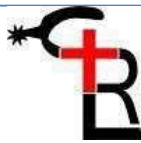


COWBOY LEGACY REUNION & RODEO



SPONSORSHIP PACKET

What is the Cowboy Legacy Reunion & Rodeo?

In 1959, William H. (Bill) Hogg, a lifetime resident of Mansfield, opened the world's first indoor rodeo properly named The Kowbell Indoor Rodeo. Every Saturday night throughout the year, cowboy's and cowgirls from all over the great state of Texas came to participate in the Rodeo as well as practices during the week. When Bill Hogg passed away in 1961, The Ratjen family carried on The Kowbell Rodeo Legacy for 45 more years. MISD purchased the property from the Ratjen's in 2004 where they built Legacy High School in it's place. In honor of the arena they proudly deemed the mascot The Broncos.



For many, Kowbell was like their second home! The family worked very hard to make sure that regardless of your age you had a place in rodeo. It is that love of the rodeo that we keep alive!

In 2009, a group of individuals that called Kowbell home, created a committee with the desire to host a yearly rodeo in memory of the Kowbell. The plan was to host the rodeo and give back to the community. But over the years The Cowboy Legacy Reunion Rodeo has become much more!

Every year the committee recognizes past contestants of Kowbell. By honoring these individuals it has created "The Reunion" during the rodeo. A scholarship program was created as well. Mr. Hogg was a firm believer in rodeo and advanced education. He himself was a graduate of Texas A&M. In his honor each year one or more high school seniors are selected for a \$1000 scholarship. Our desire to give back to the community has benefitted several charities, from the Special Olympics, Leukemia Texas, The Wounded Warrior Program and now Texas Cowboys Against Cancer.



It is with smiles on our faces and love in our hearts that we get to celebrate The Legacy of The Kowbell Rodeo every year. And with every year it grows bigger and better!

Cowboy Legacy Board of Directors



Kathy Carter - Founder
972-880-2311



Jeremy Moore - President
817-556-1516



Chad Coble - Vice President
817-874-0580



BJ Farrington
Secretary 817-
487-2320



Jennifer
Stafford
Treasure
817-829-2609



Wes Wheeler
817-996-3754

Honoree's



Every year The Cowboy Legacy Reunion & Rodeo honors Kowbell's Greatest! A contestant in each event: Bull Riding, Team Roping, Barrel Racing, Calf Roping is chosen to be "The Honoree" for each event. Currently we are still honoring riders from the 60's & 70's. Many of your best in rodeo history have had their day at Kowbell. Many just made a name for themselves in Mansfield. Our goal is to keep the memories of great riders alive and let them shine. "Honoring the Locals" is our way of saying thank you to the one's that kept the arena going for 35 years.



Contestants



The Cowboy Legacy Reunion & Rodeo draws in contestants from all over the state of Texas. Our last count on contestants was around the 500 mark. This number includes all events and with The CLRR adding new events this year our goals have now been set higher. Over \$20,000 in prizes and prize money was given away.

Attendees

The CLRR draws in people from all over the metroplex. The 3 day event fills the stands with well over 3500 people. The age demographics range dramatically. The older generations once attended the indoor arena in Mansfield and love to relive the past. The younger crowd is coming in for a great rodeo! Regardless the age we are pleased to see everyone have a great time.



Media



92.1 Hank

Hank FM is a country radio station focusing on serving the western half of the Fort Worth-Dallas, Texas metroplex. With over 10,000 followers on Facebook and with a listening group of over 100,000 our ads defiantly reach our target area. Our working relationship with Hank FM is outstanding. Mike Crow has become a personal friend of ours and definitely makes the live remote an awesome experience!

Facebook

The Cowboy Legacy Reunion Rodeo has over 5,000 followers. Every day of the year a post is made to keep everyone up to date with event progress or just an inspirational quote to keep everyone motivated. Last year our event posting was seen by over 30,000 people

Website

www.cowboylegacyreunionrodeo.com

Texas Cowboys Against Cancer



Every year The Cowboy Legacy Reunion Rodeo gives back to a chosen charity. We have partnered up with Cowboys Against Cancer for a 3rd year. Since 2010 we have able to donate over \$20,000.00 to different organizations and 2020 we were able to donate \$3,000.00 to TCAC. Texas Cowboys Against Cancer is a non-profit organization that provides financial support to recipient (s) each year with cancer in the western heritage community who is uninsured or under-insured. Even in the best of situations, cancer can be devastating. The physical and mental effects are often exacerbated by the financial strain placed on the patient and their family.

Texas Cowboys Against Cancer (TCAC) is the direct outgrowth of the successful benefits held for Johnnie Neely in 2009 and Jim Saunders in 2010 to help defray the costs associated with their treatment for cancer. Our organization was formed to assist others who find themselves in similar circumstances. TCAC strives to lessen the burden for cancer patient (s) each year by providing financial support so our recipient and their family can focus on winning the fight against cancer. Sadly, some of our awards have been given posthumously. In that case, the money is given directly to the family to help cover remaining medical bills and funeral expenses.

Scholarships

Every year The Cowboy Legacy Reunion Rodeo awards one or more local high school students a \$1000 scholarship. We have given out 16 scholarships for over \$16,000.00 since we have started. All applicants must fill out all necessary forms and have them submitted before the deadline. Most applicants are rodeo active competing at the high school level in local schools. Recipients must have proof of enrollment to receive scholarship. We have been very proud of all of our past recipients and look forward to many more!

Levels of sponsorship

"Presenting Open BULL

RIDING SPONSOR

1st Banner Position

Recognition in all Pro-Rodeo & Promotional Advertising
Live Remote Air Time
Announcer Recognition Throughout all Event's
Sponsoring Company Logo Embroidered on all shirts worn by Rodeo Officials
(4) 4' x 6' Arena Banners (Provided by CLRR)
Signage on Trailer and Logo on Saddles
Sponsoring Company Logo on the Showcase Banner with all Sponsors
15 Tickets for Saturday Night Rodeo & Bull Riding
Sponsor Representative(s)
Picture Taken with Winners with the Company Banner Sponsor Picture and Plaque
~ \$10,000 ~

"Presenting MAIN Event Sponsor"

2nd Banner Position

Recognition in All Pro-Rodeo & Promotional Advertising
Live Remote Air Time
Announcer Recognition Throughout all Event's
Sponsoring Company Logo Embroidered on all shirts worn by Rodeo Officials
(4) 4' x 6' Arena Banners (Provided by CLRR)
Sponsoring Company Logo on the Showcase Banner with all Sponsors
10 Tickets for Saturday Night Rodeo & Bull Riding
Sponsor Representative(s) Picture Taken with Winners with the Company Banner
Sponsor Picture and Plaque
~ \$5,000 ~

Levels of sponsorship

"Presenting Team Roping Sponsor" 1ST Banner Position **(4 Available)**

Promotional Advertising & Announcer Recognition
Sponsoring Company Logo Embroidered on all shirts worn by Rodeo Officials
(1) 4' x 6' Arena Banner (Provided by CLRR)
3' X 15' Banner on Grounds Entry Gate on Night of Event (Provided by CLRR)
Sponsoring Company Logo on the Showcase Banner with all Sponsors
8 Tickets for Saturday Night Rodeo & Bull Riding
Sponsor Representative(s) Picture Taken with Winners with the Company Banner
Sponsor Picture & Plaque
~ \$2,500 ~

"Presenting Barrel Racing Sponsor" 1ST Banner Position **(4 Available)**

Promotional Advertising & Announcer Recognition Sponsoring
Company Logo Embroidered on all shirts worn by Rodeo Officials
(2) 4' x 6' Arena Banner (Provided by CLRR)
Sponsoring Company Logo on the Showcase Banner with all Sponsors
8 Tickets for Saturday Night Rodeo & Bull Riding
Sponsor Representative(s) Picture Taken with Winners with the Company Banner
Sponsor Picture & Plaque
~ \$2,500 ~

"Presenting Mini Bulls, Broncs, Bare Back Sponsor" **(3 Available)**

Promotional Advertising & Announcer Recognition Sponsoring Company
Company Logo Embroidered on all shirts worn by Rodeo Officials
(2) 4' x 6' Arena Banner (Provided by CLRR)
Sponsoring Company Logo on the Showcase Banner with all Sponsors
6 Tickets for Saturday Night Rodeo & Bull Riding
Sponsor Representative(s) Picture Taken with Winners with the Company Banner
Sponsor Picture & Plaque
~ \$1,500 ~

Levels of sponsorship

“Presenting Announcer Sponsor”

Promotional Advertising & Announcer Recognition Sponsoring
(1) 4' x 6' Arena Banner (Provided by CLRR)
Sponsoring Company Logo on the Showcase Banner with all Sponsors
6 Tickets for Saturday Night Rodeo & Bull Riding
Sponsor Representative(s) Picture Taken with Winners with the Company Banner
Sponsor Picture & Plaque
~ \$1,500 ~

“Presenting Out Gate Sponsor”

(2 Available)

Announcer Recognition
30” x 96” Banner on one of the Bucking Chutes (Provided by Sponsor)
6 Tickets for Saturday Night Rodeo & Bull Riding
Sponsor Representative(s) Picture Taken with Winners with the Company Banner
~ \$750 ~

Presenting Chute Gate Sponsor”

(2 Available)

Announcer Recognition
(1) 4' x 8' Banner On One of the Two Out Gates (Provided by Sponsor)
Sponsoring Company Logo on the Showcase Banner with all Sponsors
4 Tickets for Saturday Night Rodeo & Bull Riding
Sponsor Representative(s) Picture Taken with Winners with the Company Banner
~ \$750 ~

“Presenting Mutton Bustin Sponsor”

Announcer Recognition
(1) 4' x 6' Arena Banner (Provided by Sponsor) Sponsoring
Company Logo on the Showcase Banner with all Sponsors
4 Tickets for Saturday Night Rodeo & Bull Riding
Sponsor Representative(s) Picture Taken with Winners with the Company Banner
~ \$500 ~

Levels of sponsorship

“Presenting Arena Sign Sponsor”

Announcer Recognition
(1) 4' x 6' Arena Banner (Provided by Sponsor)
Sponsoring Company Logo on the Showcase Banner with all Sponsors
4 Tickets for Saturday Night Rodeo & Bull Riding
Sponsor Representative(s) Picture Taken with Winners with the Company Banner
~ \$500 ~

“Presenting Buckle Sponsor”

Announcer Recognition
(1) 4' x 6' Arena Banner (Provided by Sponsor)
Sponsoring Company Logo on the Showcase Banner with all Sponsors
2 Tickets for Saturday Night Rodeo & Bull Riding
Sponsor Representative(s) Picture Taken with Winners with the Company Banner
~ \$250 ~

“Banner Sponsor”

Announcer Recognition
Sponsoring Company Logo on the Showcase Banner with all Sponsors
2 Tickets for Saturday Night Rodeo & Bull Riding
~ \$150 ~

Levels of sponsorship

TRAILER SPONSOR

(2 Trailers Available)

1 For Saturday Team Roping Event/ 1 For Sunday's Barrel Racing
Event Full Trailer Sponsor~ \$5,000 Full Trailer Wrap
Trailer Nose/Front Sponsor~ \$1,000
Side Panel Sponsor - 1/4 Panel~ \$250 or 1/2 Panel~ \$500
Full Door Sponsor~ \$750

SADDLE SPONSOR

(3 Saddles Available)

2 For Saturday Team Roping Event/
1 For Sunday's Barrel Racing Event
Full Saddle Sponsor ~\$2,000
Saddle Fender Sponsor ~\$500
Saddle Skirt Sponsor~ \$250

The Cowboy Legacy Reunion & Rodeo Board of Directors is absolutely open to working with sponsors individually to customize packages to better suit the needs of your business. Sponsorships are customizable to fit your advertising and marketing needs. Please do not hesitate to ask your representative if you have a question regarding a package.

COWBOY LEGACY REUNION & RODEO

P.O. Box 3545

Burleson, TX 76097

*You are cordially invited to participate as a Corporate Sponsor in the
12th Annual Cowboy Legacy Rodeo & Reunion.*

*Your Corporate Sponsorship aids in the underwriting cost of producing this rodeo.
Below you will find the Corporate Sponsorship form. This form must be completed
in order for your company to receive recognition as such a sponsor.*

*Please return the completed application below, along with your sponsorship made
payable to Cowboy Legacy Reunion & Rodeo by
September 15th, 2021*

Thank you for your support!

**PROCEEDS TO BENEFIT THE COWBOY LEGACY REUNION & RODEO
EFFORTS TO PROVIDE COLLEGE SCHOLARSHIPS &
BENEFIT TEXAS COWBOYS AGAINST CANCER
Non-Profit Federal ID # 46-3438756**

PLEASE SELECT SPONSORSHIP LEVEL

	MAIN TITLE SPONSOR	\$10,000
	BULL RIDING SPONSOR	\$5,000
	TEAM ROPING SPONSOR	\$2,500
	BARREL RACING SPONSOR	\$2,500
	MINIATURE BULL, BAREBACK & BRONCS SPONSOR	\$1,500
	ANNOUNCER SPONSOR	\$1,500
	CHUTE GATE SPONSOR	\$750
	MUTTON BUSTIN' SPONSOR	\$500
	ARENA SIGN SPONSOR	\$500
	OUT GATE SPONSOR	\$500

	BUCKLE SPONSOR	\$250
	BANNER SPONSOR	\$150
	FULL TRAILER SPONSOR	\$5000
	TRAILER NOSE SPONSOR	\$1000
	TRAILER 1/2 SIDE PANNEL SPONSOR	\$500
	TRAILER 1/4 SIDE PANNEL SPONSOR	\$250
	TRAILER DOOR SPONSOR	\$750
	FULL SADDLE SPONSOR	\$2000
	SADDLE FENDER SPONSOR	\$500
	SADDLE SKIRT SPONSOR	\$250
	SADDLE SKIRT SPONSOR	\$250

Company _____

Contact (s) _____

Address _____

City _____ State _____ Zip _____

Main Number _____ Cell Number _____

Website Address _____

Check box for Social Media: Facebook Instagram Twitter