

# Miss RODEO Kentucky



LINDA DOANE PHOTOGRAPHY

## SPONSORSHIP PROPOSAL 2020



# Who is MISS RODEO KENTUCKY?

## Mission

“Miss Rodeo Kentucky, Inc. is a 501(c)3, non-profit state-level organization under Miss Rodeo America, Inc. The mission of the organization is to select one young woman in each division to serve as an official ambassador who will promote the Professional Rodeo Cowboys Association (PRCA), our Agricultural Industry, the Western way of life, and the state of Kentucky at the annual Miss Rodeo America pageant. A primary outcome is to provide educational and career-building opportunities to these young women, who compete in the pageant, and to foster the growth and develop of young women to be professional leaders of tomorrow.”



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## Age Divisions

MISS RODEO KENTUCKY: 19-25  
MISS TEEN RODEO KENTUCKY: 14-18  
JUNIOR MISS RODEO KENTUCKY: 10-13

## The State Pageant

Each summer, young women from across the state gather for three days of competition that culminates with the crowning of the new Miss Rodeo Kentucky Royalty Court. Contestants spend years honing their horsemanship skills, improving their knowledge and elevating their public speaking skills before undergoing a rigorous pageant schedule. Each contestant's abilities will be assessed in five categories: horsemanship, knowledge, public speaking, personality and appearance. Judges, who come from across the United States, are selected based upon their experience in the equine and rodeo industries, as well as their understanding of the importance in selecting well-rounded representatives.



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# How MISS RODEO KENTUCKY works for your brand

## Nationwide Exposure

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During her year, the reigning Miss Rodeo Kentucky will travel upwards of 20,000 miles on behalf of Miss Rodeo Kentucky, Inc. and her gracious sponsors. This exposure includes several thousand air and road miles, through many different airports, cities, and states. She will attend PRCA-sanctioned rodeos, public appearances, and radio/television interviews across the entire nation representing the great state of Kentucky, professional rodeo, and the Western lifestyle. Also, she will be among the group of distinguished young women competing for the coveted title of Miss Rodeo America each December, at the Wrangler National Finals Rodeo (WNFR), in Las Vegas, NV. Miss Rodeo Kentucky is routinely a "look-to" for trends in the western fashion industry, a "go-to" for horsemanship information and an all-around American cowgirl icon.

## The Web

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Miss Rodeo Kentucky, Inc., has created a user-friendly, innovative website to showcase what the organization has to offer. The website is always able to be accessed at [www.missrodeokentucky.com](http://www.missrodeokentucky.com). Direct links and short biographies are just a few of the web amenities offered to MRK sponsors. The website is a hub of information, including things such as the Miss Rodeo Kentucky blog, State Pageant information, Pageant clinic information, and so much more. With direct links to our Miss Rodeo Kentucky social media outlets, the number of visitors to the website is always growing.

## Social Media

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The Miss Rodeo Kentucky organization utilizes all of the major social media outlets in today's culture. With hundreds of followers on Facebook, Instagram, and Twitter, the daily exposure that Miss Rodeo Kentucky receives is astounding. Each different outlet is updated daily with current information on the current Miss Rodeo Kentucky titleholder and our state program. Also, the current Miss Rodeo Kentucky titleholder takes control of the social media outlets during her appearances all over the nation, which enables her to promote her sponsors in the thick of the action!

## Autograph Sheets

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Each year, the current Miss Rodeo Kentucky titleholder hands out full-color, 8x10 autograph sheets at appearances across the entire nation. Typically, 5,000-6,000 of these are printed per year. The autograph sheets display the logo and name of sponsors who provide \$750+ or \$500+, respectively, in cash, services, and/or product.

## Brand Marketing

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Throughout the year, our Platinum Award and Diamond Crown Sponsors have the opportunity to utilize Miss Rodeo Kentucky for various marketing campaigns and promotional appearances. These promotional opportunities can include radio/television commercials, print advertising, on-location appearances, and much more. Also, select sponsor levels have the opportunity to place their logo on the Miss Rodeo Kentucky vehicle, which will log thousands of miles nationwide throughout the year. All sponsors will receive a photo of the reigning Miss Rodeo Kentucky with the sponsor themselves or the sponsored product. For the duration of the sponsorship, sponsors are granted the license to identify themselves as a Miss Rodeo Kentucky sponsor.

## Miss Rodeo Kentucky Pageant

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Over the course of the past five years, our organization has experienced exponential growth within the Miss Rodeo Kentucky, Inc. organization. In 2018, after high demand, we added two younger age divisions allowing young women to hone their skills before competing for Miss Rodeo Kentucky. In 2019, We had more participation in our workshops and pageant than ever. In 2020, we are thrilled to announce the move of our pageant to Louisville, Kentucky! This move will provide us with more exposure for our organization AND the sponsors who support our mission. We are excited for the opportunities that our new geographic location will provide!

# Levels of MISS RODEO KENTUCKY Opportunity

## Platinum Award - \$2,500+

Miss Rodeo Kentucky will be available for appearances, advertisement, and autographs sessions on location. The sponsor's name/logo will be included on the back of the current Miss Rodeo Kentucky's autograph sheets, listing in the MRKy Pageant program, name/logo on advertisement in the Miss Rodeo America Pageant program, and a linked logo on the MRKy website. Frequent social media recognition on all outlets utilized by Miss Rodeo Kentucky, Inc., will be implemented. Platinum sponsors will receive four (4) tickets to all MRKy Pageant functions and an invitation to the MRKy Sponsor Appreciation Social, as well as being recognized as a Title Sponsor. The sponsor will also receive two (2) tickets to the Coronation Celebration. Other needs can be covered, per agreement with Miss Rodeo Kentucky, Inc. Platinum Sponsor will receive a signed autograph sheet from the current Miss Rodeo Kentucky.

## Diamond Crown - \$1,000+

Miss Rodeo Kentucky will be available for appearances, advertising, and autograph sessions. The sponsor will have their name/logo included on the back of the current titleholder's autograph sheets, listing in the MRKy Pageant program, logo link on the MRKy website, and frequent social media recognition. The sponsor will also receive two (2) tickets to all MRKy Pageant functions, an invitation to the MRKy Sponsor Appreciation Social, two (2) tickets to the Coronation Celebration, and a signed autograph sheet from the current Miss Rodeo Kentucky.

## Gold Buckle - \$750+

Miss Rodeo Kentucky will be available for appearances and autograph sessions. Gold-level sponsors will receive a listing in the MRKy Pageant program, an invitation to the MRKy Sponsor Appreciation Social, listing on the MRKy website, one (1) tickets to the Coronation Celebration, social media recognition, name on the back of the current titleholder's autograph sheets, and a signed autograph sheet.

## Silver Spur - \$500+

Silver-level sponsors will receive a listing in the MRKy Pageant program, an invitation to the MRKy Sponsor Appreciation Social, listing on the MRKy website, social media recognition, name listing on the back of the current titleholder's autograph sheets, and a signed autograph sheet.

## Bronze Boot - \$250+

Bronze-level sponsors will receive a listing in the MRKy Pageant program, an invitation to the MRKy Sponsor Appreciation Social, a listing on the MRKy website, social media recognition, as well as a signed autograph sheet.

## Friends of Miss Rodeo Kentucky

For support in the amount of \$249 or less, sponsors will receive a listing in the MRKy Pageant program and on the MRKy website, an invitation to the MRKy Sponsor Appreciation Social, as well as a signed autograph sheet.

## Contact Us

For additional information or to custom tailor a sponsorship package to your needs, please contact Miss Rodeo Kentucky, Inc.

Lauren Johnson

NATIONAL DIRECTOR  
Phone: (812) 498-8592  
missrodeokentucky@gmail.com