

Left: Miss Teen Rodeo Washington 2022 Ava LaValley
Right: Miss Rodeo Washington 2022 Lexy Hibbs



Sponsorship Proposal

Miss Rodeo Washington Pageant, Inc.
12431 Central Valley Road NE
Poulsbo, WA 98370

MRWP.Sponsor@gmail.com

- Education
- Leadership
- Development
- Rodeo



Serving Our State

Miss Rodeo Washington 2020-21 Madi Castro



Miss Rodeo Washington 2019 Hannah Leib



Miss Rodeo Washington 2017 Crystal Hart



Miss Rodeo Washington 2018 Beth Smith

SOCIAL MEDIA STATS

45.5K

MISS RODEO WASHINGTON PAGEANT TITLEHOLDERS FACEBOOK REACH

3.2K

OF TIMES FANS HAVE CLICKED ON MRWP TITLEHOLDER LINKS VIA FACEBOOK



HIGHLIGHTS

7.8K

MRWP TITLEHOLDER FACEBOOK PAGE FOLLOWERS

4.9K

MRWP TITLEHOLDER INSTAGRAM PAGE FOLLOWERS



USER DEMOGRAPHICS

18.2%



MALE

81.8%



FEMALE

ADDITIONAL DEMOGRAPHICS:

TOP CITIES: 3.7% - ELLENSBURG | 2.2% SHELTON | 1.5% MOSES LAKE | 1.5% SPOKANE | 1.2% KENNEWICK | 0.8% POULSBO
AGES: 24.8% OF WOMEN AGES 25-32 | 14.9% WOMEN AGES 35-44 | 12.7% WOMEN AGES 45-54

Why Market your Business with Miss Rodeo Washington Pageant, Inc?

- Generous marketing packages
- Target audiences are consumers who utilize your goods and services
- Social media content and sponsor shoutout promotions
- Pageantry growth in pop culture (Vogue & modern retail)
- Approximately 1,000 girls and women compete in rodeo queen pageants each year in the United States

State titleholder availability for:

- Guest appearances (upon her availability)
- Community appearances (upon her availability)
- A spokesperson for your event
- Assistance with media interviews

SPONSORSHIP OPPORTUNITIES



Sponsorship Levels & Benefits	Platinum \$5000+	Diamond \$2500 - \$4999	Gold \$1000 - \$2499	Silver \$500 - \$999	Bronze \$150 - \$499
Overall title sponsor for MRWP					
Event sponsor for MRWP (first come first serve)		First Pick	Second Pick		
Opportunity to welcome guests & distribute promo items during MRWP					
Recognition award at MRWP Pageant					
Logo listed on the MRW ad inside the Miss Rodeo American Pageant Program Book					
Signage (provided by sponsor) displayed at MRWP					
Scheduled appearances of MRWP titleholders to your events (upon her availability)					
Ad in MRWP Program Book	Two Full Pages	Full Page	Full Page	Half Page	
Logo/Listing on the back of autograph sheet of state titleholders	Logo	Logo	Business Name	Business Name	
Social Media content creation featuring your brand/promo items/upcoming events	6 posts per year	4 posts per year	3 posts per year	1 post per year	
Your website link on the MRW website					
Complimentary admission tickets to MRWP event of choice	4 tickets	2 tickets	2 tickets	2 tickets	
Logo/Name listed in MRWP program	Logo	Logo	Logo	Logo	Business Name
Name/logo listed on the MRWP website	Logo	Logo	Logo	Business Name	Business Name
Social Media post announcing sponsorship	Individual Post	Individual Post	Individual Post	Group Post	Group Post

SPONSORSHIP OPPORTUNITIES

Individualized tailoring to the donor and their business goals

PLATINUM **\$5,000+**

Overall title sponsor for MRWP | Opportunity to welcome guests and distribute promotional items during MRWP | Recognition award at MRWP | Logo listed in the Miss Rodeo America Pageant program book | Signage displayed at MRWP | Two full-page ads in MRWP program book | Scheduled appearances of MRWP titleholders at your events (upon her availability) | Logo listed on the back of MRWP titleholder tear sheets | every other month social media content creation featuring your brand/promo items/upcoming events | your website link on MRWP website | Four tickets to any MRWP event of choice | Logo listed in MRWP program book | Logo listed on MRWP website | Personalized social media post announcing sponsorship

DIAMOND **\$2,500 - \$4,999**

Event sponsor for MRWP First Pick (first come first serve) | Opportunity to welcome guests and distribute promotional items during MRWP | Recognition award at MRWP | Logo listed in the Miss Rodeo America Pageant program book | Signage displayed at MRWP | One full-page ad in MRWP program book | Scheduled appearances of MRWP titleholders at your events (upon her availability) | Logo listed on the back of MRWP titleholder tear sheets | quarterly social media content creation featuring your brand/promo items/upcoming events | your website link on MRWP website | Four tickets to any MRWP event of choice | Logo listed in MRWP program book | Logo listed on MRWP website | Personalized social media post announcing sponsorship

GOLD **\$1,000 - \$2,499**

Event sponsor for MRWP Second Pick (first come first serve) | Signage displayed at the MRWP and events | One full-page ad in MRWP program book | Scheduled appearances of MRWP titleholders at your events (upon her availability) | Business name listed on the back of MRWP titleholder tear sheets | Three social media posts featuring your brand/promo items/upcoming events | Your website link on MRWP website | Two tickets to MRWP event of choice | Logo listed in MRWP program book | Logo listed in MRWP website | Personalized social media post announcing sponsorship

SILVER **\$500 - \$999**

Half-page ad in MRWP program book | Business name listed on the back of MRWP titleholder tear sheets | One social media post featuring your brand/promo items/upcoming events | Your website link on MRWP website | Two tickets to MRWP event of choice | Logo listed in MRWP program book | Business name listed on MRWP website | Social media post announcing sponsorship

BRONZE **\$150 - \$499**

Logo listed in MRWP program book | Business name listed on MRW website | Social media post announcing sponsorship

SPONSORSHIP AGREEMENT

Thank you for your support by becoming a sponsor of the Miss Rodeo Washington Pageant, Inc.

Please complete the following information and email your form to MRWP.Sponsors@gmail.com

Company Name: _____

Contact Name: _____

Position: _____

Address: _____

Phone: _____

Email: _____

Sponsorship Term: 1 Year 2 Years 3 Years 4 Years 5 Years

(annual billing)

Retail Value of Sponsorship: \$ _____ Cash Product Service

Type of product/service _____

**Product & Service sponsors are subject to the approval of the MRWP, Inc. Board of Directors*

Your website: _____

Your social media link for Facebook: _____

Your social media handle for Instagram: _____

May we use your logo on our website/social media/print? Yes No

Note: The MRWP organization must approve the use of the Miss Rodeo Washington Pageant Inc. logo for any purpose. Please contact our National Director Crystal Hart at MRWP.Crystal@gmail.com for permission before using our logo.

For Official Use Only

By and through this agreement, the **Miss Rodeo Washington Pageant, Inc., a 501 (c) 4**, agrees to accept _____ as a _____ level sponsor.

Cherie Hart
MRWP, Inc. President
MRWP.Cherie@gmail.com

Monique Stevens
MRWP, Inc. Sponsorship Coordinator
MRWP.Monique@gmail.com