



Miss Rodeo

# TEXAS

2026 Sponsorship Proposal



**Kaili Czapinski**

MISS RODEO TEXAS  
PRINCESS 2025



**Reanna Santos**

MISS RODEO TEXAS 2025



**Abigail Johnson**

MISS RODEO TEXAS  
TEEN 2025





## Why Partner With Us?

By sponsoring Miss Rodeo Texas Association, Inc., your brand aligns with:

- **Community Impact:** Supporting education, leadership, and scholarships for young women.
- **Cultural Heritage:** Helping preserve and promote the values and traditions of the Western lifestyle.
- **Extensive Exposure:** Reaching thousands annually through rodeo events, public appearances, social media, and national platforms.
- **Positive Representation:** Associating with respected ambassadors of integrity, poise, and purpose.

Your sponsorship directly empowers young women to pursue their goals of education and leadership while promoting the sport of rodeo and agricultural education in a way that is deeply rooted in Texas tradition and pride.

## VISIBILITY IMPACT

### State and National Exposure

Titleholders typically travel over 50,000 miles annually

### Social Media

Over 4.2 million views annually across social media platforms with daily growth

Over 45,000 followers across platforms with an annual non-follower reach exceeding 788,000 users

### Website

Traditionally visited by over 90,000 people each year

### Autograph Sheets

Approximately 10,000 distributed throughout the state and nation annually

### Ad Copy, Radio, and Television

Opportunity to utilize titleholders for advertising campaigns for your company

### Souvenir Pageant Program Book

Up to 300 produced and distributed annually to commemorate each pageant

# SPONSOR BENEFITS

*Diamond  
Sponsor*  
\$10,000

- Vendor space at the Miss Rodeo Texas Pageant
- Thirty-second promotional video at Miss Rodeo Texas Coronation
- May use titleholder for one promotional advertising session\*\*\*
- One two-day, or two one-day appearance(s) by titleholder\*\*
- Listed in the Miss Rodeo America program book (December 2026)
- Logo on titleholder autograph sheets
- Preferred seating at the Miss Rodeo Texas Pageant
- Two tickets to the Miss Rodeo Texas Fashion Show June 18, 2026
- Six tickets to the Miss Rodeo Texas Coronation June 19, 2026
- 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
- Logo with link to your business site on the Miss Rodeo Texas website
- Logo in the Miss Rodeo Texas Pageant souvenir program book
- One full page size color ad in the Miss Rodeo Texas Pageant souvenir program book\*

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ *Changing lives everyday!* ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



# LEVEL OF OPPORTUNITY & SPONSOR BENEFITS

*Sapphire  
Sponsor*  
\$5,000

- Listed in the Miss Rodeo America program book (December 2026)
- Logo on titleholder autograph sheets
- Preferred seating at the Miss Rodeo Texas Pageant
- Two tickets to the Miss Rodeo Texas Coronation June 19, 2026
- 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
- Logo with link to your business site on the Miss Rodeo Texas website
- Logo in the Miss Rodeo Texas Pageant souvenir program book
- One half page size color ad in the Miss Rodeo Texas Pageant souvenir program book\*

*Gold  
Sponsor*  
\$2,500

- Preferred seating at the Miss Rodeo Texas Pageant
- Verbal, digital, and print acknowledgment at the Miss Rodeo Texas Pageant
- Recognition on Miss Rodeo Texas social media platforms
- Name with link to your business site on the Miss Rodeo Texas website
- Name in the Miss Rodeo Texas Pageant souvenir program book
- One quarter page size color ad in the Miss Rodeo Texas Pageant souvenir program book\*

*Silver  
Sponsor*  
\$1,000

- Preferred seating at the Miss Rodeo Texas Pageant
- Print acknowledgment at the Miss Rodeo Texas Pageant
- Recognition on Miss Rodeo Texas social media platforms
- Name with link to your business site on the Miss Rodeo Texas website
- Name in the Miss Rodeo Texas Pageant souvenir program book
- One business card page size color ad in the Miss Rodeo Texas Pageant souvenir program book\*

*Bronze  
Sponsor*  
\$500

- Name with link to your business site on the Miss Rodeo Texas website
- Name in the Miss Rodeo Texas Pageant souvenir program book

*Friend*  
≤\$300

- Name of your business site on the Miss Rodeo Texas website
- Name in the Miss Rodeo Texas Pageant souvenir program book

# SPONSOR BENEFITS

## Notes for Sponsor Benefits:

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

\*\* Subject to availability and potential travel fees. Appearance days may be used concurrently or separately pending availability.

\* Program ad deadline May 1, 2026. Ads must be emailed to [programads@missrodeotexas.com](mailto:programads@missrodeotexas.com).

## Media Platforms:

[www.MissRodeoTexas.com](http://www.MissRodeoTexas.com)



Miss Rodeo Texas



Miss Rodeo Texas

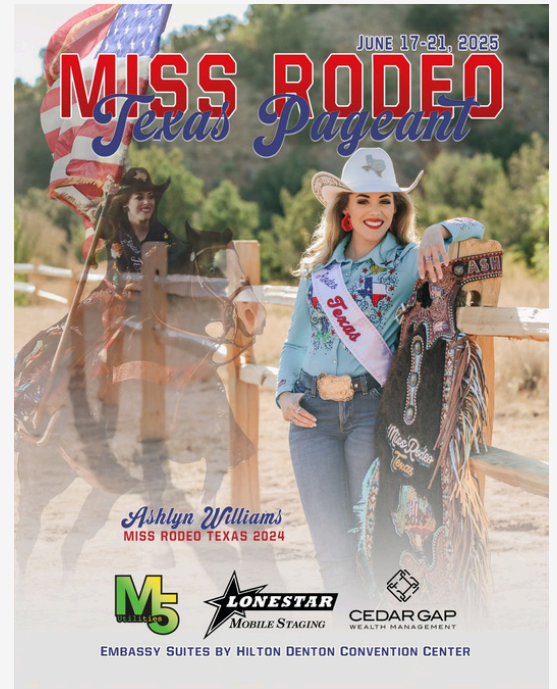
## Samples of Sponsor Benefits:



Miss Rodeo America  
Program Book Ad



Social Media



Miss Rodeo Texas  
Program Book Cover



## 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

830-832-6263 | [president@missrodeotexas.com](mailto:president@missrodeotexas.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

\_\_\_\_\_ \$ 10,000 - DIAMOND

\_\_\_\_\_ \$ 5,000 - SAPPHIRE

\_\_\_\_\_ \$ 2,500 - GOLD

\_\_\_\_\_ \$ 1,000 - SILVER

\_\_\_\_\_ \$ 500 - BRONZE

\_\_\_\_\_ \$ 300 - FRIEND

*Thank you for  
your support!*



YOUR CASH DONATION IS TAX DEDUCTABLE  
501(C)(3) TAX ID # 75-1571522

## 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: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

# 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."



*Devlin 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."