

HORSE FITTER PRO & CIRCLE Y SADDLES

*PROUDLY PRESENT*

# ★ RODEO AT THE RANCH ★

*A PRCA Sanctioned Event*

**NRS THE RANCH • DECATUR, TEXAS**

**JUNE 4–5, 2026**

**Dear Community Partner,**

Something truly special is coming to Decatur — and we want you to be a part of it. Horse Fitter Pro, Circle Y Saddles, NRS, and Morris Media are joining forces to bring a full-scale, professionally produced PRCA sanctioned rodeo to NRS The Ranch on June 4th and 5th, 2026. This is more than a rodeo. It's a landmark event for our community, and we are personally inviting you to help make it a night — and an annual tradition — this town will never forget.

Producing the livestock and action you'll see in the arena is **TK Pro Rodeo** — the IPRA's 3X Stock Contractor of the Year, featured in the 2024 blockbuster film "Twisters," and led by 2023 Ultimate Cowboy Tyler Kijac. When TK Pro Rodeo comes to town, you know you're getting world-class animals and a world-class show.

## **World-Class Entertainment Lineup**

We have assembled an extraordinary cast of talent to bring this event to life:

- ▶ **Johnny "Backflip" Dudley:** Your rodeo entertainer — known nationwide for his outrageous energy, comedy, and high-flying stunts that keep the whole family on the edge of their seats.
- ▶ **Ketch Weaver:** The famous Truck Roping Specialty Act — a jaw-dropping performance you have to see to believe.
- ▶ **Cody Webster:** Widely regarded as the greatest bullfighter in the world — protecting our cowboys and putting on a show at the same time.
- ▶ **Kids' Mutton Bustin:** Little ones get their rodeo moment with sheep riding for the kiddos — a guaranteed crowd-pleaser.
- ▶ **World-Class Production Team:** A professional crew running our state-of-the-art replay screen and full production package to make every moment come alive.

## **Pre-Show Fun & Live Concerts**

Before the rodeo kicks off, we'll be hosting special Mutton Bustin' for the kids — so bring the little ones out early and get them registered! The fun continues long after the last bull ride, with live concerts featuring rising local artist **Dax Davis** on Thursday night and the **Teague Brothers** closing out Friday. Two nights of incredible music to cap off two nights of championship rodeo action.

## **Your Sponsorship Opportunity**

We are building something that belongs to this community — an annual event that grows bigger and better every year, right here in Decatur. As a sponsor, your brand will be seen and heard by thousands of rodeo fans and promoted throughout the local community. We are looking for sponsors at every level, as well as volunteers, in-kind donations, product swag, and any form of partnership that helps us build a great event together. We truly couldn't do what we love without the support of local businesses like yours.

A detailed sponsorship package is attached for your review, featuring everything from Platinum Buckle presenting sponsorships down to à la cart visibility options at every price point. Whether you want your name on the jumbotron, a bucking chute, the concert barricade, or the VIP section — there is a spot for you. We also welcome in-kind and trade partnerships if you have a product or service that can add to the event experience.

We are committed to making this the first of many great annual rodeos for Decatur. Getting in on the ground floor means your business is part of the foundation. Don't miss this chance to be one of the founding sponsors of an event our community will look forward to every single year.

If you have any questions or would like to discuss sponsorship options, please don't hesitate to reach out. We would love to sit down, shake hands, and talk about how we can make this work for you. Thank you so much for your time and for supporting the great sport of rodeo right here at home.

God Bless,

**Circle Y Saddles • Reinsman • NRS • Morris Media • Texas Precious Metals •  
Horizon Firearms • Bedrock Truck Beds**

## SPONSORSHIP OPPORTUNITIES

<p>★</p> <p><b>BRONZE BUCKLE</b></p> <p>CHECK AVAILABILTY</p>	<p>Your business logo on one 2x6 vinyl banner inside the rodeo arena. Includes one feather banner at entrance and social media tagging on one post.</p>	<p>\$2,500</p>
<p>★★</p> <p><b>SILVER BUCKLE</b></p> <p>CHECK AVAILABILTY</p>	<p>2x6 arena banner + one entrance feather banner. Logo on one bucking chute – every time a bull bucks from that chute, the announcer calls your business name. Also includes social media tagging on one post and logo on all parking signs.</p>	<p>\$5,000</p>
<p>★★★</p> <p><b>GOLD BUCKLE</b></p> <p>CHECK AVAILABILTY</p>	<p>2x6 banner + presenting sponsor of one event section. Commercial/logo on replay screen. Logo in the event program (mass distributed) and on Ticket booth. Also receive an entrance feather banner.</p>	<p>\$7,500</p>
<p>★★★★</p> <p><b>PLATINUM BUCKLE</b></p> <p>AVAILABLE: 01</p>	<p>Only one brand gets this. Exclusive logo on clown barrel, replay screen, tickets, flyers &amp; social media branding. Also receive an entrance feather banner. 2 VIP boxes: dirt access, front-row concert, meet &amp; greets, complimentary food &amp; drinks all night.</p>	<p>\$10,000</p>
<p>★★★★★</p> <p><b>VIP TABLE PACKAGE</b></p> <p>LIMITED AVAILABILITY 5</p>	<p>Premium VIP box (seats up to 8) with front-row arena placement. Includes PA announcement spotlighting your company, complimentary food &amp; drink tickets, free event parking, and front-row concert seating for your entire table.</p>	<p>\$5,000</p>
<p>★★★★★★</p> <p><b>MUTTON BUSTIN' SPONSOR</b></p> <p>AVAILABLE: 01</p>	<p>Exclusive title sponsor of the fan-favorite Mutton Bustin' segment. Logo on all contestant gear, arena signage during the event, PA intro and outro callout each ride, social media feature post, and 4 VIP tickets included.</p>	<p>\$5,000</p>

## À LA CART MENU

In store Commercials	\$2,000	In arena signage	\$1,500	Arena Flag	\$1,000
PA announcements	\$2,000	Jumbotron	\$1,500	Contestant Bag Swag	\$500



# IN-KIND & TRADE PARTNER OPPORTUNITIES

No cash required. Trade your product or service for premium rodeo exposure valued up to \$10,000.

## HOW IT WORKS

You provide product or service ® We assign you an Official Partner title ® You receive logo, PA callouts & event exposure matching your trade value.  
Trade value is assessed by your cost — not retail. All trade deals confirmed in writing before the event.

<b>P</b>	<b>PRINT PARTNER</b> <i>AVAILABLE: 01</i>	<b>YOU PROVIDE:</b> Print all event programs (one pagers)	<b>YOU RECEIVE:</b> Logo on every program & flyer PA announcement each performance "Official Print Partner" title Banner inside arena	<b>VALUE</b> <b>\$2,000</b>
<b>H</b>	<b>HAY &amp; FEED PARTNER</b> <i>AVAILABLE: 01</i>	<b>YOU PROVIDE:</b> Donate hay, bedding & arena livestock supplies	<b>YOU RECEIVE:</b> "Official Feed Partner" title Logo/banner at livestock area PA callout during livestock segments Social media feature post	<b>VALUE</b> <b>\$1,500</b>
<b>M</b>	<b>MUTTON BUSTIN' GEAR PARTNER</b> <i>AVAILABLE: 01</i>	<b>YOU PROVIDE:</b> Safety helmets, vests, contestant prizes, & gear	<b>YOU RECEIVE:</b> "Exclusive Mutton Bustin' sponsor Logo on ALL contestant gear PA intro & outro every single ride 1 VIP box+ social spotlight	<b>VALUE</b> <b>\$3,500</b>
<b>C</b>	<b>CATERING PARTNER LIMITED</b>	<b>YOU PROVIDE:</b> Food & drinks for VIP boxes & sponsor hospitality	<b>YOU RECEIVE:</b> "Official Catering Partner" title Logo on VIP menus & napkins PA announcement + arena signage Direct access to VIP clientele	<b>VALUE</b> <b>\$2,500</b>
<b>Ph</b>	<b>PHOTO &amp; VIDEO PARTNER</b> <i>AVAILABLE: 01</i>	<b>YOU PROVIDE:</b> Full event photography & videography coverage	<b>YOU RECEIVE:</b> Logo on all shared event photos "Official Photographer" title PA mention + social media credit Keep all image rights for portfolio	<b>VALUE</b> <b>\$2,000</b>
<b>T</b>	<b>TROPHY &amp; AWARDS PARTNER</b> <i>AVAILABLE: 01</i>	<b>YOU PROVIDE:</b> Champion buckles, trophies, & contestant ribbons	<b>YOU RECEIVE:</b> Logo at awards presentation area Named every time a winner is crowned In every winner photo posted Social media tagging on all awards	<b>VALUE</b> <b>\$1,000</b>
<b>G</b>	<b>GRAND PRIZE PARTNER</b> <i>AVAILABLE: 01</i>	<b>YOU PROVIDE:</b> Donate a UTV, trailer, or high-value prize (\$5k+)	<b>YOU RECEIVE:</b> Prize displayed in arena all weekend Announcer features you every show Logo on all event marketing materials Platinum-level social media exposure	<b>VALUE</b> <b>\$5,000</b>
<b>Ht</b>	<b>HOTEL PARTNER</b> <i>AVAILABLE: 01-02</i>	<b>YOU PROVIDE:</b> Room block for contestants, judges & contract personnel	<b>YOU RECEIVE:</b> "Official Hotel" title + banner PA announcement all performances Listed on all event marketing Direct referrals from ticket buyers	<b>VALUE</b> <b>\$1,500</b>

INTERESTED IN A TRADE DEAL?



# À LA CART - AVAILABLE INVENTORY

## TIER 1 - PREMIER VISIBILITY

### JUMBOTRON LOGO

- Logo displayed on jumbotron during all performances
- High-traffic placement

**\$1,500**

### TICKET LOGO PLACEMENT

- Logo printed on every event ticket sold
- Seen by all attendees
- Logo on GA wristbands - Permanent Keepsake value

**\$1,500**

### TICKET BOOTH LOGO & BANNER

- Banner & logo at main ticket sales booth
- First thing guests see
- High foot traffic location

**\$1,500**

## TIER 2 - ARENA & EXPERIENCE

### ARENA DOOR SIGNAGE

- Logo/banner at main arena entrance doors
- Every guest walks past
- Multiple gate locations

**\$1,500**

### VIP SECTION SPONSOR

- Brand the VIP area and wristbands with your logo & signage
- Premium audience exposure
- Announcer recognition

**\$1,500**

### AWARDS PHOTO AREA

- Logo backdrop at the awards/photo area
- In every winner photo
- Social media gold

**\$1,500**

## TIER 3 - FAN EXPERIENCE

### CONTESTANT SWAG BAG

- Logo on items inside every contestant bag
- Seen by all competitors
- Brand in their hands

**\$1,500**

### ENTRANCE FEATHERS DECOR

- Brand the entrance feather decorations
- Photo opportunity spot
- Guest arrival moment

**\$1,500**

### CONCERT BARRICADE & STAGE SIGNAGE

- Logo on stage barricades concert signage
- Front-row fan exposure
- Concert photo placement

**\$1,500**

## TIER 4 - LIFESTYLE ACTIVATION

### MEET & GREET AREA SPONSOR

- Exclusive branding in the meet & greet zone
- Talent interaction area
- Highly memorable moment

**\$1,500**

### FOOD AREA SPONSOR

- Logo on food and alcohol vendor area, signage & napkins
- High dwell-time location
- Every hungry guest sees it

**\$1,000**

### PA ANNOUNCEMENT

- Live PA shoutouts for your business all night
- Announcer-read copy
- Multiple mentions per show

**\$2,000**

\* All à la cart items are first-come, first-served. Bundles available — contact your sales rep.





# RODEO AT THE RANCH

SPONSORSHIP DONATION FORM  
NRS THE RANCH • DECATUR, TX • JUNE 4-5, 2026

## SPONSOR INFORMATION

Company Name: \_\_\_\_\_

Name of Contact: \_\_\_\_\_

Telephone / Email: \_\_\_\_\_

## SPONSORSHIP DETAILS

Amount of Sponsorship: \_\_\_\_\_

Date Received: \_\_\_\_\_

Sponsorship Details (package / options):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## METHOD OF PAYMENT

Cash

Check

Check Number: \_\_\_\_\_

Credit Card

(Make checks payable to: Welhousen Lane, Subject: RODEO)

ACH / Wire Transfer (contact rep for banking info)

Exp. Date: \_\_\_\_\_

CVC: \_\_\_\_\_

## AUTHORIZATION & SIGNATURES

Signature of Company Contact: \_\_\_\_\_

Date: \_\_\_\_\_

Signature of Rodeo at the Ranch Representative: \_\_\_\_\_

Date: \_\_\_\_\_

✂ DETACH HERE — SPONSOR RECEIPT ✂

## ★ SPONSOR RECEIPT ★

Name of Sponsor: \_\_\_\_\_

Date: \_\_\_\_\_

Amount of Sponsorship: \_\_\_\_\_

Rodeo at the Ranch Rep: \_\_\_\_\_

Meagan Smith

Rep Email: \_\_\_\_\_

meagan@kasparcompanies.com