



# TEXAS RODEO COWBOY HALL OF FAME

PRESERVING THE PAST - PROMOTING THE FUTURE

Dear Friends of Texas Rodeo,

The Texas "Rodeo" Cowboy Hall of Fame is dedicated to preserving the history and heritage of the Texas rodeo cowboy and cowgirl. Founded in 1975 by Johnny Boren of Belton, Texas. His passion to highlight rodeo and the people of rodeo has grown into a beautiful tribute of over 390 pictures and biographies. Currently, this very special tribute can be found on the walls of the Cowtown Coliseum in the Historic Fort Worth Stockyards. You will find both the acclaimed and the unsung heroes that made Texas rodeo what it is today!

The Texas Rodeo Cowboy Hall of Fame is committed to the lifelong honor of preserving the rodeo lifestyle that has enriched the lives of countless cowboys and cowgirls and their families.

We ask that you help us in this opportunity to protect the history of Texas Rodeo. With generous donations and sponsorships from like-minded people, I know we can pass this culture on to many more generations!

Attendance at our 2021 Induction exceeded 645 guests between the ceremony and our golf tournament.

Please, consider supporting The Texas "Rodeo" Cowboy Hall of Fame.

Enclosed you will find the 2022 Sponsorship Packet.

Sincerely,

A handwritten signature in blue ink that reads "Jack Ward". The signature is written in a cursive, flowing style.

Jack Ward, President  
Texas Rodeo Cowboy Hall of Fame



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## Sponsorship Opportunities

The Texas Rodeo Cowboy Hall of FAME was founded in 1975 by Belton businessman and PRCA contestant Johnny Boren. His vision and passion for rodeo and for the people of rodeo has allowed us grow into an organization that has been able to pay tribute to over 390 cowboys and cowgirls. Their pictures and biographies currently drape the walls of the Cowtown Coliseum, in the Historic Fort Worth Stockyards. Honored are both the acclaimed and unsung heroes that made Texas rodeo what it is today.

The Texas Rodeo Cowboy Hall of Fame prides itself on honoring world champions and lesser-known trailblazers. Though some of their names may not be as recognizable as others, their impact on the culture and history of rodeo is appreciated by all. That is what makes rodeo and rodeo people so special and that is why the Texas Rodeo Cowboy Hall of Fame is dedicated to preserving the history and heritage of the Texas rodeo cowboy and cowgirl. Texas is known for many great accomplishments, but being home to many of the best cowboys and cowgirls in the entire world is one of its highest honors.

The TRCHF holds an induction ceremony each year to recognize the contributions of the Texas Rodeo heroes and heroines. In addition, the induction provides the opportunity to reunite history and memories of rodeo in one magical event. We at the TRCHF are proud to be home to these brilliant rodeo stories, places and the people who lived them.



# TEXAS RODEO COWBOY HALL OF FAME RODEO REUNION & INDUCTION

Held in April Annually in the  
Historic Fort Worth Stockyards

*We are a 501c3 Charity.*

## Sponsorship Opportunities

### **PREMIER SPONSOR - \$10,000.00**

- Featured on the Texas Rodeo Cowboy Hall of Fame website with a link to your website
  - Recognition in induction program and on event slide show
  - Premium reserved table for 8 with name on table at Induction.
  - Framed commemorative print by Roger Langford autographed by inductees
  - Complimentary one year membership to the TRCHF for one person
  - One page ad in President's letter mailed out to membership
  - One night stay at Springhill Suites for two guests the night prior to induction ceremony
  - Facebook posts published twice monthly throughout the year with company or product highlights
  - Two complimentary tickets to the Cowtown Coliseum Rodeo Performance night of Induction
  - Gift Bag from TRCHF at your table upon arrival
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### **MAJOR SPONSOR - \$5,000.00**

- Featured on the Texas Rodeo Cowboy Hall of Fame website with a link to your website
  - Recognition in induction program and on event slide show
  - Recognition from the podium during event
  - Premium reserved table for 8 upon request with name on table at induction
  - Commemorative gift
  - Facebook post made via TRCHF page once a month throughout the year
  - Framed group inductee photo
  - Gift Bag from TRCHF at your table upon arrival
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### **SPONSOR - \$2,000.00**

- Recognition on website throughout the year
- Recognition in induction program and on event slide show
- Reserved table for 8 upon request at induction with name on table
- Facebook post made once monthly
- Gift Bag from TRCHF at your table upon arrival



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## Sponsorship Opportunities

### **HORIZON SPONSOR - \$1,500.00**

- Reserved table at Induction with name on table
  - Host 2 Horizon Honorees and their parents at your table
  - Recognition in Induction program and on event slide show
  - Recognition on website throughout the year
  - Facebook post made four times per year
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### **ARENA DIRECTOR SPONSORSHIP - \$1,000.00**

- Reserved table for four at induction
  - Recognition in Induction program and on event slide show
  - Recognition on website
  - Facebook post made twice a year for one year
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### **BUCKLE SPONSOR - \$300.00**

- Recognition in Induction program



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## Sponsorship Opportunities

### **AUCTION DONATIONS: Silent and Live Auction**

Marilyn Tadlock Ellis, Auction chair at 1-940-765-8899 Email: mktellis@hotmail.com

### **SCHOLARSHIP DONATIONS: \$100.00 AND UP**

Todd Kercheval, Scholarship Chair at 1-817-296-9575 Email: todd@toddkercheval.com

### **GOLF TOURNAMENT SPONSOR OPPORTUNITIES**

Ronda May or Jack Ward at 1-817-832-3117

### **SPONSORSHIP COMMITTEE CHAIR:**

Courtney Cantrell-Urbanek at 361-645-9476

Email: courtneycantrell@hotmail.com

Texas Rodeo Cowboy  
Hall of Fame



Preserving Rodeo History \* Honoring Rodeo Achievement

## **Texas Rodeo Cowboy Hall of Fame**

Administrative Office

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WWW.TEXASRODEOCOWBOY.COM