

# KEYSTONE STATE CHARITY RODEO

June 22-24, 2018

## Official Sponsorship Guide



**Presented by:**



**For more information  
visit: [ksgra.org](http://ksgra.org)**

**Sanctioned by:**



# About the Rodeo



The Keystone State Charity Rodeo is an all-inclusive, family-friendly unique rodeo experience and community event. Men, women, members of the LGBTQ community and their straight allies will be competing equally in all rodeo events.

A portion of the rodeo proceeds will go directly to our charity partner, the LGBT Center of Central PA. The Lesbian Gay Bisexual Transgender (LGBT) Center of Central PA is a volunteer-led effort to create a regionally representative community center that is both a location and a unifying point for central Pennsylvania's large, diverse, and multi-county LGBT population.

## Advantages of sponsorship with the rodeo

- The Keystone State Gay Rodeo Association is a 501(c)(3) tax-exempt non-profit organization
- We expect approximately several thousand rodeo fans in attendance as well as competitors and rodeo volunteers from all across the United States.
- The rodeo program with your ad or listing will be provided to all attendees during the rodeo and will be distributed throughout the mid-atlantic region before and after the event.
- The rodeo program will also be listed on the KSGRA website. The website receives approximately 1,500-2000 page hits per month.



## Rodeo Events

**Barrel Racing**  
**Bull Riding**  
**Steer Decorating**  
**Goat Dressing**  
**Pole Bending**

**Team Roping**  
**Chute Dogging**  
**Mounted Breakaway**  
**Roping**  
**Flag Race**

**Steer Riding**  
**Wild Drag Race**  
**Calf Roping on Foot**  
**Saddle Bronc Riding**



# About KSGRA & IGRA

The Keystone State Gay Rodeo Association (KSGRA) is a 501(c)(3) tax-exempt non-profit organization whose purpose is to promote a country and western lifestyle and rodeo type events within the LGBT community and their allies.

KSGRA was founded in 2005 by a group of individuals with the passion of bringing gay rodeo back to the east coast as well as being a welcoming environment for those that enjoy country and horse related social events including trail riding, rodeo, horse shows, fundraising for charity, country music and dancing. Since 2005 KSGRA has produced many events including trail rides, fundraisers, dances and an annual charity rodeo. KSGRA is a member association of the International Gay Rodeo Association (IGRA).



The International Gay Rodeo Association, has officially been roping and riding since 1985 and currently has over 1,600 members in 19 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 2018 IGRA member associations will produce rodeos across North America and entertain thousands of rodeo fans.

IGRA is composed of many regional 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 an appreciation for Western culture and the sport of rodeo, while serving as a fundraising vehicle benefiting many charitable organizations. Since its inception, IGRA rodeos have raised over 4 million dollars to various charities.





# Sponsorship



## Sponsorship Amounts

	Platinum Sponsorship	Gold Sponsorship	Silver Sponsorship	Bronze Sponsorship	Supporting Sponsorship	Contributing Sponsorship	Event Sponsorship	Buckle Sponsorship	Ribbon Sponsorship
	\$15,000 and up	\$10,000 to \$14,999	\$5,000 to \$9,999	\$2,500 to \$4,999	\$1,500	\$1,000	\$500	\$250	\$100

Industry Exclusivity

X

## EVENTS AND MATERIALS

Sponsor Naming Right to Event

X

Sponsor provided Banner to be Displayed Around Arena

X

X

X

X

Use of the **KSGRA** Logo on Sponsor Advertising

X

X

X

Logo and Hyperlink on ksgra.org & Social Media

X

X

X

X

X

X

X

X

Vendor Booth Weekend of **KSGRA** Rodeo

10'x20'

10'x10'

10'x10'

10'x10'

50%off

Acknowledgement Through-out the day's Events

X

X

X

X

X

X

X

X

X

Complimentary Weekend Passes to the Rodeo

12

10

8

6

4

Complimentary Day Passes to the Rodeo

4

2

1

Official **KSGRA** T-Shirts

6

6

4

2

2

## MARKETING AND PUBLICATIONS

2018 Official **KSGRA** Program

Full Page

Full Page

1/2 Page

1/4 Page

1/8 Page

1/8 Page

Listing

Listing

Listing

Acknowledgement in Press Releases

X

X

X

X

X

X

X

Acknowledgement and Marketing in E-blasts and on Social Media

X

X

X

X

Sponsorships may be customized to meet the needs of your business/organization

**All sponsor graphics must be received by May 15, 2018.**

# Sponsorship Selection

- \_\_\_\_\_ Platinum Sponsorship
- \_\_\_\_\_ Gold Sponsorship
- \_\_\_\_\_ Bronze Sponsorship
- \_\_\_\_\_ Supporting Sponsorship
- \_\_\_\_\_ Contributing Sponsorship
- \_\_\_\_\_ Event Sponsorship
- \_\_\_\_\_ Buckle Sponsorship
- \_\_\_\_\_ Ribbon Sponsorship



Name \_\_\_\_\_ Business Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Email address \_\_\_\_\_ Website Address \_\_\_\_\_

**Sponsorship pledges must be received by June 1, 2018. Sponsor check payments can be sent to: KSGRA, PO Box 61166, Harrisburg, PA 17106. Sponsor credit card payments can be made on our website.**

Questions? Contact President, Adam Romanik at 443.252.1276 or [president@ksgra.org](mailto:president@ksgra.org) or Treasurer, Mary Taylor at 410.804.0450 or [treasurer@ksgra.org](mailto:treasurer@ksgra.org)