



If your business is not able to make a contribution at this time, please consider **donating a raffle basket** for the **MRWI 2025 Coronation** being held in January. The MRWI 2025 crowning will be open to the public and **we hope to see you there! :)**



THANK YOU!

Thank you so much for taking the time to read this brochure! We truly hope to be working with you and your company! We are extremely thankful for any support as we live out our dreams as rodeo queens!

Contact Us For More Info

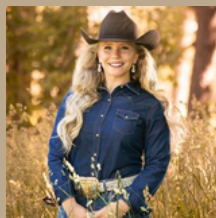
☎ +920-508-0042

✉ missrodeowisconsin2025@gmail.com

Facebook: Miss Rodeo Wisconsin Pageant



ASHLEY JOHNSON MISS RODEO WISCONSIN 2025



Ashley is currently attending UWRP majoring in Agriculture Education. She has been advancing her horsemanship skills by riding with the Ranch Horse Team, as well as taking roping lessons on her horse Squash. Ashley has two Australian Shepard's that love traveling along to rodeos. In the past, she has held the Mid-Western Rodeo Queen and Miss Teen Rodeo Wisconsin titles. Ashley has also rode on the Pink Ribbon Rebels Drill Team and the Rodeo City Riders Drill Team. This year, she is extremely excited to share this experience with her best friend, her sister.

AVA JOHNSON MISS TEEN RODEO WISCONSIN 2025



This past year, Ava Johnson graduated from Fox Valley Technical College with her Ag Business Management Diploma as well as her Commercial Drivers License. Currently, she is working as a service technician at TLC sign as well as helping out on her family farm. Ava plans to attend farrier school, as well as work on a beef cattle operation with her horse Paint and her dog Keyne (Key-ni). She rode on the Pink Ribbon Rebels Drill Team, held the title of Mid-Western Rodeo Queen, and is eagerly learning to break-away rope. As Ava travels around the state, she is most excited about networking and building connections with contestants, fans, and ranchers.

PARTNER WITH THE STATE RODEO QUEEN SISTERS!



ABOUT

This sister pair is living their dreams as rodeo queens! They competed in the three day pageant where they were judged on Horsemanship, Personality, Knowledge, Photogenics, and Appearance. At the coronation **Ashley Johnson** and **Ava Johnson** were awarded the two titles, **Miss Rodeo Wisconsin 2025**, and **Miss Teen Rodeo Wisconsin 2024-2025**.



WHY SPONSOR?

State Queens are expected to make many public appearances during their 12 month reign traveling across the state, as well as nationwide. These two sisters have a plan to hit all 11 + Wisconsin rodeos, attend at least 8 out of 10 state events, as well as community gatherings and library readings! With these plans, sponsoring will be able to help fund this amazing journey, as this is NOT a paid position.

OUR MISSION

is to inspire the next generation of cowboys and cowgirls. We strive to encourage others to pursue their dreams; no matter how unattainable they may seem. We are extremely excited to make many life-long connections throughout the US. We are passionate about offering people the support and motivation they need to achieve their wildest dreams. We believe anything is possible with some grit, faith, and a smile on your face!



DUTIES

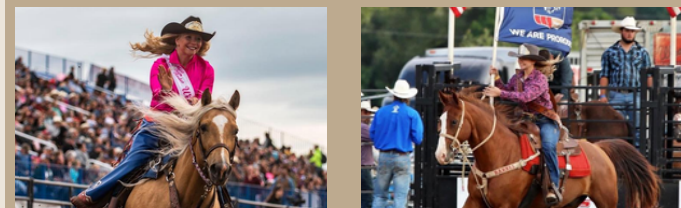
- Promote the sport of rodeo wherever we go!
- Carry the American, State, and/or sponsor flags
- Attend parades riding horse following the MRWI official truck/trailer
- Shag Cattle - Herd cattle back to the chutes after timed events
- Queen Fly By's- Gallop around the arena while the announcer says an introduction
- Make various appearances including but not limited to, school visits, club meetings, and media interviews
- Help with kids events before and after the rodeo
- Sign autographs after each rodeo, at events, and at all other appearances
- Attend the pageant, fashion shows, committee meetings, volunteer events, fundraising events, etc.

WHAT'S IN IT FOR YOUR BUSINESS?

- **Brand Visibility:** Advertise your business across the state and beyond.
- **Content Creation:** Be highlighted in posts this year on MRWI social media accounts that have over 4,000 followers.
- **Sales Opportunities:** Advertise your business in the 7th highest ranked fan base in professional sports, rodeo!
- **Community Involvement:** Strengthen your ties with the community and build long-term relationships
- **Positive Image:** Associating your brand with positive events can enhance your company's reputation.
- **Customer Loyalty:** When people see that you're supporting something they care about, they are more likely to support your business in return.
- **Competitive Advantage:** Sponsoring can set your business apart from competitors who are not involved in similar initiatives.
- **Tax Benefits:** We are a 501(c)(3) non profit organization.



All money raised will go towards costs like:
Fuel, airfare, autograph pages, banners, advertising cards, leather chaps, hotels, truck and trailer maintenance, horse maintenance, vet certificates, pageant and arena clothing, coronation costs, and much more



SPONSORSHIP LEVELS

Turquoise \$1-\$249

- Listed as a sponsor on the website
- Shout out as a sponsor on MRWI social media
- Free coronation ticket

Silver \$250-\$499

- All of the above
- Listed as a sponsor on autograph pages (Expected to hand out over 5,000 autograph pages throughout the year)

Gold \$500-\$999

- All of the above
- 2 Medium size advertisements on truck wrap (Truck will be driven to all in-state events & entered in various parades)
- Individual post highlighting your business on MRWI social media

Platinum \$1,000+

- All of the above
- 2 Large size advertisements on truck wrap
- 2 Individual post highlighting your business on MRWI social media
- Attend company event as MRWI or MTWRI

