



2026 SPONSOR OPPORTUNITIES



GREETINGS!

WITH OVER 50 YEARS OF RODEO PRODUCTION EXPERIENCE, THE MIDWEST INVITATIONAL RODEO SHOWCASES PREMIER AFRICAN AMERICAN COWBOY AND COWGIRL CONTESTANTS FROM ACROSS THE US. FEATURING AWARD WINNING, TOP CALIBER TALENT IN A FESTIVE ENVIRONMENT FOR ALL, OUR MISSION IS TO CREATE A COMPETITIVE TRAVELING RODEO AND EXPO TO SHARE THE UNTOLD STORY OF THE AFRICAN AMERICAN COWBOY.

MIDWEST INVITATIONAL RODEO ATTENDEES AND SUPPORTERS ARE FAMILY, BUSINESS AND COMMUNITY CENTRIC. OUR SPONSORSHIPS ARE CREATED TO PROVIDE YOU WITH THE OPPORTUNITY TO GAIN CONSUMER AWARENESS VIA MEANINGFUL VISIBILITY AND ONSITE ENGAGEMENT. WE LOOK FORWARD TO ANSWERING YOUR QUESTIONS AND EXPLORING THE POSSIBILITIES.

**NICOLE SCOTT,
OWNER AND CEO**

MIDWEST INVITATIONAL RODEO



JUNE 12-13 | GENESEE COUNTY FAIRGROUNDS

A large, circular inset image on the left side of the page shows a cowboy in a tan hat and dark clothing riding a brown horse. The horse is in mid-air, bucking, with a large cloud of dust trailing behind it. The background of the entire page is a warm, orange-brown gradient.

ABOUT

AN ANNUAL PRODUCTION SINCE 2017, THE MWIR BRINGS THE JOY OF RODEO TO A REGION THAT MIGHT NOT OTHERWISE HAVE ACCESS TO THE RICH HISTORY OF THIS FAMILY-FRIENDLY ENTERTAINMENT AND EDUCATIONAL EXPERIENCE.

CEO NICOLE SCOTT'S ENTHUSIASTIC DEDICATION STEMS FROM OVER A DECADE OF HOLDING VARIOUS ROLES IN THE WORLD OF RODEO. WITH A PASSION FOR SHARING WISDOM, NICOLE IS COMMITTED TO BROADENING THE RODEO AUDIENCE.

THE MWIR VISION EXPANDS THE RODEO EXPERIENCE INTO A MULTI-DAY SCHEDULE OF EVENTS CULMINATING WITH THE EXCITING WEEKEND COMPETITIONS. IN 2020, THE MWIR RECEIVED BOTH THE GOVERNOR'S PROCLAMATION AND THE SPIRIT OF DETROIT AWARDS FOR CONTRIBUTIONS TO THE COMMUNITY. EACH YEAR BRINGS NEW PARTNERS AND ELEMENTS TO THIS ONE-OF-A-KIND EXPERIENCE.

DID YOU KNOW...



THE LONE RANGER WAS BASED UPON THE REAL-LIFE BASS REEVES. KNOWN FOR HIS INCREDIBLE STRENGTH AND SHARP-SHOOTING SKILLS, REEVES CAPTURED OVER 3000 FUGITIVES DURING HIS 32 YEARS AS A DEPUTY US MARSHAL.

NAT LOVE WAS A COWBOY, RODEO PERFORMER, PULLMAN PORTER AND AUTHOR OF HIS AUTOBIOGRAPHY, DEADWOOD DICK.

JOHN WARE POPULARIZED STEER WRESTLING AND HELPED LAY THE FOUNDATION OF THE RANCHING INDUSTRY IN WESTERN CANADA.

HECTOR BAZY WORKED DOZENS OF CATTLE DRIVES INCLUDING THE CHISHOLM TRAIL, HERDING 5,000 HEAD OF CATTLE. BAZY WENT ON TO WORK IN CONJUNCTION WITH THE TEXAS RANGERS AND MET THE JESSE JAMES GANG DURING HIS LEGENDARY CAREER.

IN 1848, 30 YEAR OLD BIDDY MASON, WALKED 1,700 MILES BEHIND A 300 WAGON CARAVAN. ALONG THE ROUTE, MASON WAS RESPONSIBLE FOR SETTING UP AND BREAKING DOWN CAMP, COOKING, HERDING AND SERVING AS A MIDWIFE, ALL WHILE CARING FOR HER DAUGHTERS AGES 10, 4 AND A NEWBORN.

CRAWFORD GOLDSBY WAS A 19TH CENTURY AMERICAN OUTLAW, AKA CHEROKEE BILL. RESPONSIBLE FOR THE MURDERS OF EIGHT MEN, HE AND HIS GANG TERRORIZED THE INDIAN TERRITORY FOR OVER TWO YEARS.

STAGECOACH MARY, LATER KNOWN FOR HER PHILANTHROPIC WORK, ALWAYS CARRIED A RIFLE AND A REVOLVER AS SHE WAS THE FIRST AFRICAN AMERICAN WOMAN TO CARRY MAIL.

DETROIT BORN AND RAISED, HERB JEFFRIES STARRED IN SEVERAL FINANCIALLY SUCCESSFUL WESTERN "RACE" FILMS BEGINNING IN 1937.

BEN HODGES, A COWBOY OF MIXED PARENTAGE, ARRIVED IN DODGE CITY IN 1872 AS A DROVER BRINGING CATTLE FROM SAN ANTONIO. WELL-LIKED AND HIGHLY RESPECTED, HODGES WAS A KNOWN CATTLE THIEF, SWINDLER, AND MASTER FORGER.

WOODY STRODES STARRED IN SEVERAL WESTERNS THROUGHOUT HIS CAREER FROM 1941-1995, INCLUDING A LEADING ROLE IN THE PROFESSIONALS, A MAJOR BOX OFFICE SUCCESS IN 1966 THAT ESTABLISHED HIM AS A RECOGNIZABLE STAR.

HISTORIANS ESTIMATE AFTER THE CIVIL WAR, UP TO ONE-THIRD OF AMERICAN COWBOYS WERE BLACK.

100+
COMPETITORS

7500+
FANS





TITLE SPONSOR

\$15,000

- ❑ TITLE SPONSOR PLACEMENT ON THE MIDWEST INVITATIONAL WEBSITE
- ❑ CATEGORY EXCLUSIVITY
- ❑ ONE (1) FULL PAGE 4 COLOR AD & ONE (1) HALF PAGE AD IN COMMEMORATIVE PROGRAM
- ❑ FEATURED AS TITLE SPONSOR IN ALL MEDIA
- ❑ EXCLUSIVE NAMING OF ONE (1) SPECIAL RODEO EVENT
- ❑ 20 X 20' VENDOR BOOTH
- ❑ OPTION FOR PRODUCT PLACEMENT THROUGHOUT EVENT
- ❑ INCLUSION IN ONSITE COLLATERAL
- ❑ LOGO INCLUSION ON SPONSOR BANNERS
- ❑ LOGO ON CUSTOMIZED GRAND ENTRY FLAG
- ❑ EMCEE PRIVILEGES AT GRAND ENTRY AND CLOSING CEREMONY
- ❑ MEET & GREET RECOGNITION
- ❑ PRODUCT PLACEMENT THROUGHOUT EVENT (WHERE APPLICABLE)
- ❑ TEN (10) ALL-ACCESS PASSES
- ❑ THREE (3) COMPLIMENTARY VIP PARKING PASSES
- ❑ EXCLUSIVE DISCOUNT CODE FOR ADDITIONAL TICKETS TO SHARE WITH FRIENDS AND FAMILY



PRESENTING SPONSOR

\$10,000

- ❑ PRESENTING SPONSOR ON THE MIDWEST INVITATIONAL WEBSITE
- ❑ INCLUSION IN ALL MEDIA
- ❑ ONE (1) FULL PAGE 4 COLOR AD IN COMMEMORATIVE PROGRAM
- ❑ 20X20' VENDOR BOOTH
- ❑ OPTION FOR PRODUCT PLACEMENT
- ❑ LOGO INCLUSION IN ONSITE COLLATERAL
- ❑ LOGO INCLUSION ON SPONSOR BANNERS
- ❑ LOGO ON CUSTOMIZED GRAND ENTRY FLAG
- ❑ EMCEE PRIVILEGES AT GRAND ENTRY AND CLOSING CEREMONY
- ❑ EXCLUSIVE NAMING OF ONE (1) SPECIAL RODEO EVENT
- ❑ MEET & GREET RECOGNITION
- ❑ PRODUCT PLACEMENT THROUGHOUT EVENT (WHERE APPLICABLE)
- ❑ EIGHT (8) ALL-ACCESS PASSES
- ❑ TWO (2) COMPLIMENTARY VIP PARKING PASSES
- ❑ EXCLUSIVE DISCOUNT CODE FOR ADDITIONAL TICKETS TO SHARE WITH FRIENDS AND FAMILY



EVENT SPONSOR

\$5,000

- ❑ EXCLUSIVE NAMING OF ONE (1) SPECIAL RODEO COMPETITION
- ❑ EVENT SPONSOR ON THE MIDWEST INVITATIONAL WEBSITE
- ❑ INCLUSION IN MEDIA
- ❑ ONE (1) HALF PAGE, 4 COLOR AD IN COMMEMORATIVE PROGRAM
- ❑ 20X20' VENDOR BOOTH
- ❑ OPTION FOR PRODUCT PLACEMENT
- ❑ LOGO INCLUSION ON SPONSOR BANNERS
- ❑ LOGO ON CUSTOMIZED GRAND ENTRY FLAG
- ❑ SIX (6) ALL-ACCESS PASSES
- ❑ ONE (1) COMPLIMENTARY VIP PARKING PASS
- ❑ DISCOUNT CODE FOR ADDITIONAL TICKETS FOR FRIENDS AND FAMILY

FEATURED COMPETITIONS:

- BULL RIDING
- TIE DOWN ROPING
- TEAM ROPING
- STEER WRESTLING
- BAREBACK
- LADIES STEER UNDERCOATING
- LADIES BARREL RACING
- JUNIOR BREAKAWAY ROPING

CHUTE SPONSOR

\$3,000

- ❑ CHUTE SPONSOR ON THE MIDWEST INVITATIONAL WEBSITE
- ❑ INCLUSION IN MEDIA
- ❑ BUSINESS CARD SIZE AD
- ❑ 10X10 VENDOR BOOTH
- ❑ OPTION FOR PRODUCT PLACEMENT
- ❑ LOGO INCLUSION IN ONSITE COLLATERAL
- ❑ LOGO INCLUSION ON SPONSOR BANNERS
- ❑ LOGO ON CUSTOMIZED GRAND ENTRY FLAG
- ❑ PRODUCT PLACEMENT THROUGHOUT EVENT (WHERE APPLICABLE)
- ❑ FOUR (4) ALL-ACCESS PASSES
- ❑ ONE (1) COMPLIMENTARY PARKING PASS
- ❑ DISCOUNT CODE FOR ADDITIONAL TICKETS TO SHARE WITH FRIENDS AND FAMILY

COMMUNITY SPONSOR

\$1,000

- ❑ LOGO INCLUSION ON THE MIDWEST INVITATIONAL WEBSITE
- ❑ INCLUSION IN SELECT MEDIA
- ❑ BUSINESS CARD SIZE AD
- ❑ 10X10 VENDOR BOOTH
- ❑ TWO (2) GENERAL ADMISSION TICKETS
- ❑ DISCOUNT CODE FOR ADDITIONAL TICKETS FOR FRIENDS AND FAMILY

COMMEMORATIVE DIGITAL PROGRAM

FULL PAGE AD

COLOR AD: \$500

BLACK/WHITE AD: \$300

1/2 PAGE AD

COLOR AD: \$300

BLACK/WHITE AD: \$200

1/4 PAGE AD

COLOR AD: \$175

BLACK/WHITE AD: \$150

1/8 PAGE AD

COLOR AD: \$100

BLACK/WHITE AD: \$75





TEAM

TALENT

BRIAN WHITE

ARENA DIRECTOR

SAM HOWRY

RODEO ANNOUNCER

RON HUNTER

RODEO CLOWN/EDUCATOR

PRODUCTION

LINDSAY SCOTT

DIRECTOR OF OPERATIONS

LINDSAY.SCOTT052@GMAIL.COM

KOURTNEY KETTERHAGEN

CREATIVE STRATEGY

KOURTNEY09@GMAIL.COM

FAQ

THE MIDWEST INVITATIONAL RODEO 2024 PROJECTIONS ATTENDANCE OF 7,500 SPECTATORS WITH AN INCREASE OF 15%-18% IN TICKET SALES, 55% VENDORS AND 15% IN COWBOY/COWGIRLS PARTICIPATION.

DEMOGRAPHICS

AUDIENCE AGE RANGE: 2 YEARS OLD TO AGE 80

AVERAGE HH INCOME: \$75,000

78% AFRICAN AMERICAN

9% HISPANIC

8% CAUCASIAN

5% MULTI-CULTURAL

THE MIDWEST INVITATIONAL RODEO IS AN INCLUSIVE EVENT PROVIDING UNMATCHED ENTERTAINMENT WHILE SHARING THE COMPELLING LEGACY OF THE BLACK COWBOY/COWGIRL.

YOUR SPONSORSHIP WILL PROVIDE MWIR THE ABILITY TO EXPAND THIS UNIQUE EXPERIENCE. THANK YOU FOR YOUR TIME AND CONSIDERATION.





HONOR THE
PAST, CREATE A
PROMISING
FUTURE.