

Official Affiliate of

*Miss Rodeo America, Inc.*



# MISS RODEO SOUTH DAKOTA, INC.



January 8, 2023

Dear Potential Sponsor,

On behalf of Miss Rodeo South Dakota, Inc., we would like to ask for your generosity in supporting an incredible leadership opportunity for young women. The Miss Rodeo South Dakota (MRSD) pageant and title for rodeo royalty started in 1956 and is under the leadership of Miss Rodeo South Dakota, Inc. (MRSDI), a non-profit 501c6 organization. As of March 2019, Miss Rodeo America, Inc. officially gave MRSDI the participation agreement sanctioning the Miss Rodeo South Dakota competitions, which also includes being the only South Dakota organization who can use the Miss Rodeo America logo within the state. November 2019 marked the first pageant hosted by the new MRSDI organization. It was warmly received by contestants and visiting royalty alike. Since then, MRSDI has held a pageant every year, except for 2020 due to COVID-19. We will once again host the 2024 Miss and Teen Miss Rodeo South Dakota Pageants in Brookings, SD, November 2-4, 2023, in conjunction with the Brookings PRCA Rodeo.

The Miss and Teen Miss Rodeo South Dakota Pageants offer young women the opportunity to promote South Dakota, rodeo, agriculture, and the western way of life. Rodeo is the state sport of South Dakota. The heritage and legacy of our western way of life is a solid foundation for young women who are ready to develop into a premier speaker, horsewoman, and advocate for South Dakota rodeo and the western way of life. Along with the opportunities afforded during the titleholders' reigns, they are awarded \$2,000 (Miss) and \$1,000 (Teen) academic scholarships along with a variety of other awards.

With planning underway for the 2023 pageants, we wished to reach out to you about sponsorship opportunities with Miss Rodeo South Dakota, Inc. for the Miss and Teen Miss Rodeo South Dakota Pageants. We are extremely pleased with the support we've received state-wide thus far, and we cannot thank you enough. Please find enclosed information on our titleholders and sponsorship opportunities. If you would like more information or have questions, please contact me. We hope you will consider supporting the western young women of our state!

Sincerely,

*Paul Marrs*

Paul Marrs

Miss Rodeo South Dakota Board Member

[paulmarrs55@gmail.com](mailto:paulmarrs55@gmail.com) [605-645-2269](tel:605-645-2269)



## 2023 Titleholders



### Miss Rodeo South Dakota



### Teen Miss Rodeo South Dakota



Hello everyone, let me introduce myself!

My name is Morgan Erickson and I am so excited to be your Miss Rodeo South Dakota 2023. I reside in the Black Hills of South Dakota in Hot Springs where I am involved in the school district as a substitute teacher and girls basketball coach. I grew up on the back of a horse, starting to ride around the age of three and began competing in local horse shows when I was 10. From there stemmed a passion for horses through my experiences in 4-H and FFA.

My platform this year is entitled "Seize it" where I hope to encourage everyone I meet this year to go out of their comfort zone and seize the opportunities that come their way. Had I not done just that, I would not be the person I am today.

I am immensely grateful for this opportunity over the next year to travel across the state and beyond serving South Dakota and rodeo. I can't wait to get to know you all throughout my year!

Bailey Feistner is the daughter of Brian and Jennifer Feistner. Bailey is a senior at Woonsocket High School where she is active in volleyball, FFA, and 4-H. She is the student council president and her class president. Outside of school, Bailey enjoys competing in a variety of horse events, from barrels and poles to reining and jumping. Bailey is passionate about rodeo and has enjoyed representing some great rodeos across South Dakota as she has held titles for the Days of '76', Black Hills Roundup, the Corn Palace Stampede, and the Foothills. For Bailey, becoming Teen Miss Rodeo South Dakota allows her to better understand and advocate for the sport of rodeo and agriculture. By pursuing this goal, she hopes to be able to better support the sport of rodeo going into the future. Bailey's long-term goal is to become a veterinarian focused on horse reproduction. Bailey sends a special thanks to her sponsors: Selland Trucking, Tailored 2 U, Scott's Supply, Agtegra & Feistner Gravel and Excavation.



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## Partnership Opportunities with Miss Rodeo South Dakota, Inc.

*Partnerships may be comprised of cash or in-kind investments.*

### **All Around - \$2,000+**

- Social media listing (logo and link)
- Website listing (logo and link)
- Logo on MRSD/TMRSD autograph sheets
- Logo on MRSD vehicle wrap
- Event banner or signage at fashion show, speech event, and new royalty reception (sponsor must provide signage)
- Recognition in event advertising
- Recognition in pageant program
- ½-page ad in pageant program
- Complimentary copy of pageant program
- Announcer recognition during pageant events and coronation
- 1 scheduled appearance by MRSD and/or TMRSD (must be scheduled and approved 1 month in advance)

### **Gold Buckle - \$1,000-\$1,999**

- Social media listing (logo and link)
- Website listing (logo and link)
- Logo on MRSD/TMRSD autograph sheets
- Event banner or signage at fashion show, speech event, and new royalty reception (sponsor must provide signage)
- Recognition in event advertising
- Recognition in pageant program
- ¼-page ad in pageant program
- Complimentary copy of pageant program
- Announcer recognition during pageant events and coronation

### **Silver Spur - \$500-\$999**

- Social media listing (logo and link)
- Website listing (logo and link)
- Recognition in event advertising
- Recognition in pageant program
- Complimentary copy of pageant program
- Announcer recognition during pageant events and coronation

### **Bronze Boot - \$100-\$499**

- Name listing on social media and website
- Recognition in event advertising
- Recognition in pageant program
- Complimentary copy of pageant program
- Announcer recognition during pageant events and coronation

### **Supporter - Under \$99**

- Name listing on social media and website
- Recognition in pageant program
- Announcer recognition during pageant events and coronation



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## Miss Rodeo South Dakota, Inc. Partnership Agreement

**Yes!** It is understood that the undersigned parties enter into the following agreement for the 2024 Miss and Teen Miss Rodeo South Dakota Pageants, November 2-4, 2023, and the 2024 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)** \_\_\_\_\_ Retail Value \$ \_\_\_\_\_

\_\_\_\_\_ **Product (as noted)** \_\_\_\_\_ Retail Value \$ \_\_\_\_\_

\_\_\_\_\_ **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:

**Paul Marrs**  
**19574 Apple Road**  
**Whitewood, SD 57793**

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 Paul Marrs at 605-645-2269 or [paulmarrs55@gmail.com](mailto:paulmarrs55@gmail.com) to make arrangements.

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