



Texas Youth Ranch Rodeo Association

Date

Business name

Attn:

Business address

City, State Zip

Re: Sponsorship Opportunity

Dear Partner:

The Texas Youth Ranch Rodeo Association (TYRRA) is a non-profit organization founded on the belief of promoting youth leaders and teamwork, that of gaining knowledge of the equine world, and their own western heritage. The association was constitutionalized on the idea of giving back to the youth of today and the leaders of tomorrow, our future.

During 2018, the TYRRA had 400 youth members who participate in nine rodeos. Each of these members is accompanied by at least two adult consumers. This creates a customer base of approximately 2,000 shoppers in one place. The 2019 season is expected to grow by ten percent as a result of increased youth interested in participating and enjoying the benefits they will receive as a TYRRA member.

The TYRRA Board of Directors, made up of 39 volunteers, is seeking support from you by way of monetary donations.

Gold Partner for \$10,000

- * Company banner displayed in the rodeo arena for all nine rodeos
- * Announcer recognition throughout entire 2019 season at all nine rodeos
- * Recognition on the TYRRA website
- * Full page advertisement in the 2019 finals program book
- * Framed picture of the 2019 TYRRA membership
- * Company logo on all TYRRA official t-shirts
- * Arena run with company flag (if provided by company) at any Grande Entry held at any of the TYRRA rodeos

Silver Partner for \$5,000

- * Announcer recognition throughout the entire 2019 season at all nine rodeos
- * Recognition on the TYRRA website
- * Half-page advertisement in the 2019 finals program book
- * Framed picture of the 2019 TYRRA membership
- * Arena run with company flag (if provided by company) at any Grande Entry held at any of the TYRRA rodeos

Bronze Partner for \$2,500

- * Announcer recognition throughout the entire 2019 season at all nine rodeos
- * Quarter-page advertisement in the 2019 finals program book
- * Framed picture of the 2019 TYRRA membership

Arena Partner for \$1,000

- * Announcer recognition throughout the entire 2019 season at all nine rodeos

Buckle Sponsor for \$125

- * Acknowledgement in the 2019 finals program book

A contribution in any amount would be appreciated and used to benefit the youth. The proceeds are used solely for the promotion and advertising of the TYRRA awards program that is designed to recognize each youth's accomplishments throughout the year.

Thank you for your consideration and support.

Sincerely,

Troy B. Brown /s/
President
Texas Youth Ranch Rodeo Association 2019

BB/afn