



# International Gay Rodeo Association

2024

## World Gay Rodeo Finals Sponsorship Guide

<https://www.igra.com/finals>



**IGRA Presents the 36th World Gay Rodeo Finals®  
And Royalty Competition  
October 25-27, 2024  
El Reno, OK  
Canadian County Expo and Event Center**

Gay rodeo began in 1975 as a fundraiser for Multiple-Sclerosis. In the next few years, several local Associations were formed and in 1982, the International Gay Rodeo Association (IGRA) was created. In 2025 we will be celebrating **50 years of Gay Rodeo**.

The IGRA supports country/western sports heritage through education, training, competition and recognition in rodeo and other associated activities by developing, enhancing, and maintaining standards of amateur rodeo production, competition, and sportsmanship, which includes our Royalty Program.

Today, IGRA consists of 16 local Associations that span the U.S. and Canada.

IGRA is proud to have achieved GuideStar 501(c)3 Platinum Transparency Status. See more information at [www.guidestar.org](http://www.guidestar.org).



International Gay Rodeo Assoc Inc  
Platinum

We would be very honored to have you to join us as a sponsor of the World Gay Rodeo Finals (WGRF).



**Pole Bending**



## Women of gay rodeo



The events are open to men and women. Men compete against men, women against women, except in team events.

IGRA rodeos consist of 13 events:

|                        |                  |               |
|------------------------|------------------|---------------|
| Calf Roping on Foot    | Barrel Racing    | Pole Bending  |
| Flag Race              | Chute Dogging    | Steer Riding  |
| Break Away Calf Roping | Team Roping      | Bull Riding   |
| Wild Drag Race         | Steer Decorating | Goat Dressing |
| Ranch Saddle Bronc     |                  |               |

As part of our mission statement we focus on animal welfare, encouraging all to have and maintain a healthy respect for the well treatment of our animals that also participate in rodeo activities and are a critical part of this heritage.

We also focus on Women of Gay Rodeo. As the sport of rodeo can be dominated by men, we encourage women to compete in this sport as well. IGRA is proud to have many female bull riders and ropers among the many diverse athletes.



# Platinum Buckle Sponsor \$30,000

- “sponsor name “ Platinum Buckle Sponsor
- Arena name after sponsor
- Full page ad in Program and all social media platforms
- Complimentary Tickets
- VIP access
- Sponsorship of All-Around Cowboy/Cowgirl Buckles (if available)
- Sponsor name announced during 2 day rodeo & Royalty programs
- Exposure during live stream
- Sponsor flag presented in Grand Entry (flag provided by sponsor)
- Banners at Rodeo & Royalty events (provided by sponsor)
- Area for vendor booth or table at WGRF Rodeo
- Distribution of promotional materials/product to attendees/contestants
- First right of refusal for continued sponsorships during live stream

Women’s Bull Riding





# Gold Buckle Sponsor \$20,000

## Team Roping

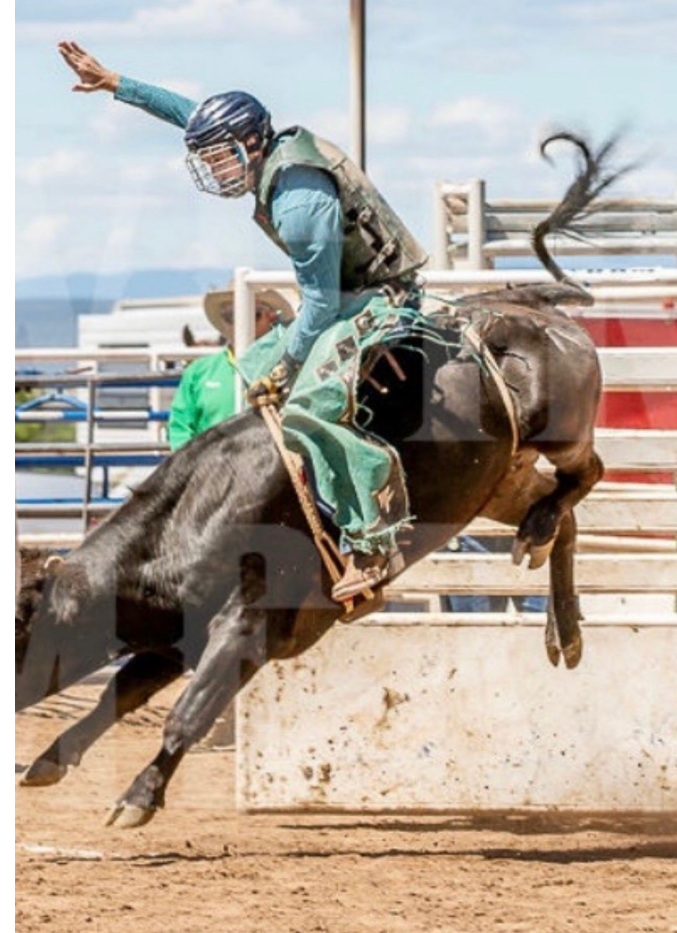


- “Sponsor Name” Gold Buckle Sponsor
- Complementary tickets to rodeo (both days)
- Access to VIP area
- Present the WGRF Medals to the All-Around top 5 Cowboys & Cowgirls
- Full Page ad in rodeo / royalty program and all social media platforms
- Announcements during the rodeo and royalty events
- Exposure during live stream
- Banners at Rodeo and Royalty events (Provided by Sponsor)
- Flag presented on Horseback during Grand Entry (Provided by Sponsor)
- Area for Vendor booth / table at the WGRF rodeo events
- Distribution of promotional materials/product to attendees/contestants
- Choice of buckle or ribbon/medal sponsorship – up to 2 max. / present at Award Ceremony
- First right of refusal for continued sponsorships

# Silver Buckle Sponsor \$15,000

- “sponsor name” Silver Buckle Sponsor
- Full page ad in Program and all social media platforms
- Complementary tickets to rodeo (both days)
- Access to VIP area
- Announcements during the rodeo and royalty events
- Exposure during live stream . . . ‘Brought to you by . . . ‘
- Banners at Rodeo and Royalty events (Provided by Sponsor)
- Sponsor Flag presented on Horseback during Grand Entry (Provided by Sponsor)
- Area for Vendor booth / table at the WGRF rodeo events
- Distribution of promotional materials/product to attendees/contestants
- Choice of buckle or ribbon/medal sponsorship (1) / present at Awards Ceremony
- Present the IGRA Sashes to the newly crowned IGRA Royalty (if available)
- First right of refusal for continued sponsorships

**Men’s Bull Riding**



# Bronze Buckle Sponsor \$10,000



**2024 IGRA Royalty**

- “sponsor name” Silver Buckle Sponsor
- Full page ad in Program and all social media platforms
- Access to VIP area
- Complimentary tickets (both days)
- Announcements during the rodeo and royalty events
- Exposure during live stream . . . ‘Brought to you by . . . ’
- Banners at Rodeo and Royalty events (Provided by Sponsor)
- Sponsor Flag presented on Horseback during Grand Entry (Provided by Sponsor)
- Area for Vendor booth / table at the WGRF rodeo events
- Choice of Event buckle (1) or ribbon/medal sponsorship / present at Awards Ceremony
- First right of refusal for continued sponsorships



# Additional Sponsorship Opportunities

- **Bucking Chutes (4)** - \$500 each – banner (provided by sponsor) on chute/announcements
- **Roping Boxes (2)** - \$500 each – banner (provided by sponsor) in roping box(es)/announcements
- **Event/Royalty/Specialty & All-Around Buckles** - \$300 each / 2 or more @ \$250 ea. Announcements / present buckle at Awards Ceremony
- **Season Champion Event Buckles (28)** - \$350 each / 2 or more @ \$300 each
- **Season Champion All-Around Cowboy/Cowgirl** - \$450 each or both for \$400 each
- **Event Medals (28)** - \$100 per set
- **Arena Banner** - \$300 – Banner provided by sponsor

Sponsor packages can also be tailored to specifically meet your needs.

Wild Drag Race





IGRA is a 501(c)3 organization. For all sponsorship opportunities or additional information, please contact:

Charlie Colella  
2024 IGRA Sponsor Chair  
940) 465-0764  
txcowboycj@yahoo.com



**Men's / Women's Chute Dogging**



**<https://www.igra.com/finals>**