



# Nevada Gay Rodeo Association

Preserving the Western Lifestyle & keeping the Sport of Rodeo  
alive in the Nevada LGBT community.



**2019 Sponsorship Guide**



NGRA is a 501c3 Non-Profit

# WHO WE ARE

The Nevada Gay Rodeo Association (NGRA) is an affiliate of the International Gay Rodeo Association, which has 19 member associations in the US. These associations hold approximately 10-15 sanctioned rodeos each year, including International Finals. The Nevada Gay Rodeo Association is an all-volunteer, nonprofit 501c3 organization dedicated to preserving the western lifestyle and producing gay rodeos with a commitment to raise funds for charitable organizations within our community. Over the years, NGRA has raised many thousands of dollars for local charities. NGRA has produced twenty BigHorn Rodeos since 1996. Our rodeos include traditional events in rough stock (such as Bareback Bronc Riding and Bull Riding), speed, and roping categories, as well as camp (comical) events, entertainment, dancing, vendors, and other activities. The increased popularity of rodeos in the west and in the U.S. as a whole has helped make NGRA one of the fastest developing member associations within IGRA. BigHorn Rodeo is one of the largest rodeos on the gay circuit.

In many of the recent rodeo years, the Governor of Nevada, the Nevada Attorney General, and the Mayor of Las Vegas have formally recognized NGRA for its efforts.

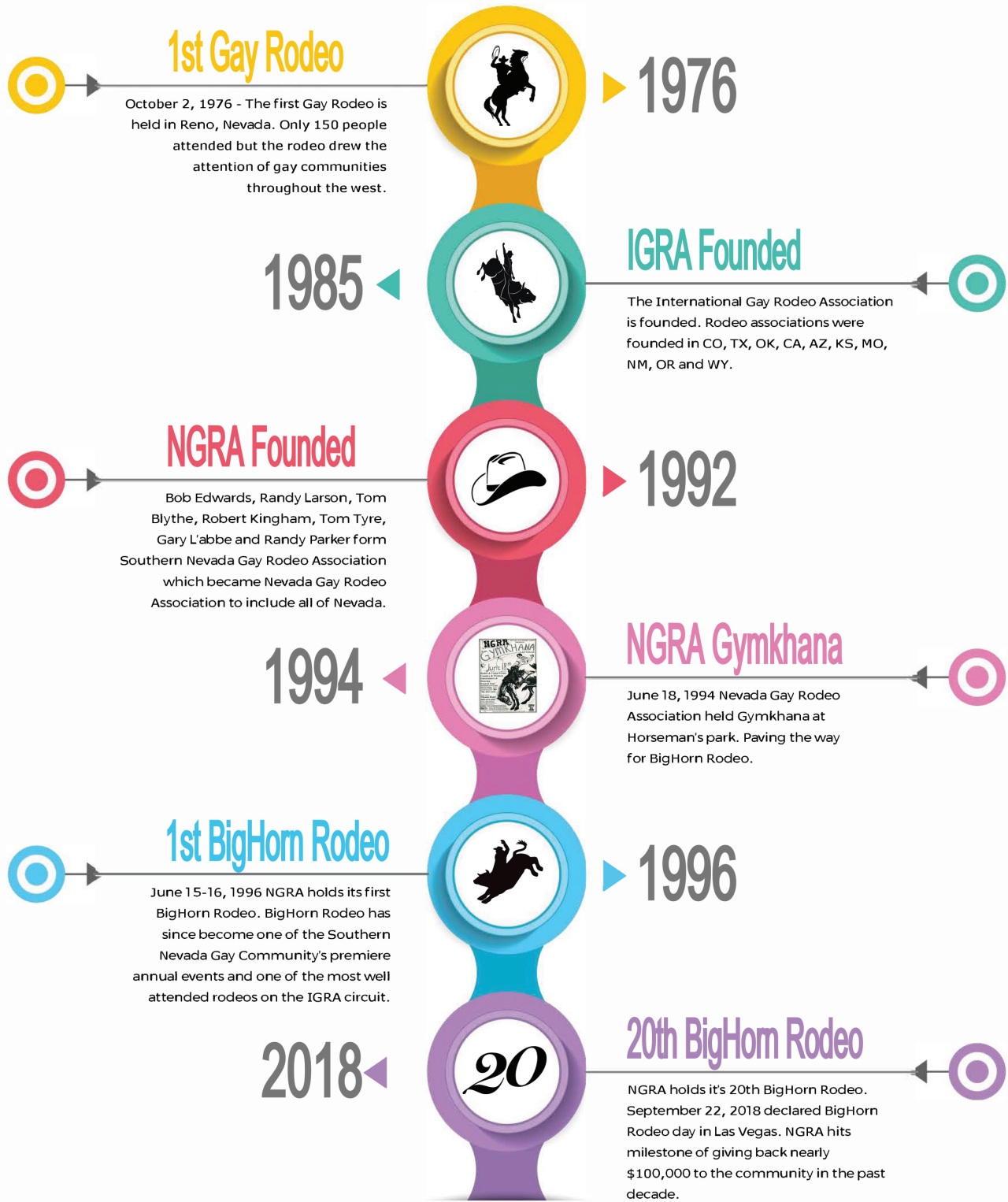
NGRA has also been honored to have noted contributors to Las Vegas serve as Grand Marshal for the annual event, including former Mayor Oscar Goodman, Clark County Commissioner Tom Collins, as well as national celebrity Judy Sheppard (Director of the Matthew Sheppard Foundation).

In addition to our annual BigHorn Rodeo, NGRA has produced several other national events including the IGRA Annual Convention in 2000, the International Country-Western Dance Championships in 2000, IGRA University from 2006 through 2017 and World Gay Rodeo Finals in 2015 & 2016. NGRA's other annual local events include our annual 5D Barrel Race, Royalty Pageant, Closet Ball, themed fundraising shows, raffles, auctions, special entertainment events, and support of the Annual Las Vegas Gay Pride festival.

There is much more than "sport" to rodeo and the Nevada Gay Rodeo Association. There are friendship and camaraderie, fundraising for worthy charities, and a chance to be a part of an organization committed to bringing the gay and lesbian community closer together.

NGRA was founded by a handful of country western fans in February of 1992. Since then, membership and recognition have grown quickly. This includes being fully sanctioned by the International Gay Rodeo Association (IGRA).

# OUR HISTORY



# OUR MISSION

We are a non-profit organization who's mission is to raise money for charitable works. We volunteer and raise funds within the Southern Nevada Community and donate the proceeds to other non-profit organizations. We are dedicated to preserving the western lifestyle and keeping the sport of Rodeo alive in the Nevada LGBT community.

We do this through monthly fundraisers and educational events as well as an annual 5D Barrel Race, a 3D Pole Bending Event and our largest event, the BigHorn Rodeo.

# OUR SUCCESS

We have been able to give back to the Southern Nevada Community nearly \$100,000 in the past decade. Some beneficiaries have included, The Southern Nevada Partnership for Homeless Youth, Heaven Can Wait Animal Shelter, The Sin Sity Sister's SADAP program, QVolution youth program at the Center and Wendy's Ranch and Rescue. We have been recognized by the Honorable Mayor of Las Vegas and the Governor of the Nevada for our philanthropic efforts.

Our success is the combined efforts and generosity of the Las Vegas community, as well as some amazing corporate sponsorships. As an all-volunteer non-profit organization, we celebrate our hard work through giving back to our beneficiaries each year.



# Platinum Sponsor

## Contribution of \$20,000 or More

- Sponsorship listed on all NGRA events through 12/31/2019.
- Naming rights to 2019 BigHorn Rodeo. (Example: "Sponsor's" BigHorn Rodeo 2019)
- Complementary Host Hotel Accommodations for two during Rodeo.
- Designated Truck/vehicle during Grand Entry both days of Rodeo.
- Introduction and recognition of representatives in attendance during Rodeo and any NGRA event throughout the year.
- Official plaque commemorating sponsorship of NGRA.
- Continued announcement of Platinum level sponsorship status at all NGRA events.
- Flier/handout in *all* contestant, hospitality and entertainment gift bags.
- Logo prominently displayed on *all* printed and digital materials, event advertisements and NGRA website.
- Complementary full page ad in the Rodeo Program.
- Rights to display multiple banners/advertisements at all venues during Rodeo Week.
- We will provide two 4' x 8' banners to be displayed in prime locations at Rodeo and outdoor NGRA events.
- Eight (8) VIP weekend event passes to Rodeo.
- Premium vendor space in the festival area if requested (Staffed by sponsor).
- Exclusive use of sponsors products and services at Rodeo Venues and NGRA events.\*
- Use of sponsorship name in *all* media and advertising.
- Acknowledgement and Introduction of Sponsorship in NGRA.com blog and QLife.
- Additional sponsor participation and/or benefits as negotiated.

# Gold Sponsor

## Contribution of \$10,000 or More

- Sponsorship listed on all NGRA events through 12/31/2019.
- Naming rights of BigHorn Rodeo Festival Pavilion. (Example: "Sponsor" Festival Pavilion.)
- Designated Truck/vehicle during Grand Entry both days of Rodeo.
- Introduction and recognition of representatives in attendance during Rodeo and any NGRA event throughout the year.
- Official plaque commemorating sponsorship of NGRA.
- Continued announcement of Gold level sponsorship status at all NGRA events.
- Flier/handout in *all* contestant, hospitality and entertainment gift bags.
- Logo prominently displayed on *all* printed and digital materials, event advertisements and NGRA website.
- Complementary full page ad in the Rodeo Program.
- Rights to display multiple banners/advertisements at all venues during Rodeo Week.
- We will provide one 4' x 8' banner to be displayed in prime locations at Rodeo and outdoor NGRA events.
- Six (6) VIP weekend event passes to Rodeo.
- Premium vendor space in the festival area if requested (Staffed by sponsor).
- Exclusive use of sponsors products and services at Rodeo Venues and NGRA events.\*
- Use of sponsorship name in *all* media and advertising.
- Acknowledgement and Introduction of Sponsorship on NGRA.com blog and QLife.
- Additional sponsor participation and/or benefits as negotiated.

# Silver Sponsor

## Contribution of \$7,500 or More

- Sponsorship listed on all NGRA events through 12/31/2019.
- Introduction and recognition of representatives in attendance during Rodeo and any NGRA event throughout the year.
- Continued announcement of Silver level sponsorship status at all NGRA events.
- Flier/handout in *all* contestant, hospitality and entertainment gift bags.
- Logo prominently displayed on *all* printed and digital materials, event advertisements and NGRA website.
- Complementary full page ad in the Rodeo Program.
- Rights to display multiple banners/advertisements at all venues during Rodeo Week.
- We will provide two 4' x 8' banners to be displayed in prime locations at Rodeo and outdoor NGRA events.
- Four (4) VIP weekend event passes to Rodeo.
- Premium vendor space in the festival area if requested (Staffed by sponsor).
- Exclusive use of sponsors products and services at Rodeo Venues and NGRA events.\*
- Use of sponsorship name in *all* media and advertising.
- Acknowledgement and Introduction of Sponsorship in NGRA.com blog and QLife.
- Additional sponsor participation and/or benefits as negotiated.

# Bronze Sponsor

## Contribution of \$5,000 or More

- Sponsorship listed on all NGRA events through 12/31/2019.
- Introduction and recognition of representatives in attendance during Rodeo and any NGRA event throughout the year.
- Continued announcement of Bronze level sponsorship status at all NGRA events.
- Flier/handout in *all* contestant, hospitality and entertainment gift bags.
- Logo prominently displayed on *all* printed and digital materials, event advertisements and NGRA website.
- Complementary full page ad in the Rodeo Program.
- Rights to display multiple banners/advertisements at all venues during Rodeo Week.
- Four (4) VIP weekend event passes to Rodeo.
- Premium vendor space in the festival area if requested (Staffed by sponsor).
- Use of sponsorship name in *all* media and advertising.
- Acknowledgement and Introduction of Sponsorship in NGRA.com blog and QLife.
- Additional sponsor participation and/or benefits as negotiated.

# Rodeo Supporter

## Contribution of \$2,500 or More

- Sponsorship listed on all NGRA events through 12/31/2019.
- Periodic announcement of sponsorship status at all NGRA events.
- Flier/handout in *all* contestant, hospitality and entertainment gift bags.
- Logo prominently displayed on *all* printed and digital materials, event advertisements and NGRA website.
- Complementary full page ad in the Rodeo Program.
- Rights to display banners/advertisements at all venues during Rodeo Week.
- Two (2) VIP weekend event passes to Rodeo.
- Vendor space in the festival area if requested (Staffed by sponsor).
- Use of sponsorship name in *all* media and advertising.
- Additional sponsor participation and/or benefits as negotiated.

# Friend of the Rodeo

## Contributions of \$1,000 or More

- Sponsorship listed on all NGRA events through 12/31/2019.
- Periodic announcement of sponsorship status at all NGRA events.
- Flier/handout in *all* contestant, hospitality and entertainment gift bags.
- Logo prominently displayed on *all* printed and digital materials, event advertisements and NGRA website.
- Complementary 1/2 page ad in the Rodeo Program.
- Rights to display banners/advertisements at all venues during Rodeo Week.
- Two (2) VIP Weekend event passes to Rodeo.
- Use of sponsorship name in *all* media and advertising.
- Additional sponsor participation and/or benefits as negotiated.

# Limited Sponsorships

- Chute Gate Sponsorship (Only 4 Available) - \$350 each.
- Inside Arena Banner - \$200 each.
- Festival Pavilion Banner - \$100 each.
- Rodeo Champion Prize Money – \$200 - \$1,000
- Ribbon Sponsor for Saturday 9/21/19 - \$400
- Ribbon Sponsor for Sunday 9/22/19 - \$400
- In-Kind donations / Contributions

# Rodeo Champion Awards

**\$300 each unless noted**

- Rodeo Director
- Assistant Rodeo Director (2)
- All Around Cowboy - **\$350**
- All Around Cowgirl - **\$350**
- Ride for Richard Sportsmanship
- Hurricane Andy Sportsmanship
- Grand Marshal
- BigHorn Rodeo Rookie
- Outstanding Volunteer – Arena
- Outstanding Volunteer – Pavilion
- Steer Decorating (2)
- Goat Dressing (2)
- Wild Drag Race (3)
- Bull Riding Men
- Bull Riding Women
- Steer Riding Men
- Steer Riding Women
- Chute Dogging Men
- Chute Dogging Women
- Calf Roping on Foot Men
- Calf Roping on Foot Women
- Mounted Breakaway Roping Men
- Mounted Breakaway Roping Women
- Team Roping (2)
- Barrel Racing Men
- Barrel Racing Women
- Pole Bending Men
- Pole Bending Women
- Flag Race Men
- Flag Race Women

## Event Sponsorship

**\$500 to Sponsor an Individual Event**

For a donation of \$500 you can sponsor an event at the Rodeo. Your logo will be placed onto a flag and it will be presented by a rider inside the arena before and after the event on both Saturday and Sunday of the Rodeo. You will also have banner rights in the arena or festival pavilion.

Available events are:

- Steer Decorating
- Goat Dressing
- Wild Drag Race
- Bull Riding
- Steer Riding
- Chute Dogging
- Calf Roping on Foot
- Mounted Breakaway Roping
- Team Roping
- Barrel Racing
- Pole Bending
- Flag Race



# THANK YOU



Thank you for your support of NGRA and BigHorn Rodeo. We have been a part of the Las Vegas Community since 1992 and we continue to do our best to make a difference. All sponsorships are considered a donation whether they are in-kind or cash. We will provide you with a receipt for your contribution that you can use for tax purposes.

Please contact us directly via e-mail at [\*\*Sponsors@NGRA.com\*\*](mailto:Sponsors@NGRA.com) to discuss your sponsorship. You may also visit our website [\*\*www.ngra.com\*\*](http://www.ngra.com) to learn more about us. You can also find Rodeo Champion and select sponsorships available on the Bighorn Rodeo page that can be purchased with a card or using PayPal.

We look forward to partnering with you to make 2019 an amazing year for NGRA, BigHorn Rodeo and the Southern Nevada Community.

## Contact Information:

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