



## ABOUT WGRF

The International Gay Rodeo Association, has officially been roping and riding since 1985 and currently has over 1,250 members in 20 local associations around North America. We are the largest organization in the world coordinating rodeo events specifically welcoming lesbian, gay, bisexual, transgender as well as heterosexual participants and spectators. In 2019 IGRA member associations will produce 10 rodeos across North America plus Finals and entertain thousands of rodeo fans.

IGRA is composed of many regional gay rodeo associations, and sanctions a season of rodeo events which culminates in an annual World Gay Rodeo Finals®. IGRA events are intended to allow all contestants, regardless of sexual and gender identity, to compete in rodeo sports without discrimination. The organization helps spread appreciation for Western culture and the sport of rodeo, while serving as a fundraising vehicle benefiting many charitable organizations such as The Trevor Project, Wish With Wings, A Joyful Heart Foundation and 4 Paws 4 Patriots.

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.

Gay rodeo has never been more visible than today. Our association and rodeo events have been featured on The Travel Channel, Bravo, Logo and in numerous other television and print media outlets. IGRA was recently featured 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. Recently our archives were taken in by the Autry Museum in LA as part of their permanent collection.

In 2019 the IGRA's member associations are scheduled to produce 10 local and regional rodeo's. IGRA contestants compete for points all season and at season's end the top 20 men, women and teams in each event will receive invitations to perform in the World Gay Rodeo Finals® presented by IGRA.

In addition, IGRA holds its annual Royalty Competition where Mr. Miss, Ms and MsTer are selected from association title holders to represent IGRA nationally and to raise funds for our designated charities.

IGRA is made up of everyday people, married, single, farmers, ranchers, doctors and lawyers. A sponsor is like family to us. Perhaps because of the discrimination felt for so long, our loyalties tend to border on obsessive. We believe in supporting those who support us.

Many of our associations have had a long standing relationship with major corporate sponsors. The World Gay Rodeo Finals® and Jack Daniels are entering their 9<sup>th</sup> year as sponsor partners.

As far back as the beginning of gay rodeo, dance has been an integral part of our western heritage. Country and Western dance has been a main staple of the rodeo weekend's activities—our cowboys and cowgirls love their dance! Whether the song calls for a boot-scootin two-step or a fast, high-spirited line dance, the dance floor quickly fills with people craving their fix of western dance.

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. Many of our members and contestants are currently from Canada, Australia and Mexico.



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

One word you will hear over and over again on the IGRA circuit is “Family”. You see it in many forms at Rodeo’s, Royalty competitions, rodeo schools or a gathering to celebrate the beginning of NFR in Las Vegas. We are not only dedicated to the sport of rodeo but the love we have for our association and its members goes deeper than the eye can see. You will find many rodeo schools throughout the year with our own members teaching others the tricks of the trade in anything from roping to chute dogging.



*For more information about the World Gay Rodeo Finals® go to, [www.igra-wgrf.com](http://www.igra-wgrf.com)*

Every year the International Gay Rodeo Association comes together each to commence the business of IGRA. This is where delegates voice their opinions, rules and by-laws are changed and elections take place. It is three days of business as well as sharing common ideas amongst friends. It is also bittersweet as we say goodbye to another successful IGRA year.



- Our sponsorship structure is flexible and can be customized to meet your specific needs. Depending on your level of sponsorship, you may choose to receive some or all of these 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:*

<b>Platinum</b>	<b>\$15,000</b>	<b>Name rights to WGRF</b> 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.
<b>Gold</b>	<b>\$5000</b>	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.
<b>Silver</b>	<b>\$1000</b>	Logo placement on IGRA website and all social media outlets. Marketing material placed in contestant/official bags. Announcements.

***We can custom make any sponsorship to fit your needs.***

- **Chutes \$500 each (6 available)**
  - **Buckles \$250 each**
  - **(\$400 for pair, or \$600 for Wild Drag trio)**
- **Medals \$100 each event cowboy or cowgirl per day**



World Gay Rodeo Finals®  
Through the years