



Miss Rodeo Florida Association, Inc.

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Mark Kessler, National Director

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Dear Friends of Miss Rodeo Florida,

It is my honor to announce that at the Miss Rodeo Florida Pageant on October 3, 2009, Heather Hall from Kenansville, FL was recently crowned Miss Rodeo Florida 2010. Cricket Wise of Pensacola, FL was named Miss Teen Rodeo Florida, along with MRF Princess Shelby Kirton from Okeechobee, FL and Caitlin Harris as our MRF Sweetheart from St. Cloud, FL. These young ladies will take over the proud tradition of serving the State of Florida as official spokeswomen and ambassadors for the professional sport of rodeo and the western way of life. It is their duty to portray a positive role model while creating awareness about this tradition rich in history, and they are looking forward to an exciting year of doing just that!

One of the goals of the MRFA, Inc., is to assist Heather, Cricket, Shelby and Caitlin in securing the necessary financial assistance that's required to allow them this wonderful opportunity. During their reigns, they will travel extensively throughout the State visiting as many rodeos, schools and community events as possible, spreading their love of rodeo, horsemanship, and our western culture to all they meet. Another objective of our organization is to prepare the reigning Miss Rodeo Florida for competition at the Miss Rodeo America Pageant in Las Vegas, Nevada. This endeavor requires substantial education in interview skills, modeling, horsemanship, speech and public speaking. She will need financial assistance with her wardrobe items, entry fees, photography, and out of state travel expenses.

As you can imagine, this can be quite costly, so it is our hope that you will take a moment to review all of the exciting sponsorship opportunities in the attached proposal. Please take advantage of this very unique way of promoting your organization or business, while supporting these young ladies. We have tried to structure the various levels so that we offer a service that is of value to you. We will be happy to discuss other options and make adjustments to your benefits that may be more appealing to your business. If you care to make a donation of another amount that is not listed, or perhaps a service item, it will be gratefully appreciated as well.

Thank you for allowing us the opportunity to tell you a little about the Miss Rodeo Florida Program. If you have any questions or are interested in becoming a member of the MRFA, Inc., please feel free to contact us at the numbers, email, or website listed above.

Sincerely,
Mark Kessler
National Director

Sponsor Packages

Diamond Sponsor (\$5000 +)

- * Logo and Listing in Miss Rodeo America Program Book
- Logo and Listing on Miss Rodeo Florida Autograph Sheet
- Logo and Listing in Miss Rodeo Florida Pageant Program
- Logo and Listing on Miss Rodeo Florida Website (Link to Sponsor's website if available)
- Four Complimentary Admissions to all Miss Rodeo Florida 2011 Pageant Events
- Recognition Award at Miss Rodeo Florida 2011 Pageant
- Signage (Provided by Sponsor) displayed at Pageant and other MRFA Fundraising/Special Events
- Four Scheduled Appearances of Miss Rodeo Florida and/or MTRF at Company Events

Platinum Buckle Sponsor (\$1000 - \$4999)

- * Logo and Listing in Miss Rodeo America Program Book
- Logo and Listing on Miss Rodeo Florida Autograph Sheet
- Logo and Listing in Miss Rodeo Florida Pageant Program
- Logo and Listing on Miss Rodeo Florida Website (Link to Sponsor's website if available)
- Two Complimentary Admissions to all Miss Rodeo Florida 2011 Pageant Events
- Recognition Award at Miss Rodeo Florida 2011 Pageant
- Signage (Provided by Sponsor) displayed at Pageant and other MRFA Fundraising/Special Events
- Two Scheduled Appearances of Miss Rodeo Florida and/or MTRF at Company Events

Gold Buckle Sponsor (\$750 - \$999)

- * Listing in Miss Rodeo America Program Book
- Logo and Listing on Miss Rodeo Florida Autograph Sheet
- Logo and Listing in Miss Rodeo Florida Pageant Program
- Logo and Listing on Miss Rodeo Florida Website (Link to Sponsor's website if available)
- Miss Rodeo Florida and/or MTRF Scheduled Appearance at Company Event

Silver Buckle Sponsor (\$500 - \$749)

- Listing on Miss Rodeo Florida Autograph Sheet
- Listing in Miss Rodeo Florida Pageant Program
- Logo and Listing on Miss Rodeo Florida Website (Link to Sponsor's website if available)
- Miss Rodeo Florida and/or MTRF Scheduled Appearance at Company Event

Bronze Buckle Sponsor (\$250 - \$499)

Listing in Miss Rodeo Florida Pageant Program

Logo and Listing on Miss Rodeo Florida Website (Link to Sponsor's website if available)
Miss Rodeo Florida and/or MTRF Scheduled Appearance at Company Event

Copper Buckle Sponsor (\$25 - \$249)

Listing in Miss Rodeo Florida Pageant Program

* Deadline for the Miss Rodeo America Program Book is August 2011. All Sponsorship Packages are for the donation of Cash, Product, or Services. All Miss Rodeo Florida appearances are limited to availability so remember to schedule Miss Rodeo Florida appearances early as her schedule is filling up fast!
Thank you for all of your support to Miss Rodeo Florida and the sport of Professional Rodeo.

2010 SPONSOR AGREEMENT

I have read and agreed to the details outlined for the specific sponsorship I have selected:

General Fund *MRF-Heather Hall* *MTRF-Kricket Wise*

MRF Princess – Shelby Kirton *MRF Sweetheart – Caitlin Harris*

Diamond: ____ *Platinum:* ____ *Gold:* ____ *Silver:* ____ *Bronze:* ____ *Copper:* ____

Business Name: _____

Contact: _____

Mailing Address: _____

City / State / Zip: _____

Office Phone: _____

Mobile Phone: _____

Fax: _____

Email: _____

Signature _____

Date _____

Accepted By: _____

Miss Rodeo Florida Assoc., Inc. - Director

Date _____