



*Miss Rodeo Kentucky*

SPONSORSHIP OPPORTUNITIES

*2023*

# Who is MISS RODEO KENTUCKY?

“Miss Rodeo Kentucky, Inc. is a state-level organization under Miss Rodeo America, Inc. The mission of the organization is to select one young woman in each division to serve as an official ambassador who will promote the Professional Rodeo Cowboys Association (PRCA), our Agricultural Industry, the Western way of life, and the state of Kentucky at the annual Miss Rodeo America pageant. A primary outcome is to provide educational and career-building opportunities to these young women, who compete in the pageant, and to foster the growth and develop of young women to be professional leaders of tomorrow.”





# The State Pageant

Each November, young women from across the state gather for three days of competition that culminates with the crowning of the new Miss Rodeo Kentucky, Miss Teen Rodeo Kentucky, and Junior Miss Rodeo Kentucky. Contestants spend years honing their horsemanship skills, improving their knowledge and elevating their public speaking skills before undergoing a rigorous pageant schedule.

Each contestant's abilities are assessed in five categories over the course of several pageant events: horsemanship, knowledge, public speaking, personality and appearance. Pageant Judges, who come from across the United States, are selected based upon their experience in the equine and rodeo industries, as well as their understanding of the importance in selecting well-rounded representatives.

## Pageant Divisions:

Miss Rodeo Kentucky: 20-25

Miss Teen Rodeo Kentucky: 15-19

Junior Miss Rodeo Kentucky: 10-14

# How does MISS RODEO KENTUCKY works for your brand?

## HOW CAN WE MARKET YOUR PRODUCT OR SERVICE?

During her year, the reigning Miss Rodeo Kentucky will travel upwards of 20,000 miles on behalf of Miss Rodeo Kentucky, Inc. and her gracious sponsors. This exposure includes several thousand air and road miles, through many different airports, cities, and states. She will attend PRCA-sanctioned rodeos, public appearances, and radio/television interviews across the entire nation representing the great state of Kentucky, professional rodeo, and the Western lifestyle.

Also, she will be among the group of distinguished young women competing for the coveted title of Miss Rodeo America each December, at the Wrangler National Finals Rodeo (WNFR), in Las Vegas, NV.

Miss Rodeo Kentucky is routinely a “look-to” for trends in the western fashion industry, a “go-to” for horsemanship information and an all-around American cowgirl icon.

Throughout the year, sponsors have the opportunity to utilize Miss Rodeo Kentucky for various marketing campaigns and promotional appearances. These promotional opportunities can include radio/television commercials, print advertising, on-location appearances, and much more.

All sponsors will receive a photo of the reigning Miss Rodeo Kentucky with the sponsor themselves or the sponsored product. For the duration of the sponsorship, sponsors are granted the license to identify themselves as a Miss Rodeo Kentucky sponsor.

## PRINT MARKETING

There are a few print marketing options in addition to the national and state pageant programs.

Each year, each current Miss Rodeo Kentucky titleholder hands out full-color, 8.5x11 autograph sheets at public engagements across the entire nation, and in some situations, internationally.

Typically, 6,000 of these are printed per year. Depending upon the level of commitment, the autograph sheets will display a logo, name AND contact information for each sponsor.



# SOCIAL MEDIA

Miss Rodeo Kentucky utilizes primarily Facebook and Instagram to promote our organization's initiatives, titleholders and our sponsors. In addition to those social media outlets, we also release content to TikTok and Twitter.

Our in-house marketing team can help tailor a social media strategy to specifically meet your business needs!

Miss Rodeo Kentucky, Miss Teen Rodeo Kentucky and Junior Miss Rodeo Kentucky will have access to the social media accounts when they are traveling across the state, region and nation. This gives us a unique opportunity to promote our sponsors nationwide, in the thick of the action!

# THE NUMBERS

## FACEBOOK:

136.5K REACH

19.1K PAGE VISITS

32.0K ENGAGEMENT

2.7K FOLLOWERS

## INSTAGRAM:

82.2K REACH

5.2K PAGE VISITS

14.4K ENGAGEMENT

2.0K FOLLOWERS



# MISSRODEOKENTUCKY.COM

Miss Rodeo Kentucky, Inc., has created a user-friendly, innovative website to showcase what the organization has to offer. The website is always able to be accessed at [www.missrodeokentucky.com](http://www.missrodeokentucky.com).

Direct links and logos are just a few of the web amenities offered to MRK sponsors. The website is a hub of information, including things such as the workshop, sponsorship, pageant information, as well as a resource for media outlets.

With direct links from our Miss Rodeo Kentucky social media outlets, the number of visitors to the website increases daily.



# Levels of MISS RODEO KENTUCKY Opportunity

## PLATINUM AWARD - \$5,000+

- Miss Rodeo Kentucky will be available for appearances, advertisement, and autographs sessions on location
- Logo will be included on the front of the current Miss Rodeo Kentucky titleholder autograph sheets
- Full-page, Full-color ad and listing in the MRKy Pageant program (Inside Front or Inside Back Cover)
- Name/Logo listed in the Miss Rodeo America Pageant program
- Linked logo on the MRKy website
- Frequent social media recognition on all outlets utilized by Miss Rodeo Kentucky, Inc.
- Radio Style ad during MRKy Pageant
- Listing on the current titleholder's autograph sheets
- Banner during MRKy Pageant
- VIP Table/Seating (8 tickets) at all pageant functions
- Two (2) tickets to the Coronation Celebration and Titleholder Send-Off Party
- Signed Autograph Sheet from Miss Rodeo Kentucky
- Additional opportunities available per agreement with Miss Rodeo Kentucky, Inc.

## DIAMOND CROWN - \$2,500+

- Miss Rodeo Kentucky will be available for appearances, advertising, and autograph sessions
- Logo will be included on the front of the current Miss Rodeo Kentucky titleholder autograph sheets
- Full page ad and listing in the MRKy Pageant program
- Name/Logo listed in the MRKy Pageant program
- Listing on the current titleholder's autograph sheets
- Linked logo on the MRKy website
- Frequent social media recognition
- Radio Style ad during MRKy Pageant
- Name/Logo on the Current MRKy vehicle
- Four (4) tickets to all pageant functions
- Two (2) tickets to the Coronation Celebration and Titleholder Send-Off Party
- Signed Autograph Sheet from Miss Rodeo Kentucky

## GOLD BUCKLE - \$1,000+

- Half page ad and listing in the MRKy Pageant program
- Listing on the MRKy website
- Social Media Recognition
- Listing on the current Miss Rodeo Kentucky titleholder autograph sheets
- Two (2) tickets to all pageant functions
- Signed autograph sheet from Miss Rodeo Kentucky

## SILVER SPUR - \$750+

- Listing on the current Miss Rodeo Kentucky titleholder autograph sheets
- Listing in the MRKy Pageant Program
- Listing on the MRKy website
- Social Media Recognition
- Signed Autograph Sheet from Miss Rodeo Kentucky

## BRONZE BOOT - \$500+

- Listing on the current Miss Rodeo Kentucky titleholder autograph sheets
- Listing in the MRKy Pageant Program
- Listing on the MRKy website
- Social Media Recognition
- Signed Autograph Sheet from Miss Rodeo Kentucky

## HORSESHOE - \$250+

- Listing on the current Miss Rodeo Kentucky titleholder autograph sheets
- Listing in the MRKy Pageant Program
- Listing on the MRKy website
- Social Media Recognition
- Signed Autograph Sheet from Miss Rodeo Kentucky

## FRIENDS OF MISS RODEO KENTUCKY

For support in the amount of \$249 or less, sponsors will receive a listing in the MRKy Pageant program, titleholder autograph sheets, the MRKy website, a social media shoutout, and a signed autograph sheet from Miss Rodeo Kentucky.



*For More Information:*

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# Miss Rodeo<sup>®</sup> Kentucky



*“KENTUCKY’S FIRST LADIES  
OF PROFESSIONAL  
RODEO”*

Miss Rodeo Kentucky, Inc. is an organization under the national umbrella of Miss Rodeo America. The Miss Rodeo Kentucky organization and pageant competition selects one young woman in each division to serve as an ambassador who will promote the Professional Rodeo Cowboys Association (PRCA), our Agricultural industry, the Western way of life, and the state of Kentucky throughout her year of service. Miss Rodeo Kentucky will represent the Bluegrass at the annual Miss Rodeo America Pageant. A primary outcome is to provide educational and professional opportunities to these young women, who compete in the pageant, and to foster growth and development of young women to be professional leaders of tomorrow.

For more information on how to get involved, please visit:  
[www.missrodeokentucky.com](http://www.missrodeokentucky.com)

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