



Preserving the Western Lifestyle & Keeping the Sport of Rodeo Alive in the Nevada LGBTQ Community

NEVADA GAY RODEO

BIGHORN RODEO 2025 SPONSORSHIP GUIDE

The Nevada Gay Rodeo Association is an all-volunteer, nonprofit 501(c)(3) organization dedicated to preserving the western lifestyle and producing gay rodeos to raise funds for charitable organizations within our community.

WHO WE ARE

The Nevada Gay Rodeo Association (NGRA) is an affiliate of the International Gay Rodeo Association (IGRA), which has 16-member associations in the US and Canada. These associations hold approximately 10-12 sanctioned rodeos each year, including the World Gay Rodeo Finals. The Nevada Gay Rodeo Association is an all-volunteer, nonprofit 501(c)(3) organization dedicated to preserving the western lifestyle and producing gay rodeos with a commitment to furthering the Western lifestyle in the LGBTQ+ community. Over the years, NGRA has also raised many thousands of dollars for local charities.

NGRA has produced 25 BigHorn Rodeos since 1996. Our Rodeos include traditional events in rough stock (such as Steer Riding and Bull Riding), speed and roping categories, as well as camp (comical) events, entertainment, dancing, vendors, and other activities. The increased popularity of rodeos in the west and in the U.S. as a whole has helped make NGRA one of the fastest developing member associations within IGRA. BigHorn Rodeo plays an integral part in the IGRA rodeo circuit.

In many of the recent rodeo years, the Governor on Nevada, the Nevada Attorney General, and Mayors of Las Vegas have formally recognized NGRA for its efforts. In 2024 Mayor Carolyn Goodman proclaim May 24 "BigHorn Rodeo Day"

NGRA has also been honored to have noted contributors to Las Vegas serve as Grand Marshal for the annual event, including former Mayor Oscar Goodman, Clark County Commissioner Tom Collins, as well as national celebrity Judy Sheppard (Director of the Matthew Sheppard Foundation).

In addition to our annual BigHorn Rodeo, NGRA has produced several other national events including the IGRA Annual Convention in 2000, the International Country-Western Dance Championships in 2000, IGRA University from 2006 through 2017 and again in 2024 and 2025. World Gay Rodeo Finals were held at Southpoint in 2015 & 2016. NGRA's other annual local events include our charity 5D Barrel Race, Royalty Pageant, Closet Ball, themed fundraising shows, and support of the Las Vegas PRIDE parade and festival.

There is much more than "sport" to rodeo and the Nevada Gay Rodeo Association. There are friendships and camaraderie, fundraising for worthy charities, and a chance to be part of an organization committed to bringing the gay and lesbian community closer together.

NGRA was founded by a handful of western fans in February of 1992. Our membership and recognition continue to grow.

OUR MISSION

We are a nonprofit organization whose mission is to raise money for charitable works. We volunteer and raise funds within the Southern Nevada Community. Each year, we give back to local community nonprofit organizations. We are dedicated to preserving the western lifestyle and keeping the sport of Rodeo alive in the Nevada LGBTQ+ community.

We do this through monthly fundraisers and educational events such as a 5D Barrel Race, a 3D Pole Bending Event and our largest event the BigHorn Rodeo.

OUR SUCCESS

In the last decade, NGRA has given over \$100,000 to the Southern Nevada community. Some beneficiaries have included; The Southern Nevada Partnership for Homeless Youth, Heaven Can Wait Animal Shelter, The Sin City Sister's SADAP Program, QVolution youth program at the LGBTQ Center of Southern Nevada (The Center), Opportunity Village, Community Outreach Medical Center, Las Vegas TransPride, Funny Farm Mustangs and Wendy's Ranch and Rescue. We have been recognized by the Honorable Mayors of Las Vegas and the Governor of Nevada for our philanthropic efforts.

Our success is the combined efforts and generosity of the Las Vegas community, as well as some amazing corporate sponsors. As an all-volunteer nonprofit organization, we celebrate our hard work through giving back to our community.

CHAMPION AWARDS

\$250 EACH UNLESS NOTED

These buckles are awarded for the best overall placement in our weekend events, as well as to exemplary volunteers and for outstanding sportsmanship. Sponsors are invited to present the buckles at our awards ceremony.

- All Around Cowboy - \$350
- All Around Cowgirl - \$350
- Barrel Racing Men
- Barrel Racing Women
- Bull Riding Men
- Bull Riding Women
- Calf Roping on Foot Men
- Calf Roping on Foot Women
- Chute Dogging Men
- Chute Dogging Women
- Flag Racing Men
- Flag Racing Women
- Goat Dressing (2)
- Breakaway Roping Men
- Breakaway Roping Women
- Pole Bending Men
- Pole Bending Women
- Steer Decorating (2)
- Steer Riding Men
- Steer Riding Women
- Team Roping (2)
- Wild Drag Race (3)
- Rodeo Director
- Assistant Rodeo Director
- Grand Marshall
- Sportsmanship

INDIVIDUAL EVENT SPONSORSHIP

\$500 TO SPONSOR AN INDIVIDUAL EVENT

For a donation of \$500 you can sponsor an event at the Rodeo. Your logo will be placed onto a flag and it will be presented by a rider inside the arena before and after the event on both Saturday and Sunday of the Rodeo. You will also have banner rights in the arena or festival pavilion.

MEDIA SPONSORSHIP

- Festival Pavilion Banner - \$100 Donation
- Half-Page Rodeo Program Ad - \$100 Donation
- Full-Page Rodeo Program Ad - \$150 Donation
- Inside Arena Banner - \$200 Donation
- Ribbon Sponsor for Saturday - \$500 Donation
- Ribbon Sponsor for Sunday - \$500 Donation
- Rodeo Champion Prize Money - Customizable
- In-Kind Donations / Contributions – Every Donation Counts

FRIEND OF THE RODEO

DONATION OF \$1,000 OR MORE

- Sponsorship listed on NGRA web page through June 2025
- Periodic announcement of sponsorship at all NGRA events
- Flier/Handout in all contestant, hospitality and entertainment gift bags
- Logo prominently displayed on NGRA website
- Rights to display banner/advertisement at all venues during Rodeo Week
- Use of sponsorship name on BigHorn Rodeo media and advertising
- Additional sponsor participation and/or benefits as negotiated

RODEO SUPPORTER

DONATION OF \$2,500 OR MORE

- **All benefits included with Friend of the Rodeo Sponsorship**
- Complementary Half-Page Ad in the Rodeo Program
- Two (2) VIP weekend event passes to Rodeo
- Vendor space in the festival area if requested (staffed by sponsor)

BRONZE SPONSOR

DONATION OF \$5,000 OR MORE

- **All benefits listed under Rodeo Supporter**
- Introduction and recognition of representatives in attendance during Rodeo and any NGRA event throughout the year
- Continued announcement of sponsorship status at all NGRA events
- Logo prominently displayed on *all* printed and digital materials, event advertisements and NGRA website
- Complimentary Full-Page Ad in the Rodeo Program
- Four (4) VIP weekend event passes to Rodeo
- Premium vendor space in the festival area if requested (staffed by sponsor)
- Use of sponsorship name in monthly fundraising events
- Acknowledgement of Sponsorship on NGRA.com and associated social media sites

SILVER SPONSOR

DONATION OF \$7,500 OR MORE

- **All benefits listed under Bronze Sponsor**
- Naming Rights attached to festival area.
- Continued announcement of Silver Sponsorship status at all NGRA events
- We will provide two 4'x8' banners to be displayed in prime locations at Rodeo and outdoor NGRA events
- Exclusive use of Sponsors' products or services at Rodeo Venues and NGRA events

GOLD SPONSOR

DONATION OF \$10,000 OR MORE

- **All benefits listed under Silver Sponsor**
- Naming rights of BigHorn Rodeo Arena (Example: BigHorn Rodeo in the "Sponsor" Arena)
- Designated truck/vehicle during Grand Entry both days of Rodeo
- Official plaque commemorating sponsorship of NGRA
- Continued announcement of Gold level sponsorship status at all NGRA events
- Twenty VIP weekend event passes to BigHorn Rodeo.

PLATINUM SPONSOR

DONATION OF \$20,000 OR MORE

- All benefits listed under Gold Sponsor except for Pavilion naming rights
- Naming rights to BigHorn Rodeo 2024 (Example: "Sponsor's" BigHorn Rodeo 2025)
- Complimentary host hotel accommodations for two during rodeo weekend
- Continued announcement of Platinum level sponsorship status at all NGRA events
- Logo prominently displayed on *all* printed and digital materials, events advertisements and NGRA website
- Two additional VIP weekend event passes to Rodeo. Eight (8) passes in total



THANK YOU

Thank you for your support of NGRA and BigHorn Rodeo. We have been a part of the Las Vegas Community since 1992 and we are proud to make a difference. All sponsorships are considered a donation regardless if they are in-kind or cash. We will provide you with a receipt for your contribution that you can use for tax purposes.

Please contact us directly via email at sponsors@ngra.com to discuss your sponsorship. You can also visit our website www.ngra.com to learn more about us. You can also find Rodeo Champion Buckle Sponsorships and select Media Sponsorships available on the BigHorn Rodeo page that can be purchased with a credit card or PayPal.

We look forward to partnering with you to make 2025 an amazing year for NGRA, BigHorn Rodeo and the Southern Nevada Community

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