



★ ★ ★ ★ ★ ★ ★ ★
**KILLEBREW INTERNATIONAL
PRO RODEO**

INVITATION TO SPONSOR

Presented by the Killebrew Ag Foundation



**JUNE
6-8
2024**

— ★ ★ ★ —
**MISSISSIPPI COLISEUM
JACKSON, MISSISSIPPI**



WELCOME

The Killebrew Ag Foundation is pleased to present the second annual Killebrew International Pro Rodeo, on June 6-8th, 2024, at the Mississippi Coliseum in Jackson, Mississippi.

This year's rodeo will be bigger and better and we invite you to join us in becoming a sponsor.

The Killebrew International Pro Rodeo is a fundraising event for the Killebrew Ag Foundation (KAF), a non-profit organization committed to nurturing, educating, and training a new generation of Mississippi farmers.

KAF honors the legacy of Keath Killebrew, Sr., through agricultural entrepreneurship and education. We want to inspire young farmers to dream and achieve by providing hands-on farming education while remembering Keath's motto, "Never Give Up."

More than 600 contestants from the US and around the world are expected to compete in the Killebrew International Pro Rodeo with \$70,000 in added money. There will be something for everyone including fierce rodeo competition, fun interactive audience events, and tons of family-friendly excitement. We will also have two gravity-defying specialty acts, famed French bull jumper Emmanuel "Manu" Lataste and freestyle motocross jumper, "Cowboy" Kenny Bartram.

Thank you for your support. We look forward to seeing you at the rodeo!

The Killebrew Ag Foundation



RODEO HIGHLIGHTS



Keath Killebrew Memorial Rodeo Awarded by the International Professional Rodeo Association:



- Sanctioned by IPRA /NCPRA
- Killebrew International Pro Rodeo is now on the circuit of over 600 annual IPRA rodeos in the US and Canada
- IPRA rodeos draw riders from the US and International
- Increased 2024 prize money will attract stronger competitors
- Projected to have 600+ contestants over 3 days



"This rodeo was very entertaining. It was a major rodeo with high quality specialty acts and personnel. There were things done there that I have never seen before."

Ronnie Williams, IPRA Project Manager and 8-time World Champion bareback rider (bucking horse), commenting on attending the inaugural 2023 Keath Killebrew Memorial Rodeo



RODEO SCHEDULE

(SUBJECT TO CHANGE)



Thursday, June 7th

SLACK (DAY ROUNDS)

7:00 p.m.

BULL-STRAVAGANZA

Friday, June 8th & Saturday, June 9th

6:45 p.m.

RODEO PRE-SHOW:

History and significance of farming in Mississippi

7:00 p.m.

RODEO OPENING CEREMONY:

Tribute to God and Country

- Bareback Broncs
- Barrel Races
- Breakaway Roping
- Bull Fighting
- Bull Riding
- Calf Roping
- Rodeo Clowns
- Saddle Bronc
- Steer Wrestling
- Team Roping
- Wagon and Killebrew Family

Featured Specialty Acts

French Bull Jumper Emmanuel “Manu” Lataste

What do you get when you combine French bullfighting and pure “Spanish” bull jumping in a style over 200 years old? You get the most amazing specialty act featuring gravity-defying Manu Lataste jumping a charging bull.



Cowboy Kenny’s Steel Rodeo

Freestyle motocross legend “Cowboy” Kenny Bartram brings high-flying freestyle motocross action! He is one of the most successful riders in FMX history including 7 World Championships. Kenny will wow the rodeo crowd with incredible tricks and maneuvers on his dirt bike.



The Killebrew Ag Foundation is non-profit organization dedicated to propelling the future of Mississippi’s farming industry through innovation and education. Mississippi agriculture is a \$9.72 billion industry and the average age of a Mississippi farmer is 62. It is imperative for our future and economy to train new farmers.

Our focus is on nurturing young men and women by offering immersive learning in diverse areas of farming, such as agronomy, entomology, nutrient management, data analysis, business, and financial management. Our goal is to create a resilient and innovative generation of farmers, preserving the time-honored tradition of farming while integrating modern techniques and self-discovery.

Educational Initiatives

- Coordinate two-year paid student apprenticeships providing experience and education in data-driven farming and land-based learning
- Award scholarships for students pursuing certification, training, or post-secondary education in agriculture
- Build a residential Farming Academy to provide young adults real-life field experience programs for practical learning

Agricultural Expansion & Community Engagement

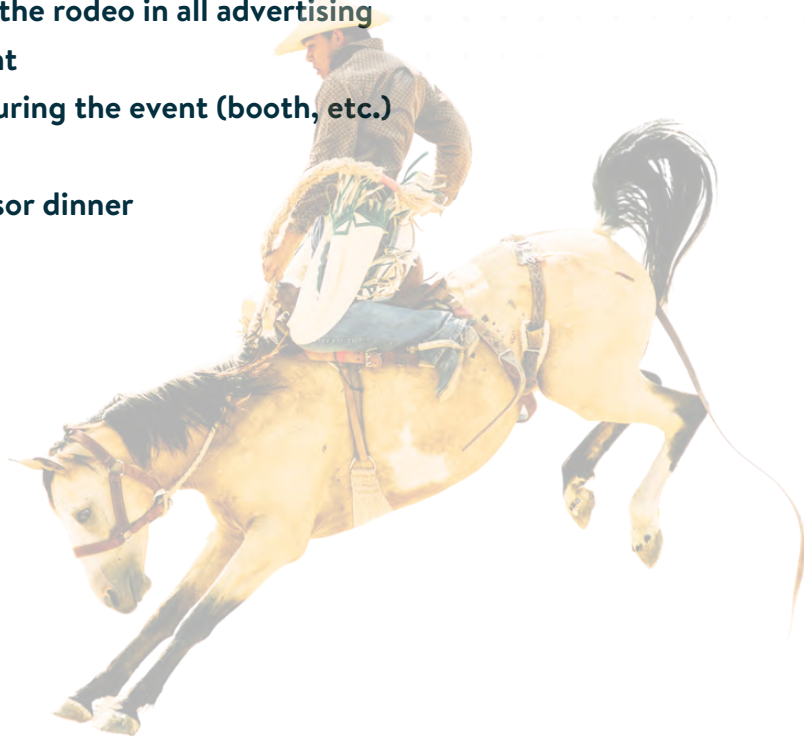
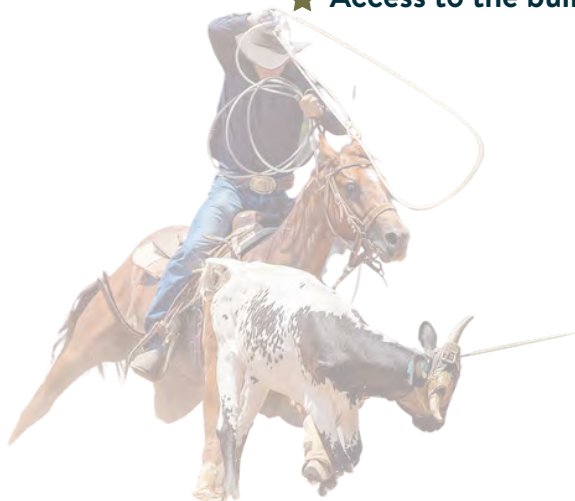
- Dedication to teaching sustainable and responsible farming practices
- Host the Killebrew International Pro Rodeo for fundraising and awareness
- Form partnerships with farmers, agribusiness, stakeholders, and educators, to promote careers in agriculture to youth and young adults



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TITLE SPONSOR

\$50,000

- ★ Exclusive recognition as the Title Sponsor for the rodeo
- ★ Preferred logo placement on all print and social media ads
- ★ Preferred logo placement on the event web page
- ★ Mentions in conjunction with the rodeo in all advertising
- ★ Live mentions during the event
- ★ Additional ad opportunities during the event (booth, etc.)
- ★ Tickets to each performance
- ★ 10 tickets to the private sponsor dinner
- ★ Access to the bull pen



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SPECIALTY ACT SPONSOR
MOTORCYCLE JUMPING

\$20,000

- ★ Exclusive sponsor for the motorcycle act
- ★ Logo on all print and social media ads
- ★ Logo on event web page
- ★ Live mentions during the event
- ★ Additional advertising opportunities
- ★ Tickets to each performance
- ★ 8 tickets to the private sponsor dinner
- ★ Meet and Greet opportunity
- ★ Access to the bull pen

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SPECIALTY ACT SPONSOR
BULL JUMPING

\$15,000

- ★ Exclusive sponsor for the bull jump act
- ★ Logo on all print and social media ads
- ★ Logo on event web page
- ★ Live mentions during the event
- ★ Additional advertising opportunities
- ★ Tickets to each performance
- ★ 8 tickets to the private sponsor dinner
- ★ Meet and Greet opportunity
- ★ Access to the bull pen

OPENING CEREMONIES SPONSOR

\$10,000

- ★ Recognition on all print & social media ads
- ★ Logo on the event web page
- ★ Live mentions during the event
- ★ Banner in the arena
- ★ Access to additional advertising opportunities
- ★ Tickets to each performance
- ★ 6 tickets to the private sponsor dinner
- ★ Access to the bull pen

MAIN GATE SPONSOR

\$10,000

- ★ Recognition on all print & social media ads
- ★ Logo on the event web page
- ★ Live mentions during the event
- ★ Banner on both sides of the main gate
- ★ Access to additional advertising opportunities
- ★ Tickets to each performance
- ★ 6 tickets to the private sponsor dinner
- ★ Access to the bull pen

OUT GATE SPONSOR

\$10,000

- ★ Recognition on all print & social media ads
- ★ Logo on the event web page
- ★ Live mentions during the event
- ★ Banner on both sides of the out gate
- ★ Access to additional advertising opportunities
- ★ Tickets to each performance
- ★ 6 tickets to the private sponsor dinner
- ★ Access to the bull pen

LEADERBOARD SPONSOR

\$10,000

- ★ Recognition on all print & social media ads
- ★ Logo on the event web page
- ★ Live mentions during the event
- ★ Banner on the leaderboard
- ★ Access to additional advertising opportunities
- ★ Tickets to each performance
- ★ 6 tickets to the private sponsor dinner
- ★ Access to the bull pen

BULLFIGHTS SPONSOR

\$10,000

- ★ Recognition on all print & social media ads
- ★ Logo on the event web page
- ★ Live mentions during the event
- ★ Exclusive sponsor of the bullfights
- ★ Access to additional advertising opportunities
- ★ Tickets to each performance
- ★ 6 tickets to the private sponsor dinner
- ★ Access to the bull pen

BELT BUCKLE SPONSOR

\$10,000

- ★ Recognition on all print & social media ads
- ★ Logo on the event web page
- ★ Live mentions during the event
- ★ Exclusive sponsor of the belt buckles
- ★ Access to additional advertising opportunities
- ★ Tickets to each performance
- ★ 6 tickets to the private sponsor dinner
- ★ Access to the bull pen

BULL POKER SPONSOR

\$7,500

- ★ Recognition on all print & social media ads
- ★ Logo on the event web page
- ★ Live mentions during the event
- ★ Exclusive sponsor of the belt buckles
- ★ Access to additional advertising opportunities
- ★ Tickets to each performance
- ★ 6 tickets to the private sponsor dinner
- ★ Access to the bull pen

INDIVIDUAL EVENT SPONSOR

\$5,000 per event

- ★ Recognition on all print & social media ads
- ★ Logo on the event web page
- ★ Live mentions during the event
- ★ Exclusive sponsor of the individual event(s)
- ★ Access to additional advertising opportunities
- ★ Tickets to each performance
- ★ 4 tickets to the private sponsor dinner
- ★ Access to the bull pen

Individual events include bareback broncs, saddle broncs, bull riding, calf roping, breakaway roping, steer wrestling, team roping, and barrel racing.

PICKUP MEN SPONSOR

\$5,000

- ★ Recognition on all print & social media ads
- ★ Logo on the event web page
- ★ Live mentions during the event
- ★ Exclusive sponsor of the pickup men
- ★ Access to additional advertising opportunities
- ★ Tickets to each performance
- ★ 4 tickets to the private sponsor dinner
- ★ Access to the bull pen

RODEO CLOWN SPONSOR

\$5,000

- ★ Recognition on all print & social media ads
- ★ Logo on the event web page
- ★ Live mentions during the event
- ★ Exclusive sponsor of the pickup men
- ★ Access to additional advertising opportunities
- ★ Tickets to each performance
- ★ 4 tickets to the private sponsor dinner
- ★ Access to the bull pen

CHUTE SPONSOR

6 available - \$5,000 each

- ★ Recognition on all print & social media ads
- ★ Logo on the event web page
- ★ Live mentions during the event
- ★ Exclusive sponsor of the selected chute
- ★ Access to additional advertising opportunities
- ★ Tickets to each performance
- ★ 4 tickets to the private sponsor dinner
- ★ Access to the bull pen



PEN OF ADRENALINE SPONSOR

\$3,000

- ★ Recognition on all print & social media ads
- ★ Logo on the event web page
- ★ Mentions throughout the event
- ★ Exclusive sponsor of the announcer
- ★ Access to additional advertising opportunities
- ★ Tickets to each performance
- ★ 2 tickets to the private sponsor dinner

ANNOUNCER SPONSOR

\$2,500

- ★ Recognition on all print & social media ads
- ★ Logo on the event web page
- ★ Mentions throughout the event
- ★ Exclusive sponsor of the announcer
- ★ Access to additional advertising opportunities
- ★ Tickets to each performance
- ★ 2 tickets to the private sponsor dinner

SEAT UPGRADE SPONSOR

\$2,500 each

- ★ Recognition on all print & social media ads
- ★ Logo on the event web page
- ★ Mentions throughout the event
- ★ Exclusive sponsor of the announcer
- ★ Access to additional advertising opportunities
- ★ Tickets to each performance
- ★ 2 tickets to the private sponsor dinner

DANCE CAM SPONSOR

\$2,500

- ★ Recognition on all print & social media ads
- ★ Logo on the event web page
- ★ Mentions throughout the event
- ★ Exclusive sponsor of the announcer
- ★ Access to additional advertising opportunities
- ★ Tickets to each performance
- ★ 2 tickets to the private sponsor dinner

JUDGES SPONSOR

\$2,500

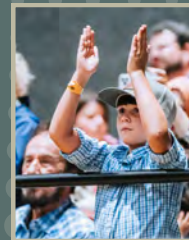
- ★ Recognition on all print & social media ads
- ★ Logo on the event web page
- ★ Mentions throughout the event
- ★ Exclusive sponsor of the judges
- ★ Access to additional advertising opportunities
- ★ Tickets to each performance
- ★ 2 tickets to the private sponsor dinner

KISS CAM SPONSOR

\$2,500

- ★ Recognition on all print & social media ads
- ★ Logo on the event web page
- ★ Mentions throughout the event
- ★ Exclusive sponsor of the announcer
- ★ Access to additional advertising opportunities
- ★ Tickets to each performance
- ★ 2 tickets to the private sponsor dinner

— ★ ★ ★ — It's all about our future! — ★ ★ ★ —





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KILLEBREW INTERNATIONAL
PRO RODEO

Thank you for your generous sponsorship!

Company Name _____

Contact Name _____

Company Address _____

Contact Email _____

Preferred Phone _____ Alternate Phone _____

Sponsorship Level _____

Sponsorship \$ _____

***Killebrew Ag Foundation is a 501(c)(3) non-profit organization.
Contributions are tax deductible to the full extent allowed by law.

Check Enclosed Please email me an invoice.

List our name as: _____

- We wish our donation to remain Anonymous.
 We are interested in a table at the rodeo to display company promotional materials

The Sponsor Dinner is Tuesday, April 23, 2024 at the MS Ag & Forestry Museum.

Yes! We would also like to donate to the silent or live auction.

*** All sponsors, please email a high resolution logo
for marketing purposes to: killebrewrodeo@gmail.com.

Sponsorship Questions?
Shea Whitfield, Sponsorship Director
Email: Whitfields@helenaagri.com
Phone: (662) 571-1360

Angela Jones
Email: ajonesgeiger@gmail.com
Phone: (601) 906-7874

Please make checks payable to:
Killebrew Ag Foundation
Mail to:
P.O. Box 1225
Ridgeland, MS 39158

General Questions?
Email: info@killebrewfoundation.org
Website: killebrewfoundation.org
Phone: (601) 497-1744 (c)

See you at the Rodeo!