



Dear Friends of West Coast Junior Rodeo Association,

We hope 2024 finds you and your loved ones well. All of us here at the West Coast Junior Rodeo Association are looking forward to a fun filled year, with many rodeos planned. We would be honored to have you or your business as a sponsor for the upcoming 2024 rodeo season!

WCJRA participants come from San Luis Obispo, Monterey, Santa Barbara, Ventura, San Benito, Kern, Tulare and Fresno counties, just to name a few. It has had a positive influence on young athletes for many decades and guided many participants towards competing in High School Rodeo, Collegiate and professional sports. Rodeo has played a pivotal role in the development of our youth by promoting confidence, patriotism, leadership and life skills, as well as sportsmanship and responsibility traits that span a lifetime. Those involved in WCJRA also build a community of friends and families lasting for generations.

As a nonprofit organization, WCJRA relies on sponsorships, donations, volunteers, and parental support to operate these rodeos. Related costs include arena rent, stock fees, publications, insurance, and awards. Your support provides our local youth the opportunity to continue to participate in the sport that they love.

At each rodeo, your business name and/or logo will be announced and displayed on banners located across the arena for participants, participants' families, and spectators to see. By becoming a sponsor, you will receive marketing exposure and recognition, as well as demonstrate your support for the growth and positive development of today's youth.

The future of the WCJRA very much depends on the generosity of local community and businesses. We appreciate your support of these athletes through sponsorships and we have enclosed the packages for your review. In closing, we would be honored to have your business as a sponsor for the West Coast Junior Rodeo Association. Thank you for your consideration.

**Sincerely,**

The West Coast Junior Rodeo Association Family  
Wcjra.info@gmail.com  
Tax ID # 77-0347066



As a sponsor of the WCJRA, you support athletes in the following events:

5 & Under:	10-13	14-18
Dummy Roping	Girls Barrel Racing	Girls Barrel Racing
Stick Horse Race	Girls Pole Bending	Girls Pole Bending
Keyhole	Boys Touch Calf Roping	Boys Calf Roping
Single Stake Race	Girls Breakaway Roping	Girls Breakaway Roping
Barrel Race	Boys Breakaway Roping	Girls Goat Tying
Goat Tail Untying	Girls Goat Tying	Steer Stopping
	Boys Goat Tying	Boys Chute Dogging
<b>6 – 9:</b>	Steer Stopping	
Dummy Roping	Steer Riding	
Keyhole	Boys Chute Dogging	
Pole Bending		
Barrel Race		
Goat Tying		<b>10-18</b>
Breakaway Roping		Team Roping (go twice)
Calf Riding		Mixed Ribbon Roping

**Mustang Level \$250** – Your name or business name will be included on the “Friends of WCJRA” banner as a valued sponsor and placed in the arena for every performance in throughout the rodeo year.

**Bronze Level \$500** – Your name or business name will receive a 4’x6’ custom banner in the performance arena at each event throughout the rodeo season. Your company will also be announced and promoted during the rodeo.

**Silver Sponsor \$1000** - Your company will receive a 4’x6’ custom banner in the performance arena at each event throughout the rodeo season. Your company will also be announced and promoted during the rodeo. Option to choose an event to sponsor with special announcements made during the event.

**Gold Sponsor \$2000** – Your company will receive a 4’x10’ custom banner in the performance arena at each event throughout the rodeo season. Your company will also be announced and promoted during the rodeo. Option to choose an event to sponsor with special announcements made during the event.

**2024 Rodeo Dates: March 9<sup>th</sup>- 10<sup>th</sup> King City April 27<sup>th</sup>- 28<sup>th</sup> - Creston  
August 17<sup>th</sup>- 18<sup>th</sup> - Madonna Inn September 7<sup>th</sup>- 8<sup>th</sup> Parkfield**

Tax ID # 77-0347066  
*Thank you for your support*



**Sponsor information:**

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

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

Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contestant(s) to take credit for coordinating the sponsorship:

\_\_\_\_\_

- Custom donation) \$ \_\_\_\_\_  Mustang - \$250  
 Bronze Card - \$500  Silver Card - \$1,000  Gold Card \$2,000  
 Patriot Level: Donation Amount (\$2500+) \$ \_\_\_\_\_  
Choice of event to sponsor (Patriot Level Only): \_\_\_\_\_

Please send this completed form with your donation to **BY APRIL 28<sup>th</sup>, 2024:**

WCJRA Sponsorship  
c/o Katie Davis  
1655 Circle B Rd.  
Paso Robles, CA 93446

**Business Logos for digital use can be emailed to: [wcjra.info@gmail.com](mailto:wcjra.info@gmail.com)**

**\*Please make checks payable to West Coast Junior Rodeo Association\***

For additional information or to customize a package,  
Call/Text Shelbi Keller @ 805-550-2636 or email [shelbinormile@gmail.com](mailto:shelbinormile@gmail.com)