

Miss Rodeo Texas

2025 SPONSORSHIP PROPOSAL



Ryleigh Rodrigues

MISS RODEO TEXAS
PRINCESS 2024

Ashlyn Williams

MISS RODEO TEXAS 2024

Katelyn Collins

MISS RODEO TEXAS
TEEN 2024



The State Pageant

Each June, young women from across Texas gather for four days of rigorous competition vying for the titles of Miss Rodeo Texas (ages 20-26), Miss Rodeo Texas Teen (ages 14-19), and Miss Rodeo Texas Princess (ages 9-13). Contestants are evaluated on criteria such as: horsemanship, personality, appearance, conversational ability, poise, speech, and intelligence.

The committee works year round to organize a professional pageant that inspires the contestants through talks from motivational speakers, teambuilding, and giving back to the communities and individuals that impact them daily. Also, because of generous sponsors like you, participants receive approximately \$80,000 in awards and scholarships.

Once selected, titleholders travel thousands of miles across Texas and beyond promoting our western heritage at rodeos, schools, civic organizations, businesses, fundraisers, and more.

IMPACT Social Media

Over 43,000 followers across social media platforms with daily growth

An average weekly reach of 15,000

Average individual posts consistently reach over 5,000

Curated over 300 unique post and 350 unique stories within the last year with varying content to create the perfect advertisement matrix

Pageant Week Social Media Increase

Pageant week social media reach average 300,000 viewers

With individual post reaching upwards of 92,000

Autograph Sheets

Minimum of 10,000 distributed throughout the state and nation

Vision 2025 and Beyond

1 to 2 years:

Award a minimum Scholarship of \$1,000 to all miss contestants.

Add a career advancement payout option for winners that have graduated college.

Furnish a vehicle for Miss Rodeo Texas to use during her reign.

Add a second runner-up award in each division and substantially increase the runner-up prize packages.

Increase the monthly allowance for Miss Rodeo Texas to a minimum of \$1,200.

Increase the wardrobe budget for the Miss Rodeo America Pageant to a minimum of \$10,000.

Expand our membership across the state of Texas to better support local peers.

3 to 5 years

Implement a monthly reimbursement for Miss Rodeo Texas Teen & Miss Rodeo Texas Princess.

Increase scholarship amounts awarded to titleholders and category winners.

Partner with Texas colleges to offer additional scholarship opportunities.

Partner with foundations and non-profit organizations to increase the number of scholarships awarded to contestants.

Implement a wardrobe budget for Miss Rodeo Texas Teen & Miss Rodeo Texas Princess.

Develop and maintain an educational platform for rodeo queen contestants.

Create a library of educational videos & additional resources for rodeo queen pageants, fairs, & rodeos.

Titleholder Testimonials



Bobbi Loran



MISS RODEO TEXAS 2021

"The Miss Rodeo Texas Scholarship has been an incredible blessing for my professional journey. Thanks to the organization and its generous partners, I am able to graduate debt-free with my Master of Business Administration. This pageant provided me with a life-changing opportunity to pursue higher education, and I am forever grateful for the difference it has made in my life."



Nikki Woodward



MISS RODEO TEXAS 2015

"Having held the prestigious title of Miss Rodeo Texas I gained confidence, communication skills, true grit, perseverance and once in a lifetime opportunities. With the support of the amazing sponsors of Miss Rodeo Texas I was able to gain immense opportunities throughout my reign that I couldn't experience anywhere else. Due to the incredible sponsors at Miss Rodeo Texas I was able to obtain a Masters Degree in Agricultural Communication debt free. I believe in the future of women in agriculture and have dedicated my time to provide young women with the opportunity to gain marketable career skills in rodeo queen contests. I am excited to continue this mission of improving young women's skills, voices and opportunities as the State Director of Miss Rodeo Texas."



Devin Felger Sisk

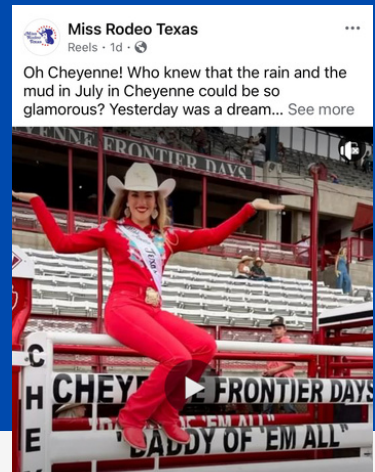


MISS RODEO TEXAS 2009

"Miss Rodeo Texas changed the trajectory of my life. Not only did the scholarship opportunities allow me to graduate from Texas A&M University 100% debt free, but the guidance and mentorship of the MRT board grew me into the woman I am today. I credit much of my success in my professional career and my personal life as a wife and mother to my experiences as Miss Rodeo Texas 2009. I don't think I could ever write out and truly do justice to the magnitude of the impact that the Miss Rodeo Texas Association had on me. I am forever thankful."

Cultivating Partnerships

HOW MISS RODEO TEXAS WORKS FOR YOUR BUSINESS



STATE AND NATIONAL EXPOSURE

Each year, Miss Rodeo Texas, Miss Rodeo Texas Teen, and Miss Rodeo Texas Princess travel across the state and nation visiting hundreds of thousands of school children, members of business and civic organizations, and rodeo fans. They are routinely guest-speaking, horseback-riding, high fashion-wearing, smile-bearing examples of western beauty and intelligence.

WEBSITE - missrodeotexas.com

Our website is traditionally visited by over 90,000 people each year. The website is the go-to location keep up with the titleholder's journeys, get information about our State Pageant, learn details about the annual Clinic, meet our sponsors and much more. With a direct link to all our Miss Rodeo Texas social media profiles, the number of visitors continues to grow yearly. Opportunity for placement of your logo linked to your website.

AUTOGRAPH SHEETS

The reigning titleholders distribute over 10,000 full-color autograph sheets across the state and nation every year. Each autograph sheet contains a photo of the title holder, her biography, information about the organization and pageant, and logos for sponsors who provide a minimum of \$7,500 in cash and/or product.

SOCIAL MEDIA

Miss Rodeo Texas has an active Facebook and Instagram account where we post regular updates on our titleholder's travels, sponsors, state pageant, local rodeo associations and pageants, and much more. We create sponsor photo galleries and have the ability to upload sponsor photos of your choice to help promote your business or event. We work hard to stay astride the ever-changing media and social networking world. Our reigning Miss Rodeo Texas logs her travels as the official ambassador of professional rodeo and uploads photos of her appearances and sponsors on numerous sites to provide multi-platform exposure.

MISS RODEO TEXAS PROGRAM BOOK

Miss Rodeo Texas produces and distributes the souvenir program book each year at the Miss Rodeo Texas Pageant. This book is sold online and shared at the pageant as well as distributed throughout the year across the state of Texas.

AD COPY, RADIO, AND TELEVISION

Sponsors will have the opportunity to utilize Miss Rodeo Texas for advertising campaigns throughout the year. This could include a range of uses from promoting a line of "Miss Rodeo Texas" labeled products, to print ad copy, radio and television commercials, and personal appearances at events such as wholesale markets, store-openings, and other on-location bookings. *Subject to approval by Miss Rodeo Texas Assoc., Inc.*

LEVELS OF OPPORTUNITY & SPONSOR BENEFITS

Presenting Sponsor \$25,000

- Promoted as the Presenting Sponsor of Miss Rodeo Texas
- Logo on Miss Rodeo Texas vehicle (if vehicle sponsorship obtained)
- Up to one-minute promotional video at Miss Rodeo Texas Coronation
- Logo on titleholder autograph sheets
- Preferred seating at the Miss Rodeo Texas Pageant
- May use Miss Rodeo Texas for two promotional photo shoots***
- One five-day, or five one-day appearances by Miss Rodeo Texas**
- Listed in the Miss Rodeo America program book (December 2024)
- Four tickets to the Miss Rodeo Texas Fashion Show June 19, 2025
- Eight tickets to the Miss Rodeo Texas Coronation June 20, 2025
- Sponsor highlight in Miss Rodeo Texas newsletter
- Verbal, digital, and print acknowledgment at the Miss Rodeo Texas Pageant
- Recognition on Miss Rodeo Texas social media platforms
- One inside front cover and one full page size color ads in the Miss Rodeo Texas Pageant program book*
- Logo with link to your business site on the Miss Rodeo Texas website

Diamond Sponsor \$15,000

- Logo on Miss Rodeo Texas vehicle (if vehicle sponsorship obtained)
- Up to thirty-second promotional video at Miss Rodeo Texas Coronation
- Logo on titleholder autograph sheets
- Preferred seating at the Miss Rodeo Texas Pageant
- May use Miss Rodeo Texas for two promotional photo shoots***
- One four-day, or four one-day appearances by Miss Rodeo Texas**
- Listed in the Miss Rodeo America program book (December 2024)
- Two tickets to the Miss Rodeo Texas Fashion Show June 19, 2025
- Eight tickets to the Miss Rodeo Texas Coronation June 20, 2025
- Sponsor highlight in Miss Rodeo Texas newsletter
- Verbal, digital, and print acknowledgment at the Miss Rodeo Texas Pageant
- Recognition on Miss Rodeo Texas social media platforms
- Two full page size color ads in the Miss Rodeo Texas Pageant program book*
- Logo with link to your business site on the Miss Rodeo Texas website

LEVELS OF OPPORTUNITY & SPONSOR BENEFITS

**Ruby
Sponsor**
\$10,000

- Logo on Miss Rodeo Texas vehicle (if vehicle sponsorship obtained)
- Logo on titleholder autograph sheets
- Preferred seating at the Miss Rodeo Texas Pageant
- May use Miss Rodeo Texas for one promotional photo shoot***
- One three-day, or three one-day appearances by Miss Rodeo Texas**
- Listed in the Miss Rodeo America program book (December 2024)
- Eight tickets to the Miss Rodeo Texas Coronation June 20, 2025
- Sponsor highlight in Miss Rodeo Texas newsletter
- Verbal, digital, and print acknowledgment at the Miss Rodeo Texas Pageant
- Recognition on Miss Rodeo Texas social media platforms
- Full page size color ad in the Miss Rodeo Texas Pageant program book*
- Logo with link to your business site on the Miss Rodeo Texas website

**Sapphire
Sponsor**
\$7,500

- Logo on titleholder autograph sheets
- Preferred seating at the Miss Rodeo Texas Pageant
- May use Miss Rodeo Texas for one promotional photo shoot***
- One two-day, or two one-day appearances by Miss Rodeo Texas**
- Listed in the Miss Rodeo America program book (December 2024)
- Six tickets to the Miss Rodeo Texas Coronation June 20, 2025
- Verbal and print acknowledgment at the Miss Rodeo Texas Pageant
- Recognition on Miss Rodeo Texas social media platforms
- Full page size ad in the Miss Rodeo Texas Pageant program book*
- Logo with link to your business site on the Miss Rodeo Texas website

**Platinum
Sponsor**
\$5,000

- Preferred seating at the Miss Rodeo Texas Pageant
- May use Miss Rodeo Texas for one promotional photo shoot***
- One-day appearance by Miss Rodeo Texas**
- Listed in the Miss Rodeo America program book (December 2024)
- Four tickets to the Miss Rodeo Texas Coronation June 20, 2025
- Verbal and print acknowledgment at the Miss Rodeo Texas Pageant
- Recognition on Miss Rodeo Texas social media platforms
- Half page size ad in the Miss Rodeo Texas Pageant program book*
- Listed with link to your business site on the Miss Rodeo Texas website

LEVELS OF OPPORTUNITY & SPONSOR BENEFITS

Gold Sponsor \$2,500

- Two tickets to the Miss Rodeo Texas Coronation June 20, 2025
- Verbal and print acknowledgment at the Miss Rodeo Texas Pageant
- Recognition on Miss Rodeo Texas social media platforms
- Quarter page size ad in the Miss Rodeo Texas Pageant program book*
- Listed with link to your business site on the Miss Rodeo Texas website

Silver Sponsor \$1,000

- Verbal and print acknowledgment at the Miss Rodeo Texas Pageant
- Recognition on Miss Rodeo Texas social media platforms
- Business card size ad in the Miss Rodeo Texas Pageant program book*
- Listed on the Miss Rodeo Texas website

Bronze Sponsor \$500

- Recognition on Miss Rodeo Texas social media platforms
- Name listed in the Miss Rodeo Texas Pageant program book*
- Listed on the Miss Rodeo Texas website

Partner \$250

- Name listed in the Miss Rodeo Texas Pageant program book*
- Listed on the Miss Rodeo Texas website

Notes:

*** Subject to approval and availability. Miss Rodeo Texas Association, Inc. maintains the rights to approve photos prior to publishing.

** Subject to availability and potential travel fees. Number of separate appearances for multi-day events can be negotiated.

* Program ad deadline May 15, 2025. Ads are black and white unless otherwise stated in the levels of opportunity.

Customizing Partnerships

For additional information or to custom design a sponsorship level to best suit your business, contact the Miss Rodeo Texas Association.

Brandy Bendele, President
830-423-4088 | brandybendele@yahoo.com

Sponsorship Commitment

Complete form below or scan the QR code to complete online



CONTACT INFORMATION

FIRST NAME: _____ LAST NAME: _____

COMPANY/ORGANIZATION: _____

TITLE: _____

PHONE NUMBER: _____

EMAIL: _____

ADDRESS (LINE 1): _____

ADDRESS (LINE 2): _____

CITY: _____ STATE: _____ ZIP: _____

WEBSITE: _____

SOCIAL MEDIA: _____

SPONSORSHIP COMMITMENT

MARK ONE

_____ \$25,000 - PRESENTING

_____ \$15,000 - DIAMOND

_____ \$10,000 - RUBY

_____ \$7,500 - SAPPHIRE

_____ \$5,000 - PLATINUM

_____ \$2,500 - GOLD

_____ \$1,000 - SILVER

_____ \$500 - BRONZE

_____ \$250 - PARTNER

PAYMENT OPTIONS

MARK ONE

_____ EMAIL AN INVOICE

_____ CHECK ENCLOSED

*MISS RODEO TEXAS ASSOC., INC.
8452 FREDERICKSBURG RD. #302
SAN ANTONIO, TX 78229*

_____ CHARGE MY CARD (3% FEE APPLIES)

CREDIT CARD INFORMATION, IF APPLICABLE

NAME ON CARD: _____

CREDIT CARD #: _____

CVV #: _____ EXP. DATE: _____

BILLING ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____

Thank you for your support!