



Rodeo Sponsor Info

2007-2008



Since 1974, United States Smokeless Tobacco Company has awarded scholarships each year to college rodeo athletes. The 1994-1995 year was the Three Million dollar mark after awarding \$202,700 on an annual basis. Today the donation exceeds Four Million!

Regional awards: Rodeo athletes in each of the eleven regions of the NIRA receive scholarships for placing first or second in the final regional standings in each event and the all around. A yearly total of \$108,900 is provided by United States Smokeless Tobacco Company toward regional awards.

College National Finals Rodeo awards: Qualifying rodeo athletes at the CNFR receive an additional \$34,700 divided among the top three finishers at the CNFR. In addition, an impressive \$54,000 is awarded to the top five men's and women's teams at the CNFR.

Academic Scholarships: Since helping to pioneer the United States Smokeless Tobacco Scholarship Awards Program, Walt Garrison ushered in a new era by recognizing the rodeo athletes with the highest grade point averages for the current year who qualify and compete at the CNFR. First, second and third men and women scholar athletes divide \$5,100.



The Wrangler Brand involvement with the NIRA covers an Officials Program, Officials Seminars, CNFR support, co-sponsor of the CNFR telecast and an advertising program. The Company, an apparel manufacturer, has provided NIRA assistance since 1982.

The heart of the program consists of an Officials Program. Wrangler subsidizes judges fees at all NIRA sanctioned rodeos, in addition to providing support for the judges' fees and expenses at the CNFR. The Wrangler Brand also funds eleven Officials Seminars yearly that are designed to maintain a high quality of officiating at the NIRA rodeos. The vests worn by these officials are provided by Wrangler as well.

The Wrangler/NIRA officials program assures quality judging at college rodeos through regional seminars and judge payment for each NIRA approved rodeo.

Wrangler Brand also provides banners and posters to the NIRA regions for promotional use at their rodeos.



Wrangler Hats, the official hat of college rodeo, joined the NIRA's sponsor team October, 2002. Wrangler Hats will be providing award hats to regional rodeos, and the College National Finals Rodeo.



Dodge Rodeo is the official automotive sponsor of the NIRA. The all-new Dodge Ram Heavy Duty Truck debuts as the most powerful heavy duty pickup in its class. The legendary Hemi has returned as Dodge's Heavy Duty all-new standard gasoline engine. The Dodge Rodeo marketing program has a 25 year history, and over 1250 Dodge dealers across the country. The Dodge brand sponsors over 650 rodeos every year throughout the PRCA, NIRA, NHSRA, Little Britches, and many other grass-roots associations. As a function with the NIRA, DaimlerChrysler Affiliate Rewards is offering NIRA members preferred pricing (1% below factory invoice) when purchasing select new Chrysler, Jeep, or Dodge vehicles. To obtain information please contact Dodge Rodeo at (641) 684-6000.



Red Wing Shoe Company, Inc. and Pecos Boots joined the NIRA National Sponsor group in 2005. They are the "Official Work Boot" of college rodeo. From a tiny corner shop started in 1905, Red Wing Shoe Company, Inc. has grown into the most respected manufacturer of hard working boots and shoes around the globe. Today, with three facilities and hundreds of craftspeople making thousands of pairs by hand each day, Red Wing Shoe Company, Inc. will continue to provide comfort, quality and durability for the next hundred years. For information on Pecos and Red Wing please visit their website at www.collegerodeo.com.



Cactus Ropes, founded in 1991, manufactures ropes that are the most durable and consistent products available. They can be found at local retailers, or www.cactusropes.com, or 1-800-SPINWIN.



At Cactus Saddlery, Values and Ethics are more than words, they are business philosophies. Cactus Saddlery offers a full line of saddles and strap goods, designed and manufactured by their hand craftsmen. Visit them at www.cactussaddlery.com or call 1-866-605-6567.



Heel-O-Matic Training Systems design and manufacture state-of-the-art practice machines for team roping. Visit them at www.heelomatic.com or call 1-888-HEELING.



Master rope makers, Fast Back Ropes, manufactures and sells the highest quality ropes on the market. Visit them at www.fastbackropes.com or call 1-800-479-1851.



Pro Equine has been manufacturing the Best equine sports products available for over 20 years. They hold half the industry's patents on equine leg protection. Visit them at www.proequine.com or call 1-800-411-1986.



Maynard Buckles donates the championship buckles for the College National Finals Rodeo. Maynard Buckles is

located in Thoreau, NM. They have been a generous sponsor of the CNFR since 1999.



Powder River Livestock Handling Equipment is the CNFR's official arena provider. Powder River also sponsors the NIRA's Coach's Breakfast and Coach of the Year Award.