



For your consideration:

We are looking for your support and or sponsorship in our continued mission.

The International Gay Rodeo Association is a 501 (c) (3) nonprofit organization comprised of (16) Regional Gay Rodeo Associations from across the United States and Canada.

Gay Rodeo had its beginnings in 1976 in Reno Nevada. Over the next few years local rodeo associations were formed in several states. In 1985, those Gay Rodeo Associations founded the **International Gay Rodeo Association** through a Convention of its Member Associations. We have evolved a code of fellowship and good sportsmanship including the provision of standardized rules and resources to produce IGRA-sanctioned Rodeo and Royalty events that are hosted by local associations every year and culminate to the top contestants competing for the title of Champion at World Gay Rodeo Finals.

IGRA has expanded its enrichment activities to include social Country & Western activities. Across the United States and Canada, the International Gay Rodeo Association brings to society, and the Gay and Lesbian Community in particular, the opportunity to experience Rodeo in many ways.

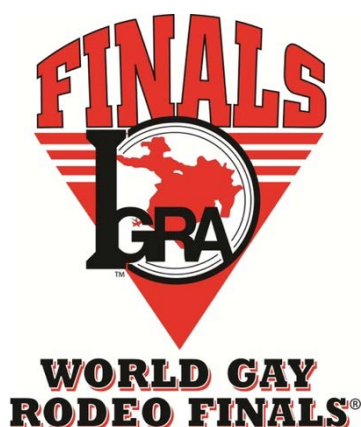
Encouragement of honesty, good sportsmanship, and fair play has been the hallmark of IGRA as it has sought to enrich and educate the Gay and Lesbian Community in the sometimes rough and rugged sport of Rodeo. We offer an appeal to thousands of members of IGRA's regional associations.

Through structured regional education programs and competitions, our men and women have improved their skills and have learned good sportsmanship. The men and women of IGRA have encouraged others to have and maintain a healthy respect for the wellbeing and treatment of animals that also participate in rodeo activities. We are all a part of this critical heritage.

For more information about IGRA, please visit [www.igra.com](http://www.igra.com)

Sincerely,

Brian Helander  
IGRA President 2024



## **Sponsorship Opportunities**

The International Gay Rodeo Association 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.

### **IGRA Present the 36th World Gay Rodeo Finals®**

**October 25-27, 2024**

**El Reno, OK**

**Canadian County Expo and Event Center**

IGRA offers many sponsorship opportunities and has established partnerships with major corporate sponsors, small businesses, local supporters, and those who value diversity, equity, and inclusion.

Our sponsorship structure is flexible to meet your specific needs of the sponsor. Depending on your level of sponsorship, you may choose to receive some or all the following benefits:

- Exclusive use of your products or services at our IGRA events\*
- Prominent placement for your logo on the IGRA web Site and social media
- Distribution of your promotional materials such as brochures, flyers, coupon, or samples at the gate for rodeo attendees
- Your promotional materials such as brochures, flyers, coupon, or samples placed in contestant, staff, and officials' bags
- Arena and venue banner privileges at World Gay Rodeo Finals®
- Award Buckle and Ribbon sponsorships for World Gay Rodeo Finals®
- WGRF Rodeo & VIP passes

\*Exclusivity is by specific product type. Details subject to prior agreement:

## **Platinum\*** \$15,000

Name rights to WGRF

Logo placement on WGRF website and all Social Media outlets. Full page ad in WGRF Program. Marketing material placed at IGRA booth as well as contestant/official bags for WGRF, Banner placements and Announcements.

## **Gold** \$5000

Logo placement on WGRF website and all Social Media outlets. Full page ad in WGRF program. Marketing material placed at IGRA booth as well as contestant/official bags for WGRF. Announcements.

## **Silver** \$1000

Logo placement on IGRA website and all social media outlets. Marketing material placed in contestant/official bags. Announcements.

## **Event Production Opportunities**

- Chutes - \$500 each (4 available)
- Roping Box - \$500 each (2 available)
- Buckles - \$250 each - (\$400 for pair, or \$600 for Wild Drag trio)
- Medals - \$100 each event per day (Saturday & Sunday)
- Arena Banners - \$300

## **Contact Information**

For Platinum, Gold, Silver or other monetary Sponsorships or Event Production Opportunities, please contact:

Charlie Colella  
940) 465-0764  
[txcowboydj@yahoo.com](mailto:txcowboydj@yahoo.com)

## ABOUT IGRA

The International Gay Rodeo Association (IGRA), a 501 (C) (3) Nonprofit Organization, has officially been roping and riding since 1985 and currently has over 1,250 members in 15 local associations around North America. We are the largest organization in the world coordinating rodeo events, royalty competitions, rodeo schools, and an annual convention specifically welcoming lesbian, gay, bisexual, transgender as well as heterosexual participants and spectators. In 2022 IGRA member associations will produce 10 rodeos across the United States and Canada where contestants earn their way to compete at the annual World Gay Rodeo Finals® produced by IGRA.

Both men and women, regardless of orientation, ride the same class of livestock under the same rules and requirements. Both men and women alike fully compete in bull riding and bareback bronc riding in IGRA, unlike most other rodeo organizations. IGRA is instrumental in providing education, training and support to its competitors, staff, and volunteers alike.

In 2014 the IGRA entered a new era and joined up with the Federation of Gay Games and welcomed athletes from all over the world to compete in rodeo events at the Gay Games 9 in Akron Ohio. This was a first for IGRA and really put a spotlight on the great sport of rodeo not just nationwide but around the globe.



Gay rodeo has never been more visible than today. IGRA and rodeo events have been featured on The Travel Channel, Bravo, Logo and in numerous other television and print media outlets. IGRA was highlighted in CNN's This is Life with Lisa Ling and in the award-winning feature length documentary film Queens & Cowboys: A Straight Year on the Gay Rodeo. The Autry Museum in LA accepted IGRA's historical documents and memorabilia as part of their permanent collection.

<http://collections.theautry.org/mwebcgi/mweb.exe?request=record;id=ocn796538352;type=105>

For more information about IGRA please visit [www.igra.com](http://www.igra.com)





World Gay Rodeo Finals® Through the years