

KISD FFA Livestock Show & Rodeo Association, Inc.

P. O. Box 1344

Katy, Texas 77492

Sponsorship Descriptions

The Katy Rodeo is one of the oldest events of its kind in the great State of Texas. Since 1944, the Katy community has supported FFA education within our district. The generosity of the business community and the dedication of volunteers has allowed the KISD FFA Livestock Show & Rodeo Association, Inc. to continue supporting FFA education. The KISD FFA Livestock Show & Rodeo Association, Inc. is a 501 (c) (3) organization.



If you are interested in sponsorship opportunities, please utilize the online 'contact us' tab – a representative from our sponsorship committee will be happy to answer any questions you have and let you know what sponsorships are available. All sponsors will be recognized on our Facebook page, and website.

Platinum Sponsors: \$5,000 (limit 3)

- Company commercial prior to the beginning of the rodeo. Sponsor will be offered the opportunity to ride thru the arena in rodeo vehicle provided by local auto dealer during announcer presentation. Sponsor will provide the script for the rodeo announcer.
- Premium airtime on video board throughout the evening.
- 1 – Katy Cowgirl Flag for Grand Entry
- Sponsor name on rodeo posters (must receive commitment before November 1st)
- Sponsor plug during performance
- 6 – Sponsor Badges (allows access to all three nights of the rodeo)
- 2 – 4' x 12' Banner (cost of fabricating the signs is included in the sponsorship)
- 2 – 2' x 6' Arena Sign (cost of fabricating the signs is included in the sponsorship)
- 2 – VIP Parking Passes

Rodeo Event Sponsors: \$1000 per event – 8 events

- Sponsor flag flown before event – optional (add ~\$300 for flag if needed)
- Sponsor plug before and during event
- Video board airtime during sponsored rodeo event
- Champion Buckle Presentation for event on Saturday night
- 2 – Rodeo Passes (allows access to all three nights of the rodeo)
- 1 – VIP Parking Pass

- 1) Bareback Riding Sponsor: \$1000 (3 nights)
- 2) Steer Wrestling Sponsor: \$1000 (3 nights)
- 3) Team Roping Sponsor: \$1000 (3 nights)
- 4) Saddle Bronc Riding Sponsor: \$1000 (3 nights)
- 5) Bull Riding Sponsor: \$1000 (3 nights)
- 6) Tie-Down Roping Sponsor: \$1000 (3 nights)
- 7) Breakaway Roping Sponsor-\$1000 (3 nights)
- 8) Barrel Racing Sponsor: \$1000 (3 nights)

Rodeo event sponsorship fee includes coverage for all three nights of the rodeo as well as the champion belt buckle awards ceremony on Saturday night. Sponsors are recognized by the announcer prior to the event, including a short script promoting the sponsor's business (provided by the sponsor).

Video Board Sponsor: \$1000 each (10 available)

- Sponsor will receive airtime on video board each night of the rodeo.
- Opportunity to run a 30 second commercial at beginning and end of rodeo. (sponsor will need to provide a flash drive, .mov, .mp4, or .AVI file format).
- 2 – Rodeo Passes (allows access to all three nights of the rodeo)
- 1 – VIP Parking Pass

Bucking Chute Sign Sponsor: \$750 each (6 available)

The bucking chutes are a major focus area for all rough stock rodeo events. The signs are custom made to fit the chutes. The rodeo announcer will use the sponsors name to identify the chute during the rough stock events.

Rodeo Arena Sign Sponsor (2' x 6'): 1 sign for \$400 or 2 signs for \$600 (limit 36)

Rodeo Arena signs hang on the inside of the arena in front of the box seats.

Sponsor will be acknowledged by rodeo announcer.

Roping Box Area Sign Sponsor (2' x 8'): \$500 each (4 available)

Roping Box Area signs hang inside the arena adjacent to the Steer Wrestling, Team Roping, Tie-down Roping and Break away Roping events.

Sponsor will be acknowledged by rodeo announcer.

Rough Stock Area Sign Sponsor (2' x 8'): \$500 each (2 available)

Rough Stock Area signs are hung inside the arena located adjacent to the Bucking Chutes and highly visible to the entire audience.

Sponsor will be acknowledged by rodeo announcer.

The sponsorship committee will coordinate the fabrication of all signs and submit the final design for sponsor's approval. Sponsor signs are displayed during all 3 nights of the rodeo. The cost of fabricating the sign is included in the sponsorship fee for all new sponsors with the hope that businesses will renew their sponsorships year after year. Each sponsor must submit a graphics file in the proper format (.ai or .eps) before February 1st to ensure their signs are ready for the rodeo. Existing arena signs that are remade for design changes will be sponsors responsibility and invoiced separately.

Grand Entry Flag Sponsorship: \$350 (plus ~\$300 for fabricating the flag if needed)

The Katy Cowgirls are a Katy ISD student group of horse-riding performers ages 8 to 18 who are an integral part of the rodeo. Each rodeo performance begins with the "Grand Entry". The rodeo announcer will recognize the sponsors as the Katy Cowgirls enter the arena. Anita Mancini, Katy Cowgirl Director, manages the team and their drills.

Rodeo Youth Event Sponsorships:

Calf Scramble Sponsor: \$200 each, 12 students/night

The Calf Scramble takes place during each rodeo performance. The successful scramblers receive \$200 to aid in the purchase of a livestock animal to be raised and shown at the Katy Livestock Show and Rodeo the following year. There are 12 calf sponsorships for each night of the rodeo. Sponsors are recognized by the announcer during to the Calf Scramble.

Hard Luck Sponsor: \$200 each, 2 students/night

Two students each night who are deemed to have tried the hardest without success of catching a calf are chosen for the Hard Luck award. Each hard luck winner receives \$200 to aid in the purchase of a livestock animal to be raised and shown at the Katy FFA Livestock Show the following year. Sponsors are recognized by the announcer at the time of hard luck award distribution.

First Catch Buckle Sponsor: \$250/night (3 available – 1 per night)

The first FFA student to successfully cross the finish line with a haltered calf will receive a belt buckle.

Mutton Busting Sponsorship: \$350/night (3 available – 1 each night)

The Mutton Busting event is a crowd favorite! Two Mutton Busting events take place each night of the rodeo performance. The Sponsor is recognized by the announcer prior to each Mutton Busting event.

Stick Horse Race Sponsor: \$250/night (3 available – 1 each night)

The stick horse race occurs during each night of the rodeo and is open to all pre- kindergarten Katy ISD children. Sponsor is recognized by the announcer prior to the stick horse race.

Other Rodeo Sponsorships:

Calf Scramble T-Shirt Sponsor: \$2,000 (1 available)

Sponsors logo is included on calf scramble t-shirts provided to FFA student participants.

Alumni Barrel Race Sponsor: \$300 (Saturday Night Only)

Sponsor will be recognized by the rodeo announcer while flag is flown in the arena (~\$300 for flag if needed)

Alumni Team Roping Sponsor: \$300 (Saturday Night Only)

Sponsor will be recognized by the rodeo announcer while flag is flown in the arena (~\$300 for flag if needed)

Special Needs Rodeo Sponsorships: multiple levels (Goal: \$5,000)

\$2000 sponsors name on bandanas

Minimum level: \$250

All Sponsors will receive recognition during the rodeo and on our media outlets.

The Special Needs Rodeo (SNR) is one of the most popular events for Katy ISD, and it occurs the Wednesday before the opening night of the KISD FFA Livestock Show. Open to Katy ISD special needs students, grades 8-12 with physical and mental exceptionalities, this annual event is a fun way for children to experience the cowboy way of life firsthand. Every student pairs up with a Katy ISD FFA student “buddy”, and participants enjoy riding a “mechanical” bull, roping steer dummies, riding a horse, wagon rides, face painting, a petting zoo, meals and more!

Bandanas are printed with the primary sponsor’s logo prominently displayed. The bandanas are given to each of the SNR attendees and volunteers to be worn during the event and taken home as a memento afterwards.

Parade Sponsorships: minimum \$250 (Goal: \$1,500)

The KISD FFA Livestock Show & Rodeo parade is held on Saturday morning at 9:30 am. The parade runs through old Katy, beginning near Rhodes Stadium and ending at the Ag Pavilion located near the intersection of FM 1463 and I-10 (south of Katy High School). Specifics concerning the parade can be found on our website under the Parade tab.

- **Dignitary Vehicle Sponsor: Vehicles Only (provided by area Auto Dealer)**