



Miss Rodeo Alaska, Inc Sponsorship Opportunities

- A registered 501(c)(3) Non-Profit Corporation -



*Official Affiliate of
Miss Rodeo America, Inc.*



Miss Rodeo Alaska, Inc.

Rodeo Queens in The Last Frontier

About Miss Rodeo Alaska, Inc.

The Miss Rodeo Alaska Pageant is an organization made up of volunteers who believe in the advancement of Alaska's youth. Through the Miss Rodeo Alaska Pageant, young women from the State of Alaska have the opportunity to promote Alaska, the western lifestyle, and professional rodeo while utilizing their public relations skills and public speaking.

The Miss Rodeo Alaska Pageant works to promote a positive image for rodeo while preserving our western heritage through education, leadership development, and personal growth with the highest level of integrity.

Aspire, Achieve, and Accomplishment

History of Miss Rodeo Alaska

The First Lady of Miss Rodeo Alaska was crowned in 1973. The pageant grew and flourished until 1991 when the last Miss Rodeo Alaska would be crowned. Over two decades later in 2014, Nicole Kneale, with the help of her mother, a past Miss Rodeo Alaska, revived the pageant and put Alaska back on the map in the Miss Rodeo America Pageant. The pageant continues to grow today and has expanded to have not only the Miss Rodeo Alaska title, but also Teen Miss Rodeo Alaska, Miss Rodeo Alaska Princess, and Miss Rodeo Alaska Sweetheart. In 2017, Miss Rodeo Alaska, Inc. partnered with the National High School Rodeo Association chapter in Alaska to also include the Miss Alaska High School Rodeo in their court.

As Alaska's First Lady of Rodeo, Miss Rodeo Alaska will attend rodeos in Alaska as well as rodeos sanctioned by the Professional Rodeo Cowboys Association. Miss Rodeo Alaska will also appear at community events and parades throughout Alaska and the Lower 48. The Miss Rodeo Alaska Pageant is organized and directed to select the most qualified young horse woman to promote the sport of rodeo and represent the State of Alaska.

At the end of her year long reign, Miss Rodeo Alaska travels to Las Vegas, Nevada, to compete for the coveted title of Miss Rodeo America. This is a competition which involves competing against other state representatives in categories such as horsemanship, personality, interviews, and knowledge regarding the western way of life and agriculture.



Miss Rodeo Alaska 2023

Katelynn House

On a beautiful Alaskan day in September 2001, Katelynn House was born to parents Dave and Sonya House. Having a father who served in the military and a mother who had a deep love for animals, it was inevitable that Katelynn would acquire their love for our country, respect for the US flag, the importance of family, the reward of hard work, and the duty and privilege to care for animals. At the age of eleven, Katelynn and her family moved from Anchorage to Sutton where she was able to do what she loves most – riding and caring for horses. At age thirteen, Katelynn’s parents surprised her and her sister with horses of their own – a gift that changed Katelynn’s world, as it allowed her to be with horses every day, which is where she finds peace and a true connection. Victory Bible Camp is the foundation of her horsemanship and by the time she was sixteen, she passed all four levels of CHA (Certified Horsemanship Association). Victory provided the education and mentoring in horsemanship, but it is also where Katelynn found her faith in the Lord. For the past seven years, Katelynn has worked and volunteered at the Williams Reindeer Farm, where she has done everything from working as a trail guide to reindeer herd handlings. Her time at the farm has enabled her to capitalize on her excellent work ethic and love for animals, and has truly been a blessing. For the past four summers, Katelynn has taken two weeks out of her summer to volunteer at Victory Bible Camp as a ranch hand and she will be the first to tell you she gets even more out of the experience than she puts in. In 2019, Katelynn joined the Rodeo Alaska Grand Entry Team and currently races with 907 Barrel Racers, and she hopes to start roping and competing in Alaskan rodeos. To further feed her love for animals, Katelynn works as a Veterinary Assistant for a mobile veterinarian. She plans to educate herself further by going to school to become a Veterinary Technician. After long days at work caring for animals, she comes home to her six horses, five dogs, four cats, and her rabbit. Katelynn is a proud Alaskan, has a strong work ethic, love for animals, a passion for horses, a deep unwavering faith in the Lord, and is a true patriot. She is honored to represent The Last Frontier as Miss Rodeo Alaska 2023.

Katelynn House

Katelynn House, Miss Rodeo Alaska 2023



Miss Rodeo Alaska Inc.

Sponsorship Opportunities

Why Sponsor?

Your help is vital to keep Miss Rodeo Alaska thriving and continuing to grow for years to come. Strong sponsor involvement and financial support enables Miss Rodeo Alaska, Inc. to provide opportunities for the young horse women of our great state. In order for the Miss Rodeo Alaska Pageant to continue crowning its title holders each year, your support is needed. We are managed 100% by volunteers.

Rodeo Association Sponsorship: \$2,500

Prominent Business Logo/Name on:

- Miss Rodeo Alaska Facebook Page and Website
- Signed and framed Miss Rodeo Alaska autograph picture
- Business banner displayed at pageant (banner provided by business)
- Use of Miss Rodeo Alaska name in advertisement with MRAK, Inc. board approval
- Scheduled autograph signing session at each rodeo with the Miss Rodeo Alaska Court
- Scheduled appearance by Miss Rodeo Alaska Court at each sanctioned rodeo (overlapping rodeos will result in Miss Rodeo Alaska, Inc. board decision)
- Radio/Television promotional appearances by Miss Rodeo Alaska
- Four (4) complimentary coronation tickets for the passing of the crown to the next Miss Rodeo Alaska
- Rodeo mentioned in "Where's the Rodeo Wednesday"

Chinook Salmon Sponsorship: \$1500

Prominent Business Logo/Name on:

- Miss Rodeo Alaska Facebook Page and Website
- Signed and framed Miss Rodeo Alaska autograph picture
- Business banner displayed at pageant (banner provided by business)
- Use of Miss Rodeo Alaska name in advertisement with MRAK, Inc. board approval
- Two (2) Scheduled autograph signing session at each rodeo with the Miss Rodeo Alaska Court
- Radio/Television promotional appearances by Miss Rodeo Alaska
- Two (2) complimentary Rodeo Alaska Finals Rodeo tickets
- Four (4) complimentary coronation tickets for the passing of the crown to the next Miss Rodeo Alaska
- Business mentioned during "Sponsorship Saturday" videos on Social Media

Sockeye Salmon Sponsorship: \$1000

Large Business Logo/Name on:

- Miss Rodeo Alaska Facebook Page and Website
- Signed and framed Miss Rodeo Alaska autograph picture
- Use of Miss Rodeo Alaska name in advertisement with MRAK, Inc. board approval
- One (1) Scheduled autograph signing session at each rodeo with the Miss Rodeo Alaska Court
- Two (2) complimentary Rodeo Alaska Finals Rodeo tickets
- Four (4) complimentary coronation tickets for the passing of the crown to the next Miss Rodeo Alaska



Miss Rodeo Alaska Inc. Sponsorship Opportunities

- Business mentioned during “Sponsorship Saturday” videos on Social Media

Coho Salmon Sponsorship: \$500

Small Business Name on:

- Miss Rodeo Alaska Facebook Page and Website
- Signed and framed Miss Rodeo Alaska autograph picture
- Use of Miss Rodeo Alaska name in advertisement with MRAK, Inc. board approval
- Guest appearance with the Miss Rodeo Alaska Court (autograph session not included)
- Two (2) complimentary coronation tickets for the passing of the crown to the next Miss Rodeo Alaska
- Business mentioned during “Sponsorship Saturday” videos on Social Media

Pink Salmon Sponsorship: \$250

Small Business Name on:

- Miss Rodeo Alaska Facebook Page and Website
- All Miss Rodeo Alaska Autograph Sheets
- One (1) complimentary coronation ticket for the passing of the crown to the next Miss Rodeo Alaska
- Business mentioned during “Sponsorship Saturday” videos on Social Media

OTHER OPPORTUNITIES

Trip Sponsor: Airline Miles or \$\$

- Miss Rodeo Alaska will travel all around the country to different community and rodeo events
Trips include: Denver Market & Stock Show, Canby Rodeo, Pendleton Roundup, Cheyenne Frontier Days, Turquoise Circuit Finals, and many more!

In-Kind Sponsorship

- Gas Cards, or product donations for awards.

PERPETUAL ALASKA SPONSORS:

D&S Concrete – Miss Rodeo Alaska Sweetheart Crown

Greeley Services – Miss Rodeo Alaska Princess Crown

Alaska Arctic Warriors – Miss Rodeo Alaska Teen Crown

Local Sponsors

CW Tack and Western Wear
John Gomes Photography
Laura Stockemer Photography
Branded Feed and Tack

Northwind Leather
Rodeo Alaska
Twin View Farms

National Sponsors

Greeley Hat Works
Justin Boots
Wrangler

Partners

Alaska High School Rodeo Association



Miss Rodeo Alaska Inc. Sponsorship Opportunities

WHAT MISS RODEO ALASKA CAN DO FOR YOU

- *RADIO/TELEVISION SPOT PROMOTIONS FOR YOUR STORE/EVENT/RODEO*
- *GUEST APPEARANCES - ASSIST WITH STORE PROMOTIONS, GRAND OPENINGS, FASHION SHOWS*
- *COMMUNITY APPEARANCES AT SCHOOLS, SPORTING EVENTS AND CIVIC GROUPS*
- *ASSIST WITH AWARDS PRESENTATIONS*
- *ACTS AS SPOKESPERSON FOR YOUR EVENT OR RODEO*
- *GREET PEOPLE AT THE DOOR/GATE OF YOUR EVENT/RODEO*
- *SIGN AUTOGRAPHS IN WESTERN APPAREL STORES, BANKS AND SCHOOLS, SHOPPING MALLS, HOSPITALS AND RETIREMENT CENTERS*
- *ASSIST THE MEDIA WITH INTERVIEWS AND INFORMATION DURING YOUR EVENT OR RODEO*
- *SPECIAL PROMOTIONS WITH LOCAL SPONSORS/ACT AS A LIAISON BETWEEN THE PUBLIC AND THE PEOPLE and SPONSOR INVOLVED*
- *REGULAR RADIO SHOW ABOUT RODEO/SPOKESPERSON TO FIELD QUESTIONS AND INQUIRIES REGARDING CRUELTY TO ANIMALS*
- *PARTICIPATE IN YOUR QUEEN PAGEANT AS JUDGE, EMCEE OR GUEST*

When you book Miss Rodeo Alaska, remember that she is the official Representative of the sport of professional rodeo as well as the State of Alaska. She is well versed on rodeo, horsemanship skills, appropriate appearance and public speaking.

She can help make your rodeo or promotional event a fun-filled success.

The use of local TV and newspapers is an excellent way to advertise your guest's schedule of social and rodeo appearances. The only thing that limits the appearance of your rodeo celebrity is time.

It is important to schedule the appearance of MISS RODEO ALASKA well in advance. This will assure that your press conferences, interviews and appearances will be well coordinated and effective.



Miss Rodeo Alaska Inc. Sponsorship Form

DATE: _____

Contact Name _____ Phone # _____

Business Name _____

Address _____

City, State, Zip _____

Email Address _____

Website _____

Please select how you would like to support the Miss Rodeo Alaska Family:

____ Rodeo Association \$2,500

____ Chinook Salmon \$1,500

____ Sockeye Salmon \$1,000

____ Coho Salmon \$500

____ Pink Salmon \$250

____ Friends and Supporters \$ _____

____ In-Kind Sponsorship _____

Gas cards, airline miles, and product donation will receive recognition of their value at the above levels.

Please enclose this completed form and payment to:

Miss Rodeo Alaska, Inc
1802 N. Water Street
Ellensburg, WA 98926



Official Affiliate of
Miss Rodeo America, Inc.