

Professional Armed Forces Rodeo Association



2017 Sponsorship Opportunities



www.rodeopafra.com



2017 WORLD CHAMPIONSHIP RODEO

October 26th, 27th & 28th, 2017

Who

Professional Armed Forces Rodeo Association WORLD CHAMPIONSHIP RODEO – PAFRA is a world-wide Military rodeo association comprised of Active Duty, Guard, Reserve, and honorably discharged Veterans and their dependents. The association exists to bring together people who share the two loves of our “military and rodeo.”

PAFRA has slowly grown into the premier global military rodeo association featuring the First All American World Championship Rodeo. They may have served in Vitenam, Iraq, Afghanistan, and deployed multiple times world wide...many have received a purple heart...now they just want to rodeo!

PAFRA is a 501(c)5 non-profit organization.

Where

KANSAS EXPOCENTRE
TOPEKA, KANSAS
OCTOBER 26th – 28th 2017

When: 2017

Oct. 26, Thursday- Opening Night Performance 7pm
Oct. 27, Friday – Second Night Performance 7pm
Oct. 28, Saturday –Grand Finale Performance 7pm:
Oct. 29, Sunday – Sponsor & Participant Recognition
Cowboy Brunch & Awards Gathering.

For Sponsorship Information

Shawn Day -Kansas Rodeo Liaison
Cell: (785)223-1436 pafRASgtatarms@gmail.com





Our World History

PAFRA was formed in 2000 and has been steadily growing ever since. Each year breaks records set by the last. PAFRA has slowly grown into the premier global military rodeo association. Our members foster a global community for rodeo participants who share a connection to the United States Military.

As a result of this, PAFRA has been creating its own traditions.

From 2005-2009, the PAFRA World Finals Rodeo was hosted in Fort Worth, Texas, at the Cowtown Coliseum.

In 2010 the World Finals were held in Glen Rose, TX and became the first All-Military World Finals Rodeo.

The Association made a strategic move to host the World Finals at the Horseshoe Arena in Midland, Texas based on the desire from the Horseshoe Arena, Convention & Visitor's Bureau and the Midland community to host the event and the commitment to help PAFRA grow, through sponsorships, participants and spectators.

We are excited to now call the Kansas Expocentre in Topeka our new home for 2017.

- From 2011 to 2016 we have had over 500 Competitors in our World Finals Rodeo.
- More than 12,000 Guests and spectators have attended and enjoyed our Rodeo Performances.
- On average annual Out-Of-Town Visitors (that stayed in Midland hotels): Approximately 220+
- Annual average number of Day Visitors (Out-of-towners who didn't spend the night): 1,400-1,800

PAFRA Leadership Teams asks your support to continue to outreach to our Warrior Cowboys & Cowgirls.



President-James Hastings, Alaska US Army (Retired)

Events: Chute Doggin/Double Mugging

(907)232-1527 pafrawfr2017@gmail.com



Vice President-Lonnie Guyton, Nebraska

US Army Veteran

Events: Bull Riding/Chute Dogging

(785)492-8348 pafravp@gmail.com



Secretary-Tony Acevedo, US Army (Retired), Fort Polk, LA

Events: Arena Staff Coordinator

(270)319-3354 pafrascretary@gmail.com



Treasurer-Laura Acevedo, US Army, Fort Polk,

Events: Barrel Racing

(270)319-3000 pafratreasurer@gmail.com



Sgt at Arms-Shawn Day US Army (Retired)

Events: Team Roping

(785)223-1436 pafrasgtatarms@gmail.com



2016 Event Sponsors

NewsWest 9, Telemundo, CW and LaLey
Midland Convention & Visitors Bureau
and Sports Entertainment Assoc of Midland SEAM



2016 Specialty Sponsors & Contributors

Parks Bell Ranches
Kaliff Insurance
Hospice of Midland "We Support our Veterans"
Vandergriff Group Architects
Cactus Signs
Bruce & Lyn Everette
Patriot Guard
Cobb Veterinarian Clinic
JH Timberline Floyd

2016 Supporting Sponsors

Dodge RAM
Midland Horseshoe Arena
Dooley Management Company

THANK You to all our 2016 Sponsors!



PAFRA 2017 WORLD CHAMPIONSHIP RODEO

SPONSORSHIP OPPORTUNITIES

WORLD CHAMPIONSHIP RODEO NAMING SPONSOR

(1) - \$20,000

THIS IS YOUR NAME HEADLINING THE ENTIRE WCR 2017

- SAME PACKAGE AS CO-PRESENTING SPONSOR PLUS:
- THREE PAFRA WFR COMPETITOR JACKETS
- LOGO ON ALL WFR BUCKLES
- LOGO AND NAME ON ALL MEDIA, APPAREL, AND WEBSITE
- 1 COMMERCIAL TO BE AIRED ON “RIDING TO WIN” TO 30 MILLION HOMES IN 2018.

CO-PRESENTING SPONSOR – (3) \$10,000

Presenting Sponsor • Co-Presenting the WCR Nationwide and on all Contestant Apparel

Sponsor Benefits:

- Named as Co-PRESENTING Sponsor
- Logo included in all Event Promotion & Media
- Vendor/Exhibit Space
- Signage & Banner in Main Arena
- 1 Sponsor/VIP Tables (8) for all 3 Performances
- 50 Admission Tickets plus 20 FREE TICKETS FOR VETS
- Company Logo in Event Program
- Intercom Acknowledgement during Rodeo Performances
- Company Logo on Contestant Back Numbers
- Company Logo displayed on Contestant Jackets



EVENT SPONSOR - (12) \$5,000

Mens and Women's All Around • Barrel Racing • Heading & Heeling • Calf Roping • Breakaway Roping • Steer Wrestling • Chute Dogging • Bull Riding • Bareback Riding • Saddle Bronc Riding • Double Mugging • Rookie All around Men's & Women's Awards

Sponsor Benefits:

- Named as an EVENT Sponsor
- Name or Logo included in Event Promotion & Media
- Name or Logo on Trophy Buckle and/or Saddle
- Vendor/Exhibit Space
- Signage & Banner in Main Arena (continued)
- 1 Sponsor/VIP Table (8) for all 3 Performances
- 25 Admission Tickets
- Company Logo in Event Program
- Intercom Acknowledgement during Rodeo Performances



SUPPORTING SPONSOR – (UNLIMITED) \$2,500

VIP Hospitality F&B Sponsor • Award Banquet Sponsor • Horse Stall/Shaving Sponsor • Awards & Plaque Sponsor • Lighted Scoreboard Sponsor • Ticket Sponsor

Sponsor Benefits:

- Named as a Supporting Sponsor
- Logo included in Event Promotion & Media
- Banner in Main Arena
- 1 Sponsor/VIP Table (8) for all 3 Performances
- 10 Admission Tickets
- Logo in Event Program
- Intercom Acknowledgement during Rodeos



SPECIALTY SPONSOR - \$1,000 (6)

Bucking Chute Sponsor • Insurance Sponsor • Flag Sponsor

Sponsor Benefits:

- Logo included in Event Promotion & Media
- Banner in Main Arena
- 4 Admission Tickets
- Name in Event Program
- Intercom Acknowledgement during Rodeos



FRIENDS OF PAFRA SPONSOR - \$500.00

*Want to support the contestants and help the World Championships Grow!
Become a Friend of PAFRA.*

Benefit

- Support the World Finals
- Name listed in Program
- Signed Autographed Poster of all contestants
- 2 VIP/Sponsor Passes – Floor Seating (Good for one performance)



BUCKLE SPONSOR - \$250

15 Champion Buckles

13 Reserve Champion Buckles

13 Rookie of the Year Buckles

*And many other Awards are available
for our volunteer and honorees.*

Custom Sponsorship Packages Available upon Request.





SPONSOR INFORMATION

Sponsors have first right of refusal to their sponsorship level and/or the opportunity to increase to next sponsorship level.

**Disclaimer: In order to guarantee recognition in media and promotional materials, the sponsorship agreement must be signed 12 weeks prior to the event and company logo information submitted to PAFRA.*

*Cost of production of banners and Bucking Chute Signs are a **Sponsor Expense**. PAFRA is happy to assist with sizes and ordering banner and signs, however the cost will be billed directly to the sponsor.*

Please supply your company banners to the RODEO EVENT COMMITTEE CHAIR, ATTN: SPONSORSHOP LIAISON, 2 weeks prior to event to insure placement during event. PAFRA is not responsible for banners not picked up after the World Championships or damage to banners.

Please complete the Agreement Form attached and return to your PAFRA Representative along with full payment of sponsorship.

Again, we thank you for all you do to bring The PAFRA World Championships!

We are here to assist throughout the sponsorship process, please do not hesitate to contact us with any questions or additional information.





PROFESSIONAL ARMED FORCES RODEO ASSOCIATION

PAFRA 2017 SPONSOR AGREEMENT and INVOICE

NAME: _____

AUTHORIZED BY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

WEBSITE: _____ EMAIL: _____

TELEPHONE: _____ (CELL) _____

SPONSORSHIP LEVEL:

____\$20,000 Title Sponsor ____\$10,000 Presenting Sponsor ____\$5,000 Event Sponsor

____\$2,500 Supporting Sponsor ____\$1,000 Specialty Sponsor

____\$500 Friends of PAFRA Sponsor _____ \$250 Buckle Sponsor: # of buckles _____

Donation: _____ Amount I Wish to Contribute

Vendor: ____\$150 Double Vendor 20X10 ____\$75 Single Vendor 10X10 ____\$75 Tabletop Vendor 8ft. tblt

To confirm placement in applicable media production:

Please enclose a copy of your company logo by Oct. 1st, 2017. Or email logo and other info to pafratreasurer@gmail.com

Mail checks to:

PAFRA Treasurer
PO Box 1321
Derrider, LA 70634

To arrange for Pay Pal Payment Treasurer – Laura Acevedo or pafratreasurer@gmail.com

X _____
PAFRA Representative (print)

Signature and Date

X _____
Sponsor Representative (print)

Signature and Date

Thank you for your support of the
Professional Armed Forces Rodeo Association World Champiobships!

www.rodepafra.com