

KEYSTONE STATE GAY RODEO

June 24-25, 2017

Official Sponsorship Guide

Let us put you in the center of the action!



<http://www.ksgra.org>



About the Rodeo

Dear Prospective Sponsor,
Thank you for considering placing a sponsor ad in the Keystone State Gay Rodeo program and on our web site.

The Keystone State Gay Rodeo rides into Harrisburg June 23-25, 2017 and is an all inclusive rodeo where everyone is welcome to attend this community event. Both men and women, members of the LGBTQ community and their straight allies, will be competing equally in all rodeo events.

Please consider these facts when considering placing an ad in our Rodeo program and on our web site:

- Keystone State Gay Rodeo Association is a non-profit organization
- We expect between 3,000-5,000 rodeo fans attending the Keystone State Gay Rodeo as well as competitors from all across the United States
- Rodeo programs with your ad will be provided to all competitors and spectators during the rodeo
- Your logo will also be placed on our web site with a link to your web site
- A portion of the rodeo proceeds will be donated to rodeo charity partner, Alder Health Services. Alder Health Services is a non-profit organization in Harrisburg, PA that improves the health and well-being of individuals living with HIV/AIDS and members of the LGBTQ community by providing a culturally competent and affirming environment that empowers the people we serve.

Thank you for your consideration,

KSGRA Board of Directors

IGRA Rodeo Events

Barrel Racing
Bull Riding
Steer Decorating
Goat Dressing
Pole Bending

Bronc Riding
Team Roping
Chute Dogging
Mounted Breakaway
Roping

Steer Riding
Wild Drag Race
Flag Race
Calf Roping on Foot
Bareback bronc riding

IGRA & KSGRA--Who we are

The International Gay Rodeo Association, has officially been roping and riding since 1985 and currently has over 1,600 members in 21 local associations around North America. We are the largest organization in the world coordinating rodeo events specifically welcoming lesbian, gay, bisexual, transgender as well as heterosexual participants and spectators. In 2017 IGRA member associations will produce rodeos across North America and entertain thousands of rodeo fans.

IGRA is composed of many regional gay rodeo associations, and sanctions a season of rodeo events which culminates in an annual World Gay Rodeo Finals®. IGRA events are intended to allow all contestants, regardless of sexual and gender identity, to compete in rodeo sports without discrimination. The organization helps spread appreciation for Western culture and the sport of rodeo, while serving as a fundraising vehicle benefiting many charitable organizations.

Both men and women, ride the same class of livestock under the same rules and requirements. Both men and women alike fully compete in bull riding and bareback bronc riding in IGRA, unlike most other rodeo organizations.

Gay rodeo has never been more visible than today. Our association and rodeo events have been featured on The Travel Channel, Bravo, Logo and in numerous other television and print media outlets. IGRA was featured in CNN's This is Life with Lisa Ling and in the award winning feature length documentary film Queens & Cowboys: A Straight Year on the Gay Rodeo. Recently our archives were taken in by the Autry Museum in LA as part of their permanent collection.

Everything You Expect in Rodeo, Yet Much More! Each IGRA sanctioned rodeo offers 13 events. Competitors compete for prize money and the title of All-Around Cowboy and Cowgirl at each rodeo. The winners of each event receive trophy buckles.

Learn more at igra.com



Sponsorship

Presenting Sponsor-\$10,000

- Logo Placement on web site and social media
- Full page back cover color ad on rodeo program, ad size 8.25" x 10.375"
- Display your company banner at rodeo
- 10 complimentary day passes to the rodeo
- Complimentary 10'x10' vendor booth at the rodeo

Headlining Sponsor-\$5,000

- Logo Placement on web site and social media
- Full page inside cover ad on rodeo program, ad size 8.25" x 10.375"
- Display your company banner at rodeo
- 8 complimentary day passes to the rodeo
- Complimentary 10'x10' vendor booth at the rodeo

Premier Sponsor-\$2,500

- Logo Placement on web site and social media
- Full page ad in rodeo program, ad size 8.25" x 10.375"
- 6 complimentary day passes to the rodeo
- Complimentary 10'x10' vendor booth at the rodeo

Supporting Sponsor-\$1,500

- Logo Placement on web site and social media
- Half page ad in rodeo program, ad size 8.25" x 5.1425"
- 4 complimentary day passes to the rodeo
- Complimentary 10'x10' vendor booth at the rodeo

Contributing Sponsor-\$1,000

- Logo Placement on web site and social media
- Quarter page ad in rodeo program, ad size 4.08" x 5.1425"
- 2 complimentary day passes to the rodeo

Event Sponsor-\$500

- Logo Placement on web site and social media
- Business card ad in rodeo program, ad size 4.08" x 2.5263"
- 1 complimentary day pass to the rodeo

Buckle Sponsor-\$250

- Logo Placement on web site and social media
- Business listing in rodeo program
- 1 complimentary day pass to the rodeo

Ribbon Sponsor-\$100

- Business listing in the rodeo program

All sponsor pledges are due by May 31, 2017. All sponsor artwork must be submitted by May 1, 2017 in high quality eps or jpg format.

Sponsorship Selection

_____ **Presenting Sponsor-\$10,000**

_____ **Headlining Sponsor-\$5,000**

_____ **Premier Sponsor-\$2,500**

_____ **Supporting Sponsor-\$1,500**

_____ **Contributing Sponsor-\$1,000**

_____ **Event Sponsor-\$500**

_____ **Buckle Sponsor-\$250**

_____ **Ribbon Sponsor-\$100**

Sponsor Name _____

Business Name _____

Address: _____

Town: _____

State _____ **Zip code** _____

Phone number: _____

Web Site Address: _____

Sponsorship forms and payment can be sent to: KSGRA, PO Box 61166, Harrisburg, PA 17106

**Questions? Contact President, Adam Romanik @ 443.252.1276 or
president@ksgra.org**