



# RIDE FOR THE BRAND

RIDE FOR THE BRAND  
RANCH RODEO  
August 2, 2025

DANCE IN THE DIRT  
WITH THE JASON WOLF BAND

IMMEDIATELY FOLLOWING THE RANCH RODEO



# ABOUT US



The **Ride for the Brand** is held in Colorado Springs and is the largest Ranch Rodeo sanctioned by the Working Ranch Cowboys Association. This event is all about authentic working cowboys. Proceeds benefit local ranchers and their families through the WRCA Foundation as well as other local charities.

**SATURDAY, AUGUST 2**

## **RIDE FOR THE BRAND RANCH RODEO**

**NORRIS PENROSE  
EVENT CENTER  
6 PM  
(DOORS OPEN 4 PM)**

**DANCE IN THE DIRT!  
WITH THE  
JASON WULF  
BAND**

### **RIDE FOR THE BRAND HISTORY**

Ride for the Brand Ranch Rodeo was formed in 2003 to showcase our own local ranch cowboys and give back to the foundations that support them. Teams from ranches across the country join to compete in an evening of fun and tradition. These cowboys work all week on their ranches, sorting and moving cattle, starting colts, doctoring and branding calves. They ride for the legendary brands that still represent the heart of America's livestock industry.



# SUPPORTING OUR COMMUNITY

## ORGANIZATIONS WE HAVE SUPPORTED INCLUDE:

- WRCA Foundation
- WRCA Crisis Fund
- WRCA Wildlife Relief Fund
- WRCA Scholarships
- Church on the Ranch
- Miami Yoder FFA
- Elbert School #200 FFA
- Calhan FFA
- Genoa-Hugo FFA
- Eastern Plains Cowbells
- Pikes Peak  
Range Rider Foundation



## RIDE FOR THE BRAND

HAS DONATED  
MORE THAN

**\$100,000**

TO THE

**WRCA  
FOUNDATION**

OVER THE LAST 10 YEARS TO  
PROVIDE FINANCIAL ASSISTANCE  
TO WORKING RANCH COWBOYS  
AND THEIR FAMILIES.



# SPONSORSHIPS

**PRESENTING  
SPONSOR**

**\$15,000**

**COMPANY NAME INCLUDED  
IN ALL REFERENCES OF EVENT**

**LOGO INCLUSION IN:**

Website & Social Media  
Advertisements & Posters

**PROMOTIONAL RADIO MENTIONS**

**VENDOR TABLE/TENT SPACE AT  
SATURDAY'S RODEO**

**4X, 8'X3' BANNERS AT EVENT VENUE**

**SPONSOR TROPHY BUCKLE**

**BUCKING CHUTE SPONSOR**

**TICKET  
BENEFITS**

**6 VIP TICKETS**

**TWO, 16-SEAT BOXES**

# SPONSORSHIPS

## DANCE IN THE DIRT SPONSOR

**\$5,000**

**COMPANY NAME FEATURED ON STAGE**

**LOGO INCLUSION IN:**

Website & Social Media  
Event Posters

**VENDOR TABLE/TENT SPACE AT  
SATURDAY'S RODEO**

**4X, 8'X3' BANNERS AT EVENT VENUE**

**BUCKING CHUTE SPONSOR**

Mention by announcers during rodeo  
Mention by band during performance

## TICKET BENEFITS

**6 VIP TICKETS**

**ONE, 16-SEAT BOX**

# SPONSORSHIPS

**GOLD  
SPONSOR**  
**\$5,000**

**LOGO INCLUSION IN:**  
Website & Social Media  
Event Posters

**VENDOR TABLE/TENT SPACE AT  
SATURDAY'S RODEO**

**2X, 8'X3' BANNERS AT EVENT VENUE**

**BUCKING CHUTE SPONSOR**  
Mention by Announcers During Rodeo

**TICKET  
BENEFITS**

**6 VIP TICKETS**

**ONE, 16-SEAT BOX**

# SPONSORSHIPS

## SILVER SPONSOR

**\$2,500**

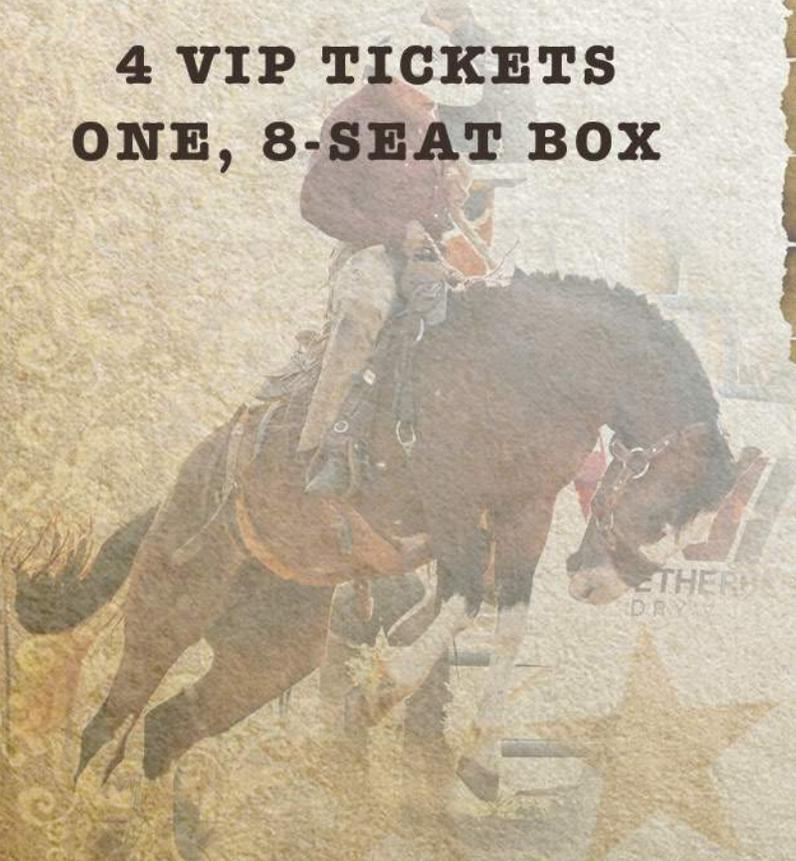
LOGO INCLUSION IN:  
Website & Social Media  
Event Posters

2X, 8'X3' BANNERS  
AT EVENT VENUE



## TICKET BENEFITS

4 VIP TICKETS  
ONE, 8-SEAT BOX



## BRONZE SPONSOR

**\$1,000**

LOGO INCLUSION IN:  
Website & Social Media  
1X, 8'X3' BANNER AT  
EVENT VENUE

## TICKET BENEFITS

2 VIP TICKETS  
FOUR BOX SEATS

# SPONSORSHIPS

## STOCK SPONSOR \$10,000

LOGO INCLUSION IN:  
Website & Social Media  
Event Posters

4X, 8'X3' BANNERS AT EVENT VENUE  
BUCKING CHUTE SPONSOR

Mention by Announcers During Rodeo

**TICKET BENEFITS**  
6 VIP TICKETS  
TWO, 16-SEAT BOXES

## VIP CLUB SPONSOR \$10,000

LOGO INCLUSION IN:  
Website & Social Media  
Event Posters

4X, 8'X3' BANNERS  
AT EVENT VENUE

BUCKING CHUTE SPONSOR  
Mention by Announcers During Rodeo

**TICKET BENEFITS**  
20 VIP TICKETS

## BUCKLE SPONSOR \$3,500

LOGO INCLUSION IN:  
Website & Social Media  
Event Posters

LOGO ENGRAVED ON THE BACK OF  
ALL TROPHY BUCKLES

2X, 8'X3' BANNERS AT EVENT VENUE

**TICKET BENEFITS**  
4 VIP TICKETS | ONE, 8-SEAT BOX

## TEAM APPAREL SPONSOR SPONSOR \$7,500

LOGO INCLUSION IN:  
Website & Social Media  
Event Posters

LOGO ON APPAREL  
4X, 8'X3' BANNERS AT EVENT VENUE  
BUCKING CHUTE SPONSOR

Mention by Announcers During Rodeo

**TICKET BENEFITS**  
6 VIP TICKETS | ONE, 8-SEAT BOX

## BRANDING CLUB SPONSOR \$5,000

INCLUDES \$1,000 FOOD CREDIT

LOGO INCLUSION IN:  
Website & Social Media  
Event Posters

2X, 8'X3' BANNERS AT EVENT VENUE  
BUCKING CHUTE SPONSOR

Mention by Announcers During Rodeo

**TICKET BENEFITS**  
20 VIP TICKETS TO BRANDING CLUB





# RIDE FOR THE BRAND RANCH RODEO

**This event has averaged more than 2,000 fans per year for the past five years with more than 2,700 people filling the stands at the Norris Penrose Event Center in 2022, 2023 and 2024.**

**In addition, 2024 marked the fourth year of our partnership with the Cowboy Channel. The Ride for the Brand Ranch Rodeo was broadcast on the Cowboy Channel + app with rodeo fans across the country and around the world being exposed to our great sponsors.**

# PARTNER WITH US



**Contact for sponsorship opportunities  
(719) 357-0851 | [Wulfjh@gmail.com](mailto:Wulfjh@gmail.com)**

All donations are tax deductible  
under 501(c)(3) Non-Profit Status  
Tax ID # 82-4673622

Visit [rideforthebrand.org](http://rideforthebrand.org) to learn more about our rodeo  
and see a list of our sponsors.