

Sponsorship Opportunities

Miss Rodeo Alaska, Inc. - A registered 501(c)(3) Non-Profit Corporation



Official Affiliate of
Miss Rodeo America, Inc.



Miss Rodeo Alaska, Inc. Sponsorship Packet 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 rein, 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.

Rodeo Queen in The Last Frontier

My name is Kelsy Jo Konkright. I am a 25-year-old from Anchorage, Alaska and am proud to represent the Last Frontier as Miss Rodeo Alaska 2020!

Originally from Washington State, I moved to Alaska in 2013 to attend the University of Alaska Anchorage and compete for their NCAA Division 1 Gymnastics Team. Upon graduating in 2016 with a Bachelor of Science degree in Geological Sciences, I then went on to earn a Master of Science degree in Geoscience from the University of Nevada, Las Vegas in 2019, while also teaching geology courses there. Since graduating, I returned to my adopted home, the state of Alaska and I am so glad to be back!

I grew up trail riding in the mountains, and attending and competing in equestrian events and rodeos. I've competed in performance, cattle, and timed events with my horses and ponies all my life. At age 8, I began participating in 4-H equestrian events and public speaking, representing my county at the state level each year. I also helped found the Washington High School Equestrian Team at my high school during my Junior year, qualified for state finals and lettered both years that I was able to compete. I continue to assist younger members with their horsemanship and personal skills.

While attending college in Alaska, I was reintroduced to the sport of rodeo and fell in love with it while volunteering with Rodeo Alaska. My love for rodeo was further fueled while attending graduate school at the University of Nevada Las Vegas, where I got to experience, first hand, all of the rodeo related events the city hosts, such as the WNFR, Cowboy Christmas, and PBR World Finals.

I love to be outdoors and hope to begin a career with the United States Forest Service, National Park Service, Bureau of Land Management, or Department of Natural Resources to help preserve recreational lands, and eventually transition back to an educational capacity, teaching geology and introducing others to the physical study of the natural world. I am thrilled to represent rodeo throughout the state of Alaska and beyond. I believe it is incredibly important to provide a strong role model for young women and girls in the community, in addition to increasing interest in rodeo and promoting rodeo heritage and the western way of life. Your sponsorship will help me continue to learn and grow, and give back to the rodeo community.

Thank you for your consideration!



Kelsy Konkright, Miss Rodeo Alaska 2020



Sponsorship Opportunities

Miss Rodeo Alaska

Sponsorship



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
- Eight (8) 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: \$1,500

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
- Two (2) Scheduled Autograph Signing Session at your business with the Miss Rodeo Alaska Court
- Radio/Television Promotional Appearance by Miss Rodeo Alaska
- Four (4) complimentary Rodeo Alaska Finals Rodeo tickets
- Six (6) complimentary coronation tickets for the passing of the crown to the next Miss Rodeo Alaska
- Business mentioned during Sponsorship Saturday videos on Social Media



Sponsorship Opportunities

Miss Rodeo Alaska

Sponsorship



Sockeye Salmon Sponsorship: \$1,000

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 your business 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
- Business mentioned during Sponsorship Saturday videos on Social Media

Coho Salmon Sponsorship: \$500

Small 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
- 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

Business Name on:

- Miss Rodeo Alaska Facebook Page and Website
- 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



Perpetual Sponsors

Miss Rodeo Alaska, Inc. would like to thank the following sponsors. Without them sponsoring year after year, Miss Rodeo Alaska would not be able to promote rodeo and the western way of life throughout Alaska and beyond.

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 In-Kind Sponsors:

CW Tack & Western Wear
John Gomes Photography
Laura Stockemer Photography
M - D Tack, Wasilla
Northwind Leather
Palmer Moose Lodge
Rodeo Alaska
Sooner Country Photography
Twin View Farm

National Sponsors:

Miss Rodeo Texas Pageant - Miss Rodeo Alaska Crown
Greeley Hat Works
Justin Boots
Wrangler

Partners:

Miss Rodeo Oregon, Inc. Foundation
Alaska High School Rodeo Association

Official Affiliate of
Miss Rodeo America, Inc.



**Miss Rodeo Alaska, Inc.
Sponsorship Packet**

Contact Name _____ Phone # _____

Business Name _____

Address _____

City, State, Zip _____

Email Address _____

Website _____

Requesting Title Holder _____

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 donations will receive recognition of their value at the
above level

Please enclose this completed form and payment to:

Miss Rodeo Alaska Pageant
C/O Lacy Schebler
420 Pettis Rd
Anchorage, AK 99515



Thank you
for sponsoring
Miss Rodeo Alaska 2020
Kelsy Konkright

Official Affiliate of
Miss Rodeo America, Inc.