



**Christian Youth Rodeo Association**  
[www.christianyouthrodeoassociation.com](http://www.christianyouthrodeoassociation.com)

Dear Sponsors,

Thank you for your time and consideration of becoming a Christian Youth Rodeo Association sponsor. With rodeo being the #1 sport, youth rodeo is the beginning for our future World Champions! Our association grows by leaps and bounds each year, with the help of great businesses like yours. This year is our associations 7<sup>th</sup> season for promoting family oriented fun, in a drug and alcohol free atmosphere.

Our association is continuing to grow at a fast pace. We are looking for companies and individuals who are interested in becoming a part of this exciting and rewarding association. Your sponsorship will enable us to provide quality year end awards for our youth to receive for their hard work and dedication to the Christian Youth Rodeo Association and the sport of rodeo.

Your company name will be on our exciting and informational website located on the World Wide Web at [www.christianyouthrodeoassociation.com](http://www.christianyouthrodeoassociation.com) and you will be announced at each rodeo performance. There are several sponsorship packages to choose from that will best benefit you and your business.

Thank you for your time and consideration of becoming a sponsor for the Christian Youth Rodeo Association.

~CYRA Board of Directors

Revised 12/18/06

## Christian Youth Rodeo Association Sponsorship Packages

### CYRA Gold Sponsor - \$2,000.00 and Up:

Advertisement is for 1 full year from date of sponsorship.

For your sponsorship you will receive:

Sponsorship money will be used to purchase year end awards.

Advertisement on our website sponsors page.

Announced at each rodeo, advertised in our year end finals program, name of sponsor tooled on award given.

If sponsor has a flag, it will be carried at each rodeo during the grand entry.

If sponsor does not have a flag, a flag will be made.

### CYRA Saddle Sponsor - \$750.00 - \$1999.00

Advertisement is for 1 full year from date of sponsorship.

For your sponsorship you will receive:

Sponsorship money will be used to purchase year end All Around Saddles.

Advertisement on our website sponsors page.

Announced at each rodeo, advertised in our year end finals program.

If sponsor has a flag, it will be carried at each rodeo during the grand entry.

If sponsor does not have a flag, a flag will be made.

### CYRA Circuit Sponsor - \$500.00 - \$749.00

Advertisement is for 1 full year from date of sponsorship.

For your sponsorship you will receive:

Sponsor recognition with award given.

Advertisement on our website sponsors page.

Announced at each rodeo, advertised in our year end finals program.

If sponsor has a flag, it will be carried at each rodeo during the grand entry.

If sponsor does not have a flag, a flag will be made.

### CYRA Buckle Sponsor - \$100.00 - \$499.00

Advertisement is for 1 full year from date of sponsorship.

For your sponsorship you will receive:

Sponsor recognition with award given.

Listed advertisement with your business name, address, phone and co. website address on our website sponsors page.

Announced at each rodeo, advertised in our year end finals program.

### CYRA Sponsor - \$25.00 - \$99.00

\$25.00 - \$49.00 Advertisement is for 1/4 year from date of sponsorship.

\$50.00 - \$74.00 Advertisement is for 2 year from date of sponsorship.

\$75.00 - \$99.00 Advertisement is for 1 year from date of sponsorship.

For your sponsorship you will receive:

Listed advertisement with your business name, address and phone on our website sponsors page.

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(Please detach the lower portion and keep for your records)

\_\_\_\_\_ has made a donation to the Christian Youth Rodeo Association in the  
(Company name) amount of \$ \_\_\_\_\_, on \_\_\_\_\_.

By: \_\_\_\_\_  
(Members name)

The primary goal of this association is to prepare youth for the arena of life thru Christ, Family, and Respect by promoting rodeo involvement as a family in a drug and alcohol free setting. We hope your business has a great year and want to thank you for your help and support.

Revised 12/18/08

# Christian Youth Rodeo Association Sponsor Form



MEMBERS please fill out this form completely:

1. Fill out bottom of page 2 and sign.
2. Fill out this page 3. (This page must go to the association secretary)
3. Request a business card.
4. Have sponsors make checks payable to: Christian Youth Rodeo Association

**Check one of the following sponsorship sections:**

- \_\_\_\_\_ CYRA Gold Sponsor - \$2000.00 and Up (exact amount \_\_\_\_\_)
- \_\_\_\_\_ CYRA Saddle Sponsor - \$750.00 - \$1999.00 (exact amount \_\_\_\_\_)
- \_\_\_\_\_ CYRA Circuit Sponsor - \$500.00 - \$749.00 (exact amount \_\_\_\_\_)
- \_\_\_\_\_ CYRA Buckle Sponsor - \$100.00 - \$499.00 (exact amount \_\_\_\_\_)
- \_\_\_\_\_ CYRA Sponsor - \$25.00 - \$99.00 (exact amount \_\_\_\_\_)

**Fill in with sponsor's information:**

Name of business: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Complete address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ Date: \_\_\_\_\_

**Please make sure you sign your name**

Contacted by CYRA member: \_\_\_\_\_  
(Member name)

The following items need to be mailed back to the association secretary:

1. This original page 3 (filled out completely)
2. The sponsor check
3. The sponsor's business card.

Members:

Please mail to the association secretary: Reta Breithaupt, 4752 Wyoming Rd., Wellsville, Kansas 66092

## CYRA Sponsorship Help Guide for Members and Families:

Below is just some information and ideas to help you with acquiring sponsors for your association. CYRA must have sponsors to be able to produce rodeos, purchase awards and have various events for all the members to enjoy attending. CYRA is a family oriented non-profit organization. This means no one gets paid to run the business. All work, time and money are donated by the board, members and its sponsors. Please do your part in helping the association in acquiring sponsors.

### IDEAS for approaching potential sponsors

Prepare before you go to the sponsors:

Read your newsletters

Check the website for information about your association

See what rodeos we have listed that might be close or even in the town you are going to get sponsors from (your hometown is a great place to start)

Read some on the rule book (so you know good stuff to tell them about your association)

### Wear appropriate attire

Wear your rodeo clothes, hat, boots, belt, etc. Do not go in for your rodeo association in your football, baseball, etc. outfit. Look the part. Some sponsors might love to see a picture of you competing. On the other hand...Don't take EVERYTHING into their business either. Use good judgment.

### Please be polite

Introduce yourself: (Hi, I'm *Mary Sunshine* and I'm a member of the Christian Youth Rodeo Association...) Talk to potential sponsors about things like: what events you ride in, who your parents are, any brothers/sisters, where you live, what grade you're in, what school you attend, how you're doing in school, etc. Let them know a little about you.

### Explain your rodeo association and what you can offer the potential sponsor

Give them information like:

The youth rodeo association is for anyone 3 years of age to 18 years of age.

Let them know some of the events that we have.

Our rodeos are within a 100 mile radius of Ottawa, Kansas (which is nice for a local sponsor, this advertising would get to local people seeing our rodeo flyers posted, attending our rodeos or visiting our website... therefore, giving our sponsors the potential of getting something back for their money from people stopping in their business, name recognition, along with helping local kids...they would get advertising on the website, at the rodeos and in our finals program).

Let them know (by reading page 1) that you can give them some advertisement for their sponsorship.

Give them our website address: [www.christianyouthrodeoassociation.com](http://www.christianyouthrodeoassociation.com) (This is where they can learn more about our association and where they will be listed)

If we are having a rodeo in their town, give them the dates and invite them out to watch. Usually there is a gate fee at the rodeos that goes towards producing the rodeo and/or awards.