



Miss Keystone State Rodeo Sponsorship Proposal



What is the MISS KEYSTONE STATE RODEO QUEEN ORGANIZATION?



The Miss Keystone State Rodeo organization strives each year to help bring awareness and growth into the agriculture lifestyle and east coast rodeo industries. We hold an annual pageant in Harrisburg, Pennsylvania every November to help select title holders in three different age groups to travel throughout our circuits professionally promoting our rodeo companies, organization, and sponsors.

The MKSR organization is the largest geographic covering state level rodeo queen title on the east coast. Covering 6 states including Pennsylvania, New Jersey, Ohio, New York, West Virginia, and Maryland. The Miss Keystone State Rodeo queen organization is also directly partnered with 3 major rodeo companies on the east coast: All American, Sundance Arena, and Bull Ride Mania, making the famous Bull Ride Mania Finals Rodeo held at the Pennsylvania Farm Show Complex our Finals Rodeo.



Who are the MISS KEYSTONE STATE RODEO QUEENS?

The MKSR organizations has 3 titles holders. Miss Keystone State Rodeo (19-26 years old) , Miss Teen Keystone State Rodeo (13-18 years old), and Lil Miss Keystone State Rodeo (10-12 years old).

The MKSR title holders are educated, charismatic, professional and passionate representatives of the Miss Keystone State Rodeo organization, which has 10 years of history in the North East. The MKSR title holders are ambassadors of rodeo in the north east, and the Bull Ride Mania, All American, and Sundance Arena Rodeo Companies.

The MKSR Queens use their reign to positively impact, promote, inspire, and represent the sport of rodeo across the east coast. Beyond the arena lights , Miss Keystone State Rodeo queens share their kindness, knowledge and positivity with many through community outings, speaking at schools, visiting senior centers and more.

Our Mission:

- To support the western way of life through the promotion of rodeo on the east coast
- Strive to be a program that helps young ladies build skills that will follow them throughout their life
- Ensure that all contestants, spectators, family members, and supporters have a positive experience at any of our participating events
- To grow and nurture the culture behind the qualifications of becoming an ambassador, high moral character, personal drive and ambition, a passion for the professional sport of rodeo and the desire to be a role model to the younger generation



Our Pageant

The Miss Keystone State Rodeo Queen Pageant is held in Harrisburg, Pennsylvania at the Hampton Inn- Harrisburg North location, November 22nd to 24th 2024. Our pageant is a 3 day event where participants, guests and visiting royalty check in Friday evening for the welcome meeting. Saturday and Sunday are full with judged category events such as horsemanship, onstage questions, written test, speech, personal interviews, and fashion show. Saturday night the contestants and visiting/ current queens join us at the rodeo for some meet and greets, handing out of pageant programs, ushering guest to their seats, and then Sunday evening is the coronation where we crown our new title holders for the new year.



Rodeo Finals

Each November Bull Ride Mania host their finals rodeo at the Pennsylvania Farm Show Complex in the Large Arena. This rodeo is 9 times out of 10 a sold out show and filled to the rafters with fans and guests. The PA Farm Show Complex can hold 12,500 people at max capacity. This is one of the biggest rodeo crowds on the east coast.

The best of the best in the circuit come to compete for the year end title! They are joined by the all famous Mr. Dave Showtime Meyers and followed by a concert of a country music artist each year!



Cultivating Partnerships

HOW CAN MISS KEYSTONE STATE RODEO QUEENS WORK FOR YOUR BUSINESS

Multiple State Coverage

Each year the reigning Miss Keystone State Rodeo Queens ..

- Travel across 6 states in the north east following our rodeo companies schedules.
- They attend several other events in many communities such as talking to school students and visiting elder care facilities.
- Traveling roughly 15,000 Miles to all the events.

MKSR Website-

www.misskeystonestaterodeo.com

Our website is viewed by roughly 1,400 people a month. The website is the go to location for all information regarding application, schedules, clinic information, links to all our social media platforms, etc. On our website we have our organization history, past queens, photo galleries, and all the information about our sponsors.

Autograph Sheets

The reigning Miss Keystone State Rodeo Queens distributes 1,000s of two-sided colored autograph sheets at all of the community events, sponsored events, two finals rodeos, and all rodeos attended throughout the year.

Events such as..

- 2 sold out Rodeo Finals in Harrisburg at the PA Farm Show Complex hosting roughly 12,000 people each year.
- 12 Sundance Arena Rodeos that host roughly 1,500 people per rodeo
- Roughly 40-45 Summer Series Rodeos at county fairs all over the east coast.

Social Media

Miss Keystone State Rodeo has a very active Facebook with 6,100 followers, Instagram with 1,200 followers, and a Tiktok page 1,000 followers and quickly growing! On our social medias we post regular updates on the queens travels and events, sponsors, rodeo schedule, and much more! We work hard at striving to properly network and broadcast all we have to share.

Pageant and Rodeo Programs

We have pageant programs printed out for our Pageant and November Finals Rodeo which is normally a sold out show. In this program we showcase our pageant, rodeo companies, sponsors, current queens and contestants. This program gets handed out for free at the finals rodeo to roughly 12,000 hands of many rodeo fans! We can add coupons, links, QR Codes and whatever else you desire to steer new faces your way!

Miss Keystone State Rodeo

LEVELS OF OPPORTUNITY

**SPONSOR
BENEFITS**

Donations
\$100

- Receive thank you cards and signed autograph sheets from queens
- One thank you photo social media post on our Facebook and Instagram!

*Copper
Sponsor*
\$250

- Receive thank you cards and signed autograph sheets from queens
- 4 Post on social media platforms- one per quarter (Facebook & Instagram)
- Business name listed in the pageant/ rodeo program
- Business name listed on website

*Bronze
Sponsor*
\$500

- Receive thank you cards and signed autograph sheets from queens
- 6 post on social media platforms such as Facebook & Instagram. One post every two months
- Quarter page sized ad in pageant program handed out at pageant and Bull Ride Mania Finals in November
- Business name and logo listed on our website
- Small logo on queens autograph sheet on the back of the page

*Silver
Sponsor*
\$1000

- Receive thank you cards and signed autograph sheets from queens
- 12 social media post on social media platforms- Facebook and Instagram. one post a month! We will work with business directly to build the most enticing advertisements.
- MKSR Queens will make 2 Videos specifically for business, Tiktok, Reels ,etc for advertisement purposes.
- Half Page ad in pageant program handed out at pageant and Bull Ride Mania Finals in November
- Business name and logo listed on our website
- Medium logo on autograph sheets
- Formal invitation to our pageant for two guest.
- 2 tickets for November Bull Ride Mania Finals in MKSR VIP Seating

*Diamond
Sponsor*
\$1500

- Receive thank you cards and signed autograph sheets from queens
- 15 social media post on social media platforms throughout the year- one per month with three added post given around pageant time!
- MKSR Queens will make 4 videos promoting your business directly -tiktok and reels for advertisement purposes.
- Full page pageant program ad
- Business name and logo listed on our website
- Large logo on the front of autograph sheets
- Formal invitation to our pageant each November for 4 guest.
- 4 tickets for November Bull Ride Mania Finals in MKSR VIP Seating
- 2 visits from queens throughout the year at your place of business! For events or content creating purposes