ALABAMA HIGH SCHOOL RODEO ASSOCIATION
2012 - 2013 AD / SPONSOR CONTRACT

IMPORTANT:
As a condition of membership in the AHSRA, every contestant must sell a minimum of $300.00 in ads or sponsorships. Ad sales must be received by **Leslie Cauley** by the deadline dates listed below:

1. **First Deadline**: This form and a minimum of $150 in sales are due by Friday, November 23, 2012.
2. **Second Deadline**: This form and the balance of $150 (or more) in sales are due before/by March 15, 2013.

Your $300.00 in sales responsibility may be sold through ads, awards, sponsorship, etc.,

AD SALE / SPONSOR INCENTIVE PROGRAM:

- $1,000.00 in sales: Contestant will receive $300 at State Finals.
- $2,000.00 in sales: Contestant will receive $300, (1) stall, and (1) RV hook-up at State Finals.
- $3,000.00 in sales: Contestant will receive $300, (1) stall, (1) RV hook-up at State Finals, and will not have to draw for a camp-site at Nationals.
- $5,000.00 in sales: Contestant will receive $500, (1) stall, (1) RV hook-up at State Finals, and will not have to draw for a camp-site for Nationals.

  NOTE: Incentives/awards are not transferable to other contestants.

  **2012-2013 Nationals Finals will be held in Rock Springs WY. We have been notified that RV campsites are limited and it will be necessary to draw for them. Please note the $3000 & $5000 incentives will not have to draw.

You are responsible for collecting and mailing any ads or sponsorships sold along with forms completed properly. Ads are to be sent in promptly. **Do not** hold onto checks: checks must be deposited to clear the bank. **Include your contestant name, back number, and rodeo to sponsor on the checks, ads, and forms**. If a contestant's name and membership number is not included on this form, the contestant may not receive credit for the ads sold.

AHSRA 2012 - 2013 STATE FINALS AD CONTRACT

AHSRA BACK NUMBER: _____
RODEO BEING SPONSORED _____
AMOUNT SOLD: _____
CONTESTANT NAME_____

PROGRAM AD SALE INFORMATION:

1. PAYMENT FOR AD MUST ACCOMPANY THIS FORM. DO NOT SEND CASH.
2. AD COPY MUST BE INCLUDED WITH THIS FORM. Make sure that ad copy is legible.
3. PICTURE COST: Full page ad, 1 picture at no charge, 2nd picture $10 charge. ½ and ¼ ads 1 picture @ $10.
4. Camera ready artwork of the ad, business cards, business letterhead or ad copy must be typed clearly on a separate sheet of paper, and must be submitted with this completed ad form. No handwritten ad copy will be accepted. The AHSRA is not responsible for illegible ad copy. The AHSRA reserves the right to return ad copy or alter ad copy if needed.
5. PLEAE PAPER CLIP FORM TO AD COPY AND PICTURES. DO NOT STAPLE AD COPY OR PICTURES TO FORM.
6. PUT YOUR NAME & CONTESTANT NUMBER ON BACK OF ALL PICTURES.

PROGRAM COVER: INSIDE COVER(Full) $250, BACK COVER (Full) $300, INSIDE BACK (Full) $250
PROGRAM AD PAGE SIZES:

FULL PAGE	Full	$100
HALF PAGE	½	$75
QUARTER PAGE	¼	$50
EIGHTH PAGE(NO PICS)	1/8	$25

PLUS EXTRA CHARGE FOR PICTURES: Number of Pictures _____@$10
Number of Pictures _____Free

AMOUNT EXTRA FOR PICTURES_____(No pictures available on 1/8 ad)

STATE FINALS RODEO PROGRAM ADVERTISEMENT CONTRACT

BUSINESS NAME:_____

ADDRESS:_____ CITY: _____ STATE:_____

ZIP CODE_____ PHONE _____ E:MAIL ADDRESS:_____

CIRCLE AD SIZE 1/8 ¼ ½ FULL

FULL PAYMENT ENCLOSED: ( ) CHECK# _____ AMOUNT PAID _____

PRINT NAME OF PERSON PUCHASING AD/AWARD: _____

SIGNATURE OF PURCHASER: _____

Mail or hand deliver this form and payment to AHSRA Sponsorship/Ad Secretary: Leslie Cauley, 2711 Arthur D. Miller Ln, Bonifay, FL 32425. $150 in sponsorships/ad due November 23, 2012; $150 due March 15, 2013.

Alabama High School Rodeo Association 2012-2013 Sponsor Contract

AHSRA is a non-profit 501(c)(3) organization and is a member of the National High School Rodeo Association headquartered in Denver, CO. Membership is limited to students 19 years old or younger and enrolled in the 9th-12th grades. AHSRA encourages student rodeo athletes to improve and continue their education, providing scholarships to qualifying high school seniors. The rodeo season begins in September and culminates in June with the AHSRA State Finals Rodeo. Contestants compete for money and points throughout the season. The top 4 contestants in each event after state finals are named to the Alabama National Rodeo Team and represent Alabama at the National High School Finals Rodeo.

Name of Sponsor: _____

Business Name: _____

Address: _____

Telephone: (Office) _____

E:Mail_____

Sponsorship Opportunities

( ) Rodeo Sponsor $1,000 per rodeo Rodeo Location:_____Rodeo Date:_____

BENEFITS: Business listed on AHSRA web-site as rodeo sponsor; flag with business name presented during Grand Entry (artwork must be received 30 days prior to rodeo); banner displayed in arena during rodeo; business recognized by rodeo announcer during performances; 4 passes to rodeo performance; Opportunity for business to have display booth at rodeo. (Note: Attach logo artwork.)

( ) Rodeo Event Sponsor $500 per event Rodeo Location:_____Rodeo Date:_____

BENEFITS: Business listed on AHSRA web-site; banner displayed in arena during rodeo; business recognized by rodeo announcer as event sponsor; 4 passes to rodeo performance; Opportunity for business to have display booth at rodeo.

( ) Barrel Cover(s) Sponsor $500 per barrel cover

BENEFITS: Business name and logo printed on barrel covers. Barrel covers used during each rodeo. Business name appearing in barrel racing photos taken by rodeo photographer.

( ) Arena Sponsor $200 per rodeo Rodeo Location:_____Rodeo Date:_____ BENEFITS: Banner displayed in arena during rodeo

( ) National Finals Team Jacket Sponsor $5,000

BENEFITS: Business logo & link to sponsor's internet page on AHSRA web-site; business logo on Alabama National Rodeo Team jackets; flag with business name presented during Grand Entries; banner displayed at rodeos; $500 college scholarship presented in sponsor's name at State Finals; up to 5 full-page ads in State Finals program book; business recognized by rodeo announcer during rodeo; State Finals Rodeo passes; Opportunity for business to have display booth at rodeo. (Note: Attach logo artwork.)

( ) AHSRA Scholarship Sponsor $ 500

$500 college scholarship presented in sponsor's name to a qualifying senior at State Finals

( ) Other _____ $_____

STATE FINALS AWARDS

( ) Event Saddle	$1,000	Specify Event for Saddle sponsorship:_____
( ) All Around Cowgirl/Cowboy Buckles	$350	Specify Event for Saddle sponsorship:_____
( ) Rookie Cowgirl/Cowboy Buckles	$300	
( ) Event Buckle Set (Champion, Reserve, 3rd, 4th)	$500	Specify Event for Buckle sponsorship:_____
( ) Event Buckle	$150	Specify Event for Buckle sponsorship:_____
( ) Outgoing Queen's Award	$150	
( ) Queen Buckle	$150	

Payment of $ _____ attached. Please make checks payable to AHSRA

_____ _____ _____

Signature of Sponsor DATE AHSRA Representative/Contestant

Mail or hand deliver this form and payment to AHSRA Sponsorship/Ad Secretary: Leslie Cauley, 2711 Arthur D. Miller Ln, Bonifay, FL 32425. $150 in sponsorships/ad due November 23, 2012; $150 due March 15, 2013.

Contestant Number _____ Date Received: _____