BARNES PRCA RODEO

CONTINUING THE TRADITION STARTED IN 1950

Corporate Sponsorship Opportunities

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INTRODUCTION

Established in 1950, Barnes PRCA Rodeo from Peterson, Iowa continues to be a premier livestock contracting company and member of the Professional Rodeo Cowboy Association. The quality of Barnes PRCA Rodeo is captured within lasting relationships they have forged the past 75 years.

Today, Marty Barnes owns and manages all aspects of the livestock, rodeo production and breeding program with his eldest son, Westin, and their families. Barnes PRCA Rodeo annually produces over 30 events across the United States.

The loyalty of many of our Rodeo committees is proven with their continued commitment to Barnes PRCA Rodeo.

Marty Barnes

Westin Barnes

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HISTORY

Barnes PRCA Rodeo, is a legendary institution that has thrived for seven decades. Our remarkable journey traces its origins back to the year 1950, when Bob Barnes, a dedicated member of the Rodeo Cowboys Association, set in motion what would become an enduring legacy. Over the years, founding members of Barnes PRCA Rodeo served on esteemed platforms such as the PRCA Board of Directors, the National Finals Rodeo Committee, and numerous other influential boards and committees within the rodeo community.

Today, Barnes PRCA Rodeo proudly stands as a testament to Bob's unwavering commitment to integrity and hardwork. Bob, affectionately known as "the Colonel", remains as an enduring icon in the world of professional rodeo. His accolodes include being selected as the 1984 PRCA Stock Contractor of The Year and a well-deserved induction into the Pro Rodeo Hall of Fame in 1994. His wife, Donita Barnes, was posthumously awareded the inaugural PRCA Lifetime Achievement Award for contract personnel at The PRCA award banquet in 2011. The PRCA Lifetime Achievement Award was renamed in her honor in 2012.

Currently guided by second and third-generation family members, Barnes PRCA Rodeo continues its legacy of organizing nationally acclaimed events. At Barnes PRCA Rodeo, we are not just custodians of a proud history; we are forging a dynamic future. Join us in this exciting journey as we continue to honor our heritage while embracing new horizons.

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SPONSORSHIP

BRAND EXPOSURE

Associating your brand with Barnes PRCA Rodeo will provide extensive media coverage offering your brand significant exposure on multiple levels.

MEASURABLE ROI

We employ advanced analytics and reporting tools to measure the success of our partnerships. You can expect tangible, data-driven insights into the impact of your investment.

AUDIENCE ENGAGEMENT

Our events are family friendly and appeal to a broad demographic, ensuring that your brand connects with a wide and engaged audience.

EXCLUSIVE ACCESS

As a corporate sponsor, you will have the opportunity to gain exclusive access to behind-the-scenes experiences, meet-and-greets with rodeo professionals, and VIP privileges.

CUSTOMIZED PARTNERSHIP

We understand that each corporate partner has unique goals and objectives. We are committed to tailoring our partnership to meet your specific needs, whether that involves brand visibility, hospitality, or community engagement.

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RODEO FAN LOYALTY & SPORT GROWTH

As an event sponsor, understanding the depth of passion and commitment among rodeo enthusiasts is crucial to recognizing the value of your potential sponsorship.

- According to the PRCA, there are 43 million active fans of the sport, with more than 6.5 million in-person attendees to rodeos each year.
- Sponsor loyalty of rodeo fans is second only to those of Nascar.

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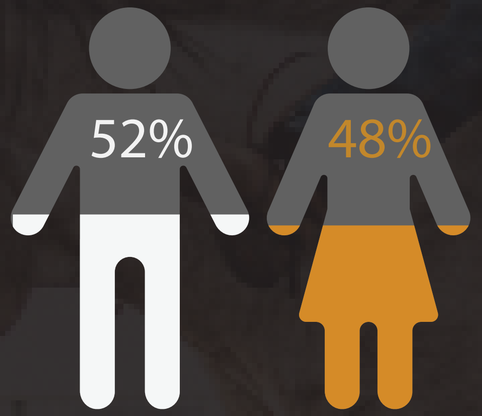
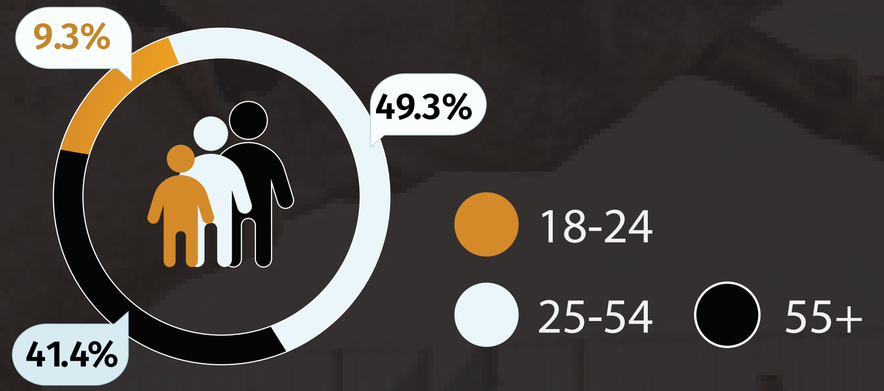
DEMOGRAPHIC



GENDER



AGE

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2024 EVENT SCHEDULE

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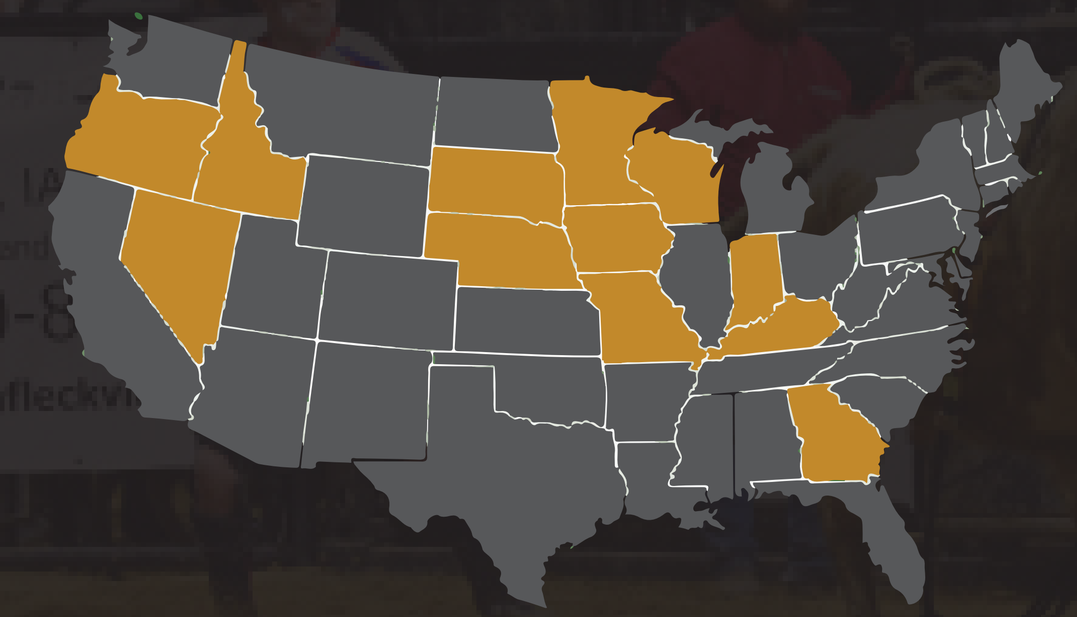
Thousands of Opportunities.



Currently in 12 states, available Nationwide.

Feb 22-24 | Perry, GA
Apr 5-6 | Ames, IA
Apr 19-20 | Madison, WI
Apr 26-27 | St. Paul, MN
May 10-11 | Springfield, NE
May 30-Jun 1 | Cherokee, IA
Jun 7-9 | Merill, WI
Jun 7-8 | Hawley, MN
Jun 14-15 | Stockton, MO
Jun 20-22 | Buffalo, MN
Jul 1-4 | Molalla, OR
Jul 5-6 | Phillips, WI
Jul 10 | Decorah, IA
Jul 11-13 | Spooner, WI
Jul 19-20 | Wapello, IA
Jul 19 | Faribault, MN
Jul 20 | Ida Grove, IA
Jul 24 | Sac City, IA
Aug 1 | Moville, IA
Aug 10 | Morris, MN
Aug 9-10 | Lady Smith, WI
Aug 12 | Parker, SD
Aug 15-16 | Marshall, MN
Aug 15-17 | Burley, ID
Aug 16-17 | Glenwood City, WI
Aug 31-Sept 2 | Larchwood, IA
Sept 2 | St. Paul, MN
Sept 6-7 | River Falls, WI
Sept 20-21 | Ft. Dodge, IA
Nov 8-9 | Las Vegas, NV
Nov 7-9 | Louisville, KY
Dec 7-16 | Las Vegas, NV

...And More to Be Released!

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SPONSORSHIP OPPORTUNITIES

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BRANDING

Your company logo is more than just a symbol; it's your identity. By prominently featuring your logo at our events, we ensure that your brand is at the forefront of the rodeo fan's experience.

Corporate sponsor packages custom designed to meet your vision.

Possibilities include but are not limited to:

- In arena signage
- Barrel Racing Covers
- Production Staff Attire
- Truck/Trailer
- Website/Social Media
- Video Board
- P.A. Promotion
- Etc...

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CONTACT US

We understand that our pricing is not readily available. We want each sponsor to have a conversation with us to express their wants and needs. From that conversation, we will be able to create a proposal tailored to your sponsorship vision.

Marty Barnes

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https://www.barnesprcarodeo.com/