



HEARTLAND YOUTH RODEO ASSOCIATION



Elevating Standards. Building Champions. Inspiring the Future.

Sponsorship Form 2026-2027

Platinum Partner-\$2000

- Sponsor name embroidered on all finalist coats/vests.
- Sponsor Banner (Provided by Sponsor) display at all events
 - Opportunity to set up booth at all events
- Recognition during all performance of HYRA Events & Facebook recognition
 - Full page ad in the HYRA Finals Program
- Name on All Around Saddle & Logo displayed on the HYRA Website

• Gold Partner-\$1500

- Sponsor name embroidered on all finalist coats/vests
- Facebook recognition and full page ad in HYRA Finals Program
- Sponsor Banner (Provided by Sponsor) display at all events
 - Recognition during all performance of HYRA Events
 - Logo displayed on the HYRA website

Silver Partner-\$1000

- Full page ad in HYRA Finals Program
- Sponsor Banner at all events
- Sponsor logo/link on HYRA website
- Recognition at all Events
- Facebook Recognition

Bronze Partner-\$500

- Half page ad in HYRA Finals Program
- Sponsor Banner at all events
- Facebook Recognition

Partner-\$250

- Business Card Ad in the HYRA Finals Program & Facebook Recognition

HYRA Sponsor-THANK YOU FOR YOUR SUPPORT

Name/Company: _____ Contact Person: _____ Phone# _____

Address: _____ City: _____ State: _____ Zip: _____

HYRA Member Obtaining Sponsor _____ Sponsorship Amount: _____

Give top portion to the sponsor as a receipt and info sheet. Turn in completed bottom portion with money and advertising info from the sponsor by December 1, 2026. Thank you.



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Dear Community Partner,

The Heartland Youth Rodeo Association (HYRA) is currently seeking sponsors for our upcoming rodeo season, and we would be honored to have your support.

HYRA is a non-profit organization founded in 1989 with a mission to elevate the standards of junior rodeo while preparing young contestants for future competition and encouraging sportsmanship, responsibility, and fair competition. Our organization provides youth with opportunities to grow not only as athletes, but also as leaders within our communities.

Each year, our association brings families, businesses, and supporters together from across the state to encourage and celebrate our youth competitors. HYRA events attract a strong family-oriented audience, providing sponsors with valuable exposure to communities who support agriculture, western heritage, youth activities, and local businesses. Sponsorship provides five months of exposure to over 200 contestants and their families, supporters, and spectators throughout the rodeo season. Sponsorships help provide awards, finals prizes, arena expenses, event operations, and opportunities for contestants throughout the season.

Sponsors receive recognition through event announcements, social media, banners, website advertising, and finals program ads depending on sponsorship level. Sponsoring HYRA is a great opportunity to promote your business, increase brand visibility across the state, and demonstrate your commitment to supporting youth, families, and community values.

Your support directly impacts the success of our youth and helps preserve the values and traditions of rodeo for the next generation. We would greatly appreciate your consideration in becoming a sponsor for the Heartland Youth Rodeo Association.

If you are interested in sponsoring or would like more information, please contact us at your convenience. We would be happy to visit with you about sponsorship opportunities.

Thank you for supporting our youth, our community, and the future of rodeo.

Sincerely,

Heartland Youth Rodeo Association
HYRA Board & Members



Heartland Youth Rodeo Association



www.heartlandyouthrodeo.com



heartlandyouthrodeo@gmail.com