

Women's  
Ranch  
Rodeo  
Association

2025 Sponsorship Opportunities



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## Member Profile

With most of our sanctioned rodeos being held in Oklahoma and Texas, we have current and past members from Oklahoma, Texas, Kansas, New Mexico, Colorado, Minnesota, California, Florida, Utah, Nebraska, Arizona, Louisiana, North Dakota, South Dakota, Missouri and Iowa.

The average member earns her income from ranching or in the equine industry. Owning a farm or ranch and caring for cattle.

Mothers typically attend and/or participate in the majority of sanctioned rodeos traveling with their husbands and children to events.

## Influence and Social Media Reach

25-44 age of audience mainly women

7,700 followers of Facebook

800-1,000 viewers Live feed coverage from World Finals

30,000 average views World Finals posts

250 tickets sold over three performances.

75-100 average audience at sanctioned rodeos

**Most of our sponsors and been with us for years.**



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Deadline Apr-15

Exclusive Title Rights

## Title Sponsor Amenities

### **Brand Recognition**

- Logo on association website with link to your website
- Logo on all WRRR apparel
- Recognition with name and/or logo for the following, but not limited to sanctioned rodeo results, advertising, day sheets and banners.
- Logo on finals program cover and posters.
- Logo on World Finals Back Numbers
- Four banners to be displayed at WRRR World Finals
- Logo on World Champions & World Finals Average Champions Buckles
- 20 X 40- foot trade show space at World Finals

### **Media**

- Social Media Posts
- Podcast mention and interviews
- Announcer highlight at all sanctioned rodeos
- Finals Sponsor Highlight at WRRR World Finals
- Two Full Page Color ads in World Finals Program
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### **Additional Benefits**

- 30 tickets to World Finals
- Opportunity to participate in award presentations
- Include promotional material for exhibitor packets
- VIP Parking
- Invitation to Kickoff Party/Calcutta
- Lunch passes to onsite concessions
- Two emails send annually to WRRR's email list
- Utilize social media, contests, and other forms of marketing



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## Corporate Sponsor Packages

	Platinum (\$4,500)	Gold (\$3,500)	Silver (\$2,000)	Ranch (\$1,500)
Social Media representation	8	5	3	2
Logo on World Finals poster & program cover	X			
Banner in WRRR World Finals Arena	3	2	1	1
Logo on website with link	X	X	X	X
Ad in World Finals Program	1 full & ½ page	Full page	Full page	½ page
Ticket to World Finals	20	18	12	6
Logo on WRRR apparel	x	x		
Booth at World Finals	20x20	20x20	20x20	
World Finals Announcer mentions	X	X	X	X
Sanction Rodeo announcer mentions	X	X		
Banner at sanction rodeos	X	X		
Official Product of WRRR	X			
Pod cast mention & interviews	X	X	X	x





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## Finals Sponsorship Packages

	Saddle (\$1,800)	Partial Saddle (\$500)	Event (\$500)	Finals (\$350)	Banner (\$100)
Social Media representation	X	X	X	X	
Banner in WRRR World Finals Arena	1	1	1	1	1
Logo on website with link	X	X	X	X	
Ad in World Finals Program	Full page	¼ page	½ page	½ page	
Ticket to World Finals	8	4	4	4	
World Finals Announcer mentions	X	X	X	X	
Logo on 1 World Champion Saddle	X				
Logo on World Finals event buckles			X		

\*4' x 8" Banners available through the association at a rate of \$50 each

## World Finals Program Ad Space

Full Page 8 ½ X 11	½ page	¼ page
\$300	\$175	\$125

