



Ad Sales for Finals Program

As we approach the end of the season it's time to start preparing for the 2011 SJRA Finals Rodeo to be held May 20-22nd in Ocala, Florida at the Southeastern Livestock Pavilion.

Every year the SJRA produces a program for the Finals rodeo with photos of all SJRA members, advertisements from business and individuals supporting SJRA and advertisements paid for by parents and sponsors of members.

Each member is encouraged to assist with program ad sales to support the SJRA. Every SJRA finals qualifier will be responsible for a minimum of \$200.00 in ad sales in order to compete at the finals.

Included in this packet is a Sponsorship Sheet and Acknowledgement Letter. The Sponsorship Sheet lists the cost of the ad and available sizes. Please complete one of these forms for **each of the ads you sell**. Ads can be produced by our program publisher or provided by your sponsors. Prepared ads can be submitted "camera ready" with photos attached. Please cut the sheet in half and attach to your ad along with any photos you might want to include. All pictures and logos must be clean art. If provided, ads will be run as they are submitted. If you submit photos please include your name and phone number on the back so that we may return them to you.

If you have a business or individual interested in being one of our Event, Chute, or Saddle Sponsors please be sure to contact Kelvin Thornton. These are limited so as soon as you make us aware we can put them in as the sponsor for that particular area. The order form for Arena Banners should be relatively self-explanatory. Should you have any questions about the banners please contact Audry Thornton or Raleeta Davison.

The Acknowledgement Letter can be copied and given to each of your sponsors as documentation and a receipt for their donation. *SJRA is a not-for-profit organization and any and all sponsorships, donations or advertisements given to SJRA may be tax deductible.*

Please submit ads as soon as possible to allow plenty of time to organize them, we want to avoid having any ads left out. All finals program ads are due no later than April 16th at the Folkston Rodeo @ Newell Lodge in order to ensure there is adequate time to have the programs produced.

Don't hesitate to contact me with any questions.

Mrs. Audry Thornton, Secretary



The Southern Junior Rodeo Association would like to thank you for your donation of _____ . All donations will be used at our end of the year Finals to be held at the Southeastern Livestock Pavilion in Ocala, Florida, May 20-22th, 2011. We would like to extend a personal invite to you to join us as we host the top cowboys and cowgirls in each event. We are a not-for-profit organization and rely on parental and community support in funding awards for these contestants.

Thank you again for your generous support. Please accept this as a receipt and confirmation of your donation.

On behalf of SJRA,

Audry Thornton
SJRA Secretary 2010-2011

Name of Supporter: _____

Address: _____

Phone: _____

E-Mail: _____

Signature: _____ Date: _____

**Audry Thornton, 956 Saddle Club Rd., Hoboken, GA 31542
Phone: 912.458.2067 Email: sjrasec@gmail.com**



CONTESTANT

Business Name: _____

Address: _____

Phone: _____ Email/Web: _____

Ad Copy to read: (please attach any pictures or logos)

Ads can be submitted on a disk that are saved in a Microsoft program. All pictures and logos must be clean art, we will run them as they are submitted.

FINALS PROGRAM ADS

_____ 1/4 Page \$50.00
_____ 1/2 Page \$75.00
_____ Full Page \$100.00

RODEO SPONSORS

_____ Chute Sponsor \$300.00
_____ Event Sponsor \$500.00
_____ Link on SJRA Web \$500.00
(one year)
_____ Saddle Sponsor \$1,500.00
(includes one year link on website)



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