

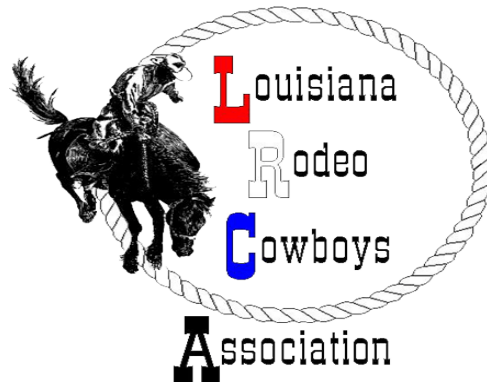


***A Louisiana, non-profit association committed to promoting the sport of rodeo throughout Louisiana. The LRCA has provided high-quality rodeos for nearly half a century.***



# **LRCOA Overview**

- **Established in 1964**
- **Governed by a Board of Directors, elected by the membership**
- **Over 435 members from Louisiana, Arkansas, Texas, Mississippi, and Oklahoma in 2015**
- **Membership has continued to grow each year, with an expected membership of 600+ for 2016**
- **Over 50 sanctioned rodeos, ropings, or bull ridings yearly across the states of Louisiana, Arkansas, Texas, Oklahoma, and Mississippi**



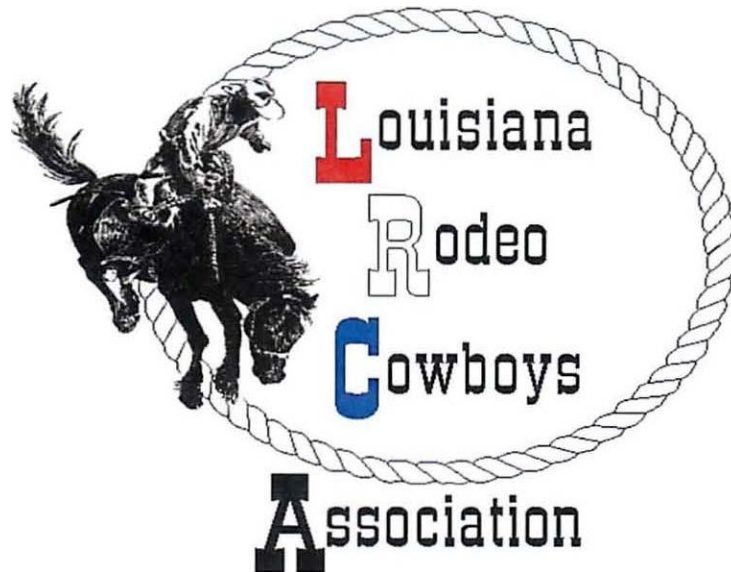
# LRCA Finals Overview

- Contestants must compete at events sanctioned by the LRCA and be members of the association to be eligible for year-end awards offered by the LRCA
- Top 12 get the chance to compete at the finals each year
- LRCA Finals will be partnering with the State Fair of Louisiana to move the finals to Shreveport, LA November 4<sup>th</sup> & 5<sup>th</sup> during the State Fair
  - The State Fair of Louisiana welcomes 400,000+ visitors thru their gates each year
  - The State Fair of Louisiana offers a unique atmosphere for our contestants and partners to receive exposure to a large number of traditional and non-traditional spectators
  - LRCA Finals will be a part of promotions and advertisement associated with the State Fair & Rodeo



# **Sponsorship Opportunities**

- **Corporate Sponsor**
- **Event/ Jacket Sponsor**
- **Jacket Sponsor**
- **Event Sponsor**
- **Let Out Gate Sponsor**
- **Clown/ Clown Barrel Sponsor**
- **Saddle Sponsor**
- **Arena Sponsor**
- **Buckle Sponsor**
- **Program Ad Sponsor**
  - **Full page**
  - **Half Page**
  - **Quarter Page**
  - **Business Card Size**



## **2016 LRCA FINALS RODEO**

**November 4 -5, 2016**

**State Fair of Louisiana**

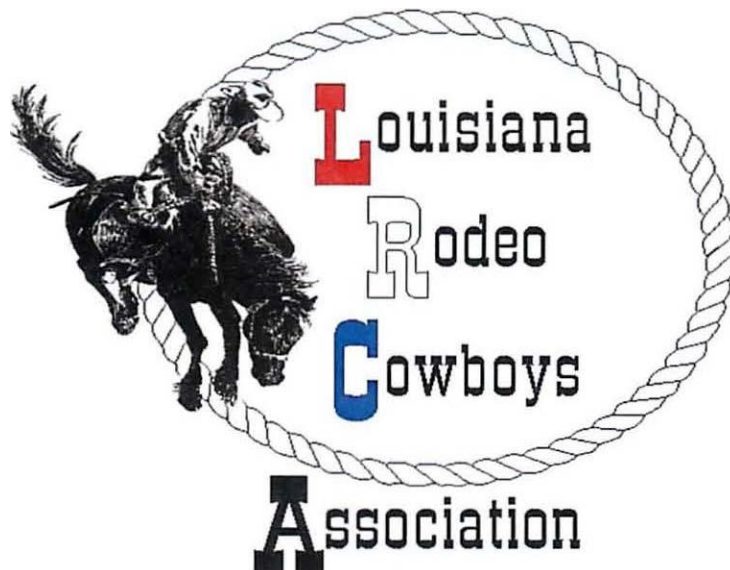
**Shreveport, LA**

**7:00 P.M. Nightly**

## **CORPORATE SPONSOR**

- Company Logo on front of each Contestant's Jacket
  - *2 Complimentary jackets to Sponsor*
- 1 Banner (3'X5' provided by sponsor) to hang prominently in the arena
- Company information posted on association website, Facebook page, posters advertising the event, full page ads in the finals program, and name used in any radio advertising
- Company sponsor information announced multiple times during each performance of the rodeo and if promotional items are available they will be distributed to the crowd
- Complimentary Tickets for each performance

**TOTAL SPONSOR INVESTMENT \$5,000.00**



## **2016 LRCA FINALS RODEO**

**November 4 -5, 2016**

**State Fair of Louisiana**

**Shreveport, LA**

**7:00 P.M. Friday & Saturday Night**

### **EVENT/ JACKET SPONSOR**

- Company Logo on Contestant's Jacket
  - *Complimentary jacket to Sponsor*
- 1 Banner (3'X5' provided by sponsor) to hang prominently in the arena
- Company information posted on association website, Facebook page, and a full page ad in the finals programs
- Company sponsor information announced multiple times during each performance of the rodeo and if promotional items are available they will be distributed to the crowd
- Complimentary Tickets for each performance

**TOTAL EVENT/JACKET SPONSOR INVESTMENT \$2,500.00**

(For an additional \$200.00 you can also sponsor the Champion Buckle in the event)



2016

**LRCA FINALS RODEO  
November 4 -5, 2016  
State Fair of Louisiana**

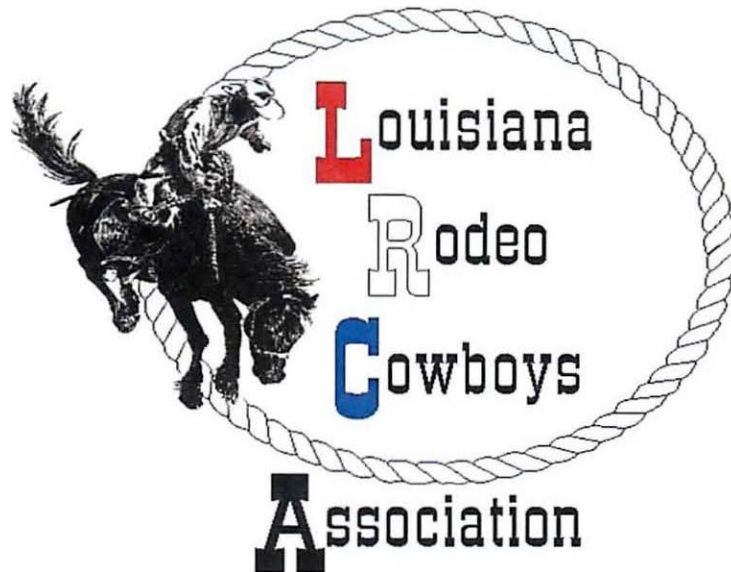
**Shreveport, LA**

**7:00 P.M. Friday & Saturday Night**

**JACKET SPONSOR**

- Company Logo on each Contestant's Jacket
  - *Complimentary jacket to Sponsor*
- 1 Banner (3'X5' provided by sponsor) to hang prominently in the arena
- Company information posted on sponsor website, Facebook page, and a full page ad in finals program
- Company sponsor information announced multiple times during each performance of the rodeo
- Complimentary Tickets for each performance

**TOTAL JACKET SPONSOR INVESTMENT \$1,500.00**



2016

**LRCA FINALS RODEO  
November 4 -5, 2016  
State Fair of Louisiana**

**Shreveport, LA**

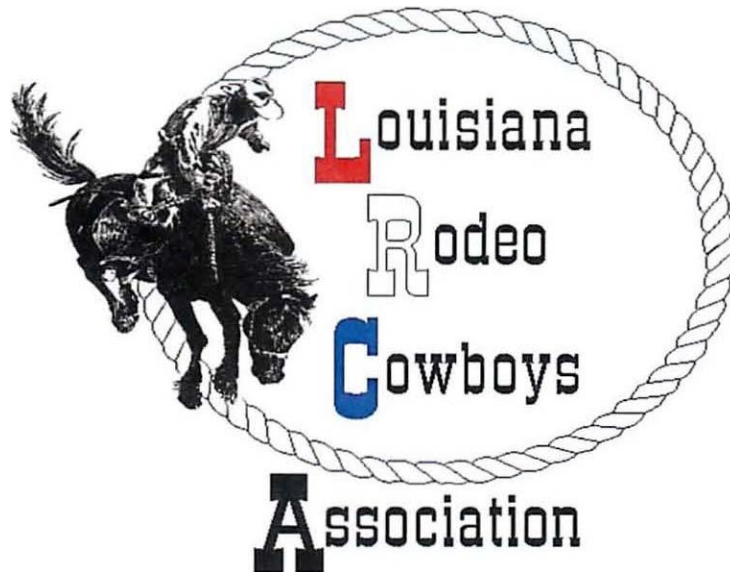
**7:00 P.M. Friday & Saturday Night**

**BACK NUMBER SPONSOR**

- Company Logo on each Contestant's Back numbers
- 1 Banner (3'X5' provided by sponsor) to hang prominently in the arena
- Company information posted on sponsor website, Facebook page, and a full page ad in finals program
- Company sponsor information announced multiple times during each performance of the rodeo
- Complimentary Tickets for each performance

**TOTAL JACKET SPONSOR INVESTMENT \$1,200.00**





## **2016 LRCA FINALS RODEO**

**November 4 -5, 2016**

**State Fair of Louisiana**

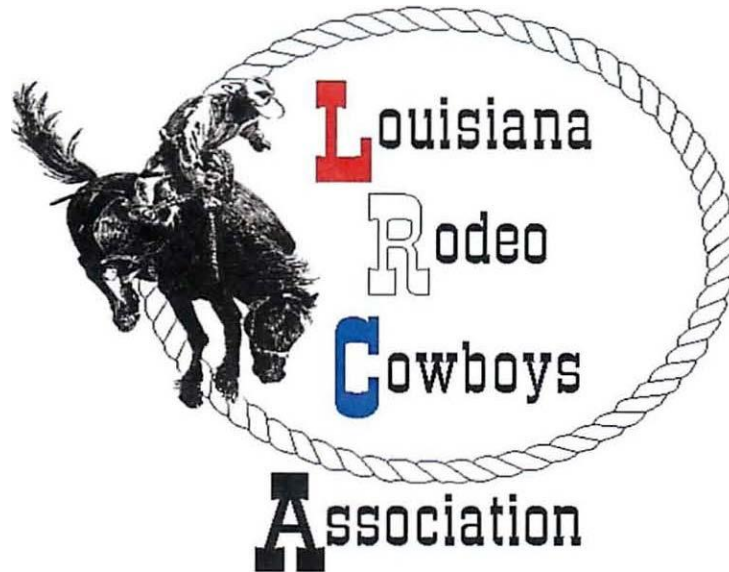
**Shreveport, LA**

**7:00 P.M. Friday & Saturday Night**

### **EVENT SPONSOR**

- 1 Banner (3'X5' provided by sponsor) to hang prominently in the arena
- Company information posted on sponsor website, Facebook page, and a full page ad in the finals program
- Company sponsor information announced multiple times during each during the event being sponsored at each performance
- Complimentary Tickets for each performance
- Events available to sponsor: Bareback, Steer Wrestling, Breakaway Roping, or Barrel Racing

**TOTAL SPONSOR INVESTMENT \$1,000.00**



**2016 LRCA FINALS RODEO**

**November 4 -5, 2016**

**State Fair of Louisiana**

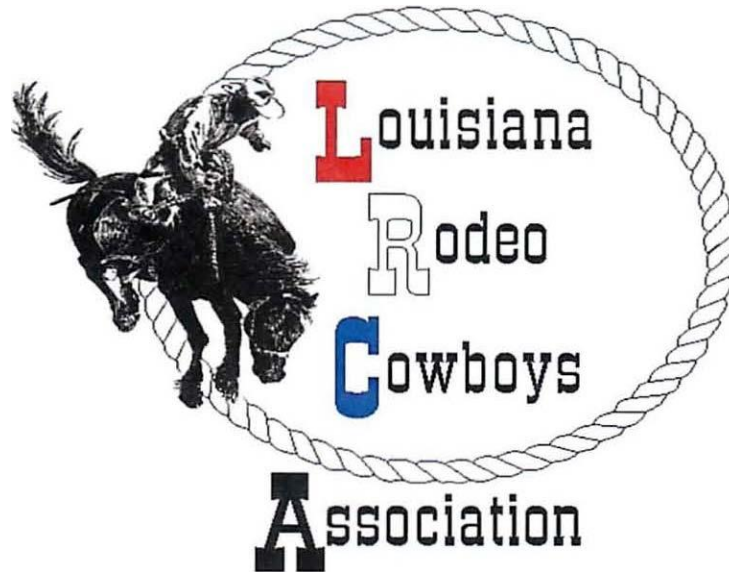
**Shreveport, LA**

**7:00 P.M. Friday & Saturday Night**

**LET OUT GATE SPONSOR**

- 1 Banner (3'X5' provided by sponsor) to hang on the let out gate in the arena
- Company information posted on sponsor website, Facebook page, and a full page ad in the finals program
- Company sponsor information announced multiple times during each performance of the rodeo
- Complimentary Tickets for each performance

**TOTAL SPONSOR INVESTMENT \$1,000.00**



**2016 LRCA FINALS RODEO**

**November 4 -5, 2016**

**State Fair of Louisiana**

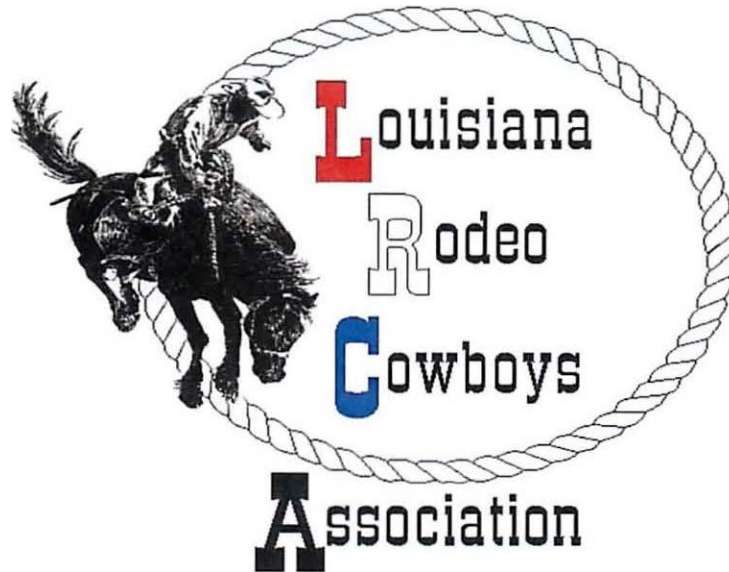
**Shreveport, LA**

**7:00 P.M. Friday & Saturday Night**

**CLOWN/ CLOWN BARREL SPONSOR**

- 2 Decals placed on the clown barrel to be used during the finals
- Company information posted on sponsor website, Facebook page, and a full page ad in the finals program
- Company sponsor information announced multiple times during each performance of the rodeo
- Complimentary Tickets for each performance

**TOTAL SPONSOR INVESTMENT \$1,000.00**



**2016 LRCA FINALS RODEO**

**November 4 -5, 2016**

**State Fair of Louisiana**

**Shreveport, LA**

**7:00 P.M. Friday & Saturday Night**

**SADDLE SPONSOR**

- 1 Banner (3'X5' provided by sponsor) to hang prominently in the arena
- Company information posted on sponsor website, Facebook page, and a full page ad in the finals program
- Company sponsor information announced multiple times during each performance of the rodeo as well as during the event being sponsored
- Complimentary Tickets for each performance

**TOTAL SPONSOR INVESTMENT \$1,000.00**



**2016 LRCA FINALS RODEO**

**November 4 -5, 2016**

**State Fair of Louisiana**

**Shreveport, LA**

**7:00 P.M. Friday & Saturday Night**

**ARENA SPONSOR**

- 1 Banner (3'X5' provided by sponsor) to hang prominently in the arena
- Company information posted on sponsor website, Facebook page, and a full page ad in the finals program
- Company sponsor information announced multiple times during each performance of the rodeo

**SPONSOR AMOUNT \$500.00**



**2016 LRCA FINALS RODEO**

**November 4 -5, 2016**

**State Fair of Louisiana**

**Shreveport, LA**

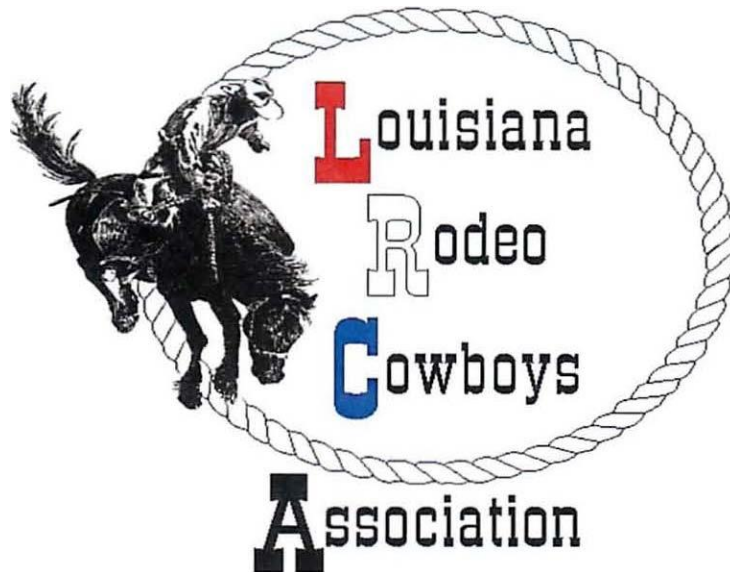
**7:00 P.M. Friday & Saturday Night**

**BUCKLE SPONSOR**

(1/4 page ad in the finals program)

- All Around Champion
- Event Champion
- Reserve Champion
- Average Champion
- Fast Time
- Stock Contractor (5)
- Finals Judge (2)
- Finals Timer (2)
- Pick Up Man Buckle (2)
- Bull Fighter Buckle (2)
- Bull of the Year
- Saddle Bronc Horse of the Year
- Bareback Horse of the Year

**SPONSOR AMOUNT \$200.00**



**2016 LRCA FINALS RODEO**

**November 4 -5, 2016**

**State Fair of Louisiana**

**Shreveport, LA**

**7:00 P.M. Friday & Saturday Night**

**PROGRAM AD**

Programs will be available for purchase at each performance.

Take this opportunity to have your business in the public eye, or to wish Contestants Good luck as they participate in the **2016 LRCA FINALS**.

- Full Page Advertisement in the 2015 LRCA Finals Program \$200.00
- ½ Page Advertisement in the 2015 LRCA Finals Program \$100.00
- ¼ Page Advertisement in the 2015 LRCA Finals Program \$ 50.00
- Business Card Size Ad in the 2015 LRCA Finals Program \$ 25.00

# Comparison

	Complimentary Jacket	Logo on Jacket	Banners	Recognition	Program	Tickets
Corporate \$5000	2	Front	1	<ul style="list-style-type: none"> <li>• Website</li> <li>• Facebook</li> <li>• Posters for finals</li> <li>• Radio advertisement</li> <li>• Announced during rodeo</li> <li>• (If provided) Promotional Items distributed to crowd</li> </ul>	Full Page	✓
Jacket/ Event \$2500	1	✓	1	<ul style="list-style-type: none"> <li>• Website</li> <li>• Facebook</li> <li>• Announced during rodeo</li> <li>• (If provided) Promotional Items distributed to crowd</li> </ul>	Full Page	✓
Jacket \$1500	1	✓	1	<ul style="list-style-type: none"> <li>• Website</li> <li>• Facebook</li> <li>• Announced during rodeo</li> </ul>	Full Page	✓
Back Number \$1200	<i>Logo on every contestant's back number</i>		1	<ul style="list-style-type: none"> <li>• Website</li> <li>• Facebook</li> <li>• Announced during rodeo</li> </ul>	Full Page	✓
Event \$1000			1	<ul style="list-style-type: none"> <li>• Website</li> <li>• Facebook</li> <li>• Announced during rodeo</li> </ul>	Full Page	✓
Let Out Gate \$1000			1	<ul style="list-style-type: none"> <li>• Website</li> <li>• Facebook</li> <li>• Announced during rodeo</li> </ul>	Full Page	✓
Clown Barrel \$1000			1	<ul style="list-style-type: none"> <li>• Website</li> <li>• Facebook</li> <li>• Announced during rodeo</li> </ul>	Full Page	✓
Saddle \$1000			1	<ul style="list-style-type: none"> <li>• Website</li> <li>• Facebook</li> <li>• Announced during rodeo</li> </ul>	Full Page	✓
Arena \$500			1	<ul style="list-style-type: none"> <li>• Website</li> <li>• Facebook</li> <li>• Announced during rodeo</li> </ul>	Full Page	✓
Buckle \$200				<ul style="list-style-type: none"> <li>• Website</li> <li>• Facebook</li> </ul>	¼ Page	





# Thank You!

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*The combination of large audiences, along with over \$100,000 in cash and prizes to be given away at the 2016 Finals, makes this year a very exciting and promising year for the LRCA.*

# SPONSOR FORM

<b>Sponsor Name:</b>					
<b>Contact:</b>					
<b>Mailing Address:</b>					
<b>City</b>		<b>State:</b>		<b>Zip:</b>	
<b>Phone:</b>				<b>Fax:</b>	
<b>Email:</b>					

***Please Circle Your Sponsorship Choice Below:***

Corporate	Jacket/ Event	Jacket	Back Number	Event	Saddle	Arena	Buckle	Program			
\$5000	\$2500	\$1500	\$1200	Let Out Gate	Clown Barrel	\$500	\$200	Full	Half	1/4	Business Card
				\$1000				\$200	\$100	\$50	\$25

Additional Information:

<b>Corporate Sponsor</b>			
<i>Jacket Size:</i>		<i>Jacket Size:</i>	
<b>Jacket/ Event Sponsor</b>			
<i>Jacket Size:</i>			
<b>Jacket Sponsor:</b>			
<i>Jacket Size:</i>			
<b>Event Sponsor:</b> <i>(Please Circle Choice)</i>			
<b>Bareback</b>	<b>Steer Wrestling</b>	<b>Barrel Racing</b>	<b>Breakaway Roping</b>
<b>Saddle Sponsor</b> <i>(Please Circle Choice)</i>			
<b>All Around</b>	<b>Bareback</b>	<b>Saddle Bronc</b>	<b>Bull Riding</b>
<b>Tie- Down Roping</b>	<b>Steer Wrestling</b>	<b>Team Roping- Header</b>	<b>Team Roping Heeler</b>
<b>Barrel Racing</b>	<b>Breakaway Roping</b>		
<b>Buckle Sponsor:</b>			
<i>Buckle Sponsor Choice:</i>			

**Please email your program ads, logos, and any additional information  
to [LouisianaRodeo@gmail.com](mailto:LouisianaRodeo@gmail.com).**

*\*Must provide your own banners.\**