



2026



SPONSORSHIP PROPOSAL

WWW.TJHRA.NET

OUR MISSION

“If you’re going to get into rodeo, just like pop warner or little league, TJHRA is a step ladder where you step up to RODEO. Texas Junior High Rodeo is the foundation of a ten story building.....solid and tough, built to stay.

You learn work ethic, you learn how to practice and why you need to practice, and to compete. TJHRA is a family affair. You will know once you’ve rodeoed with TJHRA if it is what you want to do, and go on to High School Rodeo and so on.”

8X WORLD CHAMPION, JOE BEAVER



The Texas Junior High School Rodeo Association is committed to the betterment of the community, furthering the organization’s mission statement to offer the youth of tomorrow in grades 5th – 8th a chance to be competitive student athletes while expecting the highest of scholastic achievement accountability in the classroom and sportsmen in the arena. The Texas Junior High Rodeo Association is proud to mentor and guide our members to achieve good morals while learning a work ethic in and out of the arenas in Texas representing 10 Regions. With a clear vision of the future, and a successful past we will continue to be a pillar of strength supporting the youth of Texas.

WHO WE ARE AND WHERE WE CAME FROM

The Texas Junior High School Rodeo Association is a 501-C3 non-profit organization which is the largest, most prestigious state junior high school rodeo association in the nation. When you get involved with TJHRA, you are supporting family values, dedicated young people and scholarships.

TJHRA sponsors over 130 rodeos per year throughout ten regions across Texas.

The rodeo year begins in August and concludes with the Texas Junior High School Finals Rodeo in May. It is here, at the largest rodeo in the state of Texas, where “The Elite Compete” featuring the top cowboys and cowgirls from each region. They compete for numerous awards and scholarships as well as the coveted honor of representing the State of Texas at the National Junior High Finals Rodeo held each June.



DEVELOPING FUTURE LEADERS

TJHRA is an independent student athletic association that requires its members to conduct themselves in an exemplary manner and abide by a strict set of rules. The organization recognizes that rodeo must not hinder a student’s schoolwork.

The idea behind the first Junior High School Rodeo was to encourage rural-oriented youth to stay in school and complete their studies. Students must maintain certain academic standards throughout the school year in order to be eligible to compete.

The association does not receive financial assistance from local, state or federal tax-dollars. Every opportunity available to our students is because of our sponsors.

Students work hard all year, both academically and in the practice pen to qualify for awards and scholarships. The main focus of our organization is to increase the number and size of college scholarships to be awarded to our members. All of the money raised, after production costs, is returned to the members in the form of awards and scholarships.



TEXAS JUNIOR HIGH RODEO EVENTS

BOYS EVENTS: Breakaway, Calf Roping, Junior Bulls, Chute Dogging, Calf Roping, Goat Tying, Ribbon Roping, Team Roping, Steer Saddle Bronc, Steer Bareback

GIRLS EVENTS: Barrel Racing, Pole Bending, Goat Tying, Team Roping, Breakaway, Calf Roping, Ribbon Roping



TJHRA FINALS EVENT SPONSOR - \$5,000

The TJHRA State Finals will be held in Gonzales, TX May 24 - May 30, 2026. By aligning with the Texas Junior High Rodeo Association, a nonprofit organization, you are not only enforcing your commitment to Western Heritage but also giving back to the youth of Texas. Hosting over 500 contestants and 600 horses, this is an event you don't want to miss! The finals averages 1,500 spectators a day = 10,500 during the week. This week gives us the unique opportunity to develop relationships between our members and our sponsors.

BENEFITS INCLUDE

- COMPANY COMMERCIAL TO BE SHOWN ON JUMBOTRON AT RODEO PERFORMANCE AND ON COWBOY CHANNEL APP DURING ALL 11 PERFORMANCES.
**Please email commercial (30 seconds or less) by May 1, 2026 to maci@firebrand-marketing.com*
- COMPANY LOGO BY EACH ATHLETE NAME DURING CHOSEN EVENT SPONSOR ON JUMBOTRON AT RODEO PERFORMANCE AND ON COWBOY CHANNEL APP DURING ALL 11 PERFORMANCES.
**Please email logo by May 1, 2026 to maci@firebrand-marketing.com*
- PA READS BY THE ANNOUNCER DURING ALL 11 PERFORMANCES.
**Please email 2-3 sentence script by by May 1, 2026 to maci@firebrand-marketing.com*
- LOGO ON PHOTO BACKDROP DURING ATHLETE INTERVIEWS ON JUMBOTRON AND COWBOY CHANNEL APP.
- BANNER HUNG AT FACILITY DURING TJHRA FINALS.
**You must provide banner. Please Ship by May 1, 2026 to Maci Beach 105 Poehnert Ln, Comfort, TX 78013*
- COMPANY FLAG TO BE CARRIED IN ARENA BEFORE EVENT STARTS.
**You must provide flag. Please Ship by May 1, 2026 to Maci Beach 105 Poehnert Ln, Comfort, TX 78013.*
- ¼ Page Ad in Extreme Team News for one year.
**Please email ¼ page ad (4.875" W x 4.625" H) to maci@firebrand-marketing.com*

AGREEMENT

Agreement includes all details included in proposal above. In witness whereof, the parties hereto have cause this agreement to be executed n the day and year written below.

Please mail check to TJHRA c/o Anne Dollery at PO BOX 886 Caldwell, Texas 77836

SPONSOR

Texas Junior High Rodeo Association

Printed Name and Date

Printed Name and Date