



# Smoky Mountain Rodeo Association Sponsorship Opportunities

SMRA makes a distinction between “sponsorship” and “partnership”. To us, “sponsorship” is viewed as strictly financial support while “partnership” implies an “in-kind” donation of goods or services. There are many different sponsorship options available to fit many different budgets.

## **Quarter Horse: Contribution value of \$500—\$999**

- ~Prominent logo placement in all event programs
- ~A link to your website in SMRA’s monthly e-newsletter (distributed to members and potential members)
- ~A link from SMRA’s website and, consequently IGRA’s website, to your website (International exposure)
- ~Potential to reach a large international and local audience of western lifestyle and rodeo enthusiasts

## **Thoroughbred: Contribution value of \$1,000—\$2,999**

- ~Prominent logo placement in all event programs
- ~A link to your website in SMRA’s monthly e-newsletter (distributed to members and potential members)
- ~Recognition at all fundraising events as a “Thoroughbred Sponsor”
- ~Inclusion of your logo on all promotional materials
- ~A link from SMRA’s website and, consequently IGRA’s website, to your website (International exposure)
- ~Two Free tickets to special fundraising events per contract term (SMRA Trailblazes not included)
- ~Potential to reach a large international and local audience of western lifestyle and rodeo enthusiasts

## **Clydesdale: Contribution value of \$3,000—\$4,999**

- ~Prominent logo placement and premium half-page advertising placement in all event programs
- ~A link to your website in SMRA’s monthly e-newsletter (distributed to members and potential members)
- ~Recognition at all fundraising events as a “Clydesdale Sponsor”
- ~Inclusion of your logo on all promotional materials
- ~A link from SMRA’s website and, consequently IGRA’s website, to your website (International exposure)
- ~Full sized banners (4’ X 6’ maximum), supplied by you, to be placed at all SMRA events when space is available
- ~Four Free tickets to special fundraising events per contract term (SMRA Trailblazes not included)
- ~Potential to reach a large international and local audience of western lifestyle and rodeo enthusiasts

## **Tennessee Walker: Contribution value of \$5,000 or more per year**

- ~Prominent logo placement and premium full-page advertising placement in all event programs
- ~A link to your website in SMRA’s monthly e-newsletter (distributed to members and potential members)
- ~Recognition at all fundraising events as a “Tennessee Walker Sponsor”
- ~Inclusion of your logo on all promotional materials
- ~A link from SMRA’s website and, consequently IGRA’s website, to your website (International exposure)
- ~Space to be used at your discretion at applicable SMRA fundraising events
- ~Full sized banners (4 X 6 maximum), supplied by you, to be placed at all SMRA events when space is available
- ~Six Free tickets to special fundraising events per contract term (SMRA Trailblazes not included)
- ~Potential to reach a large international and local audience of western lifestyle and rodeo enthusiasts

***Good people, having a good time, doing a good thing!***

***Special Corporate Memberships (\$250 per year) and Mustang Memberships (\$100 per year) are also available. Please visit [www.smra.net](http://www.smra.net) for details.***