



MISS RODEO SOUTH DAKOTA, INC.

February 1, 2025

Dear Potential Sponsor,

On behalf of Miss Rodeo South Dakota, Inc. (MRSDI), we are seeking support for an incredible leadership opportunity for young women. The Miss Rodeo South Dakota (MRSD) pageant and title started in 1956. The 2025 MRSD and Teen Miss Rodeo South Dakota (TMRSD) Pageants will be held November 6-8 in Brookings, SD in conjunction with the Brookings PRCA Rodeo.

The MRSD and TMRSD Pageants offer young women the opportunity to promote South Dakota, our state sport of rodeo, agriculture, and the western way of life. The heritage and legacy of our western way of life is a solid foundation for young women who are ready to develop into premier speakers, horsewomen, and advocates for rodeo and South Dakota. MRSD represents rodeo and our state at schools and nursing homes, promotes western heritage at community events across the country, and makes numerous media appearances on podcasts, radio, and television as she travels nearly 40,000 miles during the year. Along with the opportunities afforded during the titleholders' reigns, they are awarded \$2,000 (Miss) and \$1,000 (Teen) academic scholarships.

Our 2025 MRSD is 23-year-old Jordan Jensen of Brookings, a graduate of Lake Area Technical College with an Associate's Degree in Law Enforcement. The 2025 TMRSD is 15-year-old Kyler Foreman of Orient, a sophomore at Miller High School. For more information, please visit the MRSD and TMRSD Facebook pages or missrodeosd.com. We are also proud to announce that our 2024 MRSD, Callie Mueller, was named Miss Rodeo America 2025!

Producing the pageant and providing these opportunities to our titleholders is no small feat, and so we are seeking partners to support our organization and pageants. There are several ways to assist us – from financial support to providing products or services for awards. Awards are presented to MRSD and TMRSD, the first runners-up, and category winners, including personality, appearance, horsemanship, speech, photogenic, and written test. Special awards for high program ad sales, and Miss Congeniality are also presented.

We are so thankful for our sponsors and want to make sure we show our appreciation. One way we do this is by recognizing sponsors on social media. There are two main social media presences: that of our reigning MRSD, and that of the organization, MRSD, Inc. The MRSD titleholder Facebook page has 19,000 followers, while her Instagram boasts 5,810 followers. The MRSDI organization has 3,400 followers on Facebook, and 1,265 Instagram followers.

Partnership opportunities are listed on the following page. Please contact us if you have any questions. We hope you will consider supporting the western young women of our state!

Sincerely,

MRSDI Sponsorship Committee

Judy Stevens (chair), Linda Marris, Tammy Rebelein, Kristina Sigaty



Official Affiliate of
Miss Rodeo America, Inc.



Partnership Opportunities with Miss Rodeo South Dakota, Inc.

Partnerships may be monetary or in-kind investments

Appearances must be approved and scheduled a minimum of 1 month in advance

Sponsor to provide all ad copy, signage, logos, and links; social media posts must be approved by MRSDI

Diamond - \$4,000+

- 3-hour appearance by MRSD and/or TMRSD
- Pageant program: full page ad
- 2 MRSD fashion show tickets
- Social media recognition
- Website listing (linked logo)
- Banner/signage at fashion show and speech event
- Announcer recognition

Ruby - \$2,500-\$3,999

- 2-hour appearance by MRSD and/or TMRSD
- Pageant program: full page ad
- 2 MRSD fashion show tickets
- Social media recognition
- Website listing (linked logo)
- Banner/signage at fashion show and speech event
- Announcer recognition

Platinum - \$1,000-\$2,499

- Pageant program: ½ page ad
- 2 MRSD fashion show tickets
- Social media recognition
- Website listing (linked logo)
- Banner/signage at fashion show and speech event
- Announcer recognition

Gold - \$500-\$999

- Pageant program: ¼ page ad
- Social media recognition
- Website listing (linked logo)
- Banner/signage at fashion show and speech event
- Announcer recognition

Silver - \$100-\$499

- Pageant program: business card ad
- Social media & website name listing

Bronze - Under \$99

- Name recognition in pageant program and on website



Official Affiliate of
Miss Rodeo America, Inc.



Miss Rodeo South Dakota, Inc. Partnership Agreement

This form can also be completed electronically at <https://bit.ly/2025MRSDSponsorship>

Yes! It is understood that the undersigned parties enter into the following agreement for the 2025 Miss and Teen Miss Rodeo South Dakota Pageants, November 6-8, 2025 and the 2026 titleholders' reigns. Miss Rodeo South Dakota, Inc. agrees to provide the services, recognition, and advertising according to the appropriate partnership level specified on the Partnership Opportunities page.

_____ **Services (as noted)** _____

_____ **Product (as noted)** _____

_____ **Cash Sponsorship (\$_____)**

Please indicate if there is a specific award or event you would like your sponsorship attached to.

Business Name: _____

Contact Name: _____

Address: _____

City: _____ **State:** _____ **ZIP:** _____

Phone: _____ **Email:** _____

Website: _____

Authorized Signature: _____ **Date:** _____

Please return this completed form to:

Judy Stevens
MRSDI Sponsorship Chair
20975 392nd Ave.
Huron, SD 57350

Checks may be enclosed for monetary sponsorships. Please make checks payable to Miss Rodeo South Dakota, Inc. Pickup or shipping will be arranged for product sponsorships. Please call or email a member of the sponsorship committee to make arrangements.

Judy Stevens | 605.350.0148 | doubledwesternllc@hotmail.com
Linda Marrs | 605.645.7001 | 5blackcows91@gmail.com
Tammy Rebelein | 605.695.6056 | tammy_rebelein@hotmail.com
Kristina Sigaty | 605.228.7842 | k.sigaty24@gmail.com

Miss Rodeo South Dakota, Inc. thanks you for your consideration and support!
We look forward to working with you!