more titleholders to be sponsored a vehicle for use during their reign. In the event that this would happen in 2023, Platinum sponsors would also have the option to have their *business logo* placed on the vehicle.

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

- Bronze Sponsor: \$0 - \$499
- Silver Sponsor: \$499 - \$999
- Gold Sponsor: \$1,000 - \$1,999
- Platinum Sponsor: \$2,000+

In-Kind Services/Product

- Bronze Sponsor: \$0 - \$499
- Silver Sponsor: \$499 - \$999
- Gold Sponsor: \$1,000 - \$1,999
- Platinum Sponsor: \$2,000+

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 Name (printed) _____

Sponsor Name (signed) _____ Date: _____

MRMNA (printed) _____

MRMNA (signed) _____ Date: _____

Sponsor Contact Information

Business Name: _____

Contact Person: _____

Mailing Address: _____

Phone: _____

Email: _____

Sponsorship Level of choice (please circle)

Bronze (\$0-499)

Silver (\$500-\$999)

Gold (\$1,000-\$1,999)

Platinum (\$2,000+)

Sponsorship Designated to (MRMN Queen Name): _____

Check or Cash Amount: _____

Check # _____

THANK YOU for your support!

**Please make your checks payable to MRMNA and return with this form to:
Miss Rodeo Minnesota Association
PO Box 505**

Willmar, MN 56201



Donation Receipt

(Internal Use Only)

Date:

Name:

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.