



NHSRA Sponsor Scripts



These sponsor scripts are to be read at each NHSRA sanctioned rodeo [all State/ Provincial Rodeos throughout the year]. Please provide the rodeo announce with these scripts before each rodeo performance.

Advised times for rodeo announcer to read:

during the grand entry

during arena drags

lulls throughout the rodeo performances, etc.

CINCH: "the Official Jean and Shirt of NHSRA"



LEAD, DON'T FOLLOW. Cinch Jeans & Shirts is paving the way in western apparel as the official jeans and shirt sponsor of the National High School Rodeo Association.

Outfit yourself like the team Cinch athletes– Find your local CINCH store by visiting cinchjeans.com.

Since 1996, the Cinch Clothing brand has been creating quality western jeans and shirts for both in and out of the arena. LEAD, DON'T FOLLOW.

Want to keep up with your favorite CINCH athlete? Like CINCH on Facebook and follow on Twitter at [@cinchjeans](https://twitter.com/cinchjeans) for more action on the rodeo road.



Look and feel like a champion – Cinch Jeans & Shirts has been outfitting rodeo contestants since 1996 in the best western shirts and jeans inside and outside the arena

Leading the way in the western apparel business – Cinch Jeans & Shirts combines performance and quality for the best-looking denim and shirts in the West.

Committed to the future of rodeo, Cinch Jeans & Shirts awards over \$150,000 in scholarships annually to junior high and high school rodeo athletes.



LEAD, DON'T FOLLOW. Since 1996, the Cinch Clothing brand has been creating quality jeans and shirts for western men both in and out of the arena. Some of the best athletes from the rodeo, bull riding and equine performance circles love Cinch jeans and shirts because of the quality fit and the authentic western look. From collared shirts with short sleeves or long sleeves to outerwear and athletic gear to fashion-forward western jeans, the Cinch brand puts fit and styling first. The designs and reputation of Cinch Jeans make Cinch Clothing the number one choice for those who live and breathe the western way of life.

CORRAL: "the Official Footwear of NHSRA"



"Corral boots is honored to be the Official Boot sponsor of the National High School Rodeo Association. We are committed to supporting the next generation of Rodeo Athletes along their journeys and providing them with hand crafted boots featuring comfort and performance to match both their drive and perseverance."

Boot Barn: "the Official Western Retailer of NHSRA"



The National High School Rodeo Association would like to thank Boot Barn for being a NHSRA National Sponsor. Boot Barn, the official Western Retailer of The National High School Rodeo Association and The National High School Finals Rodeo. Also, be sure to visit www.bootbarn.com to shop or find a Boot Barn store near you!

Boot Barn salutes you.



Nothing embraces the spirit of the west more than rodeo. And no one appreciates that more than Boot Barn. For over thirty years, we've been outfitting people who take life head on and want the right gear to do it. When you want to choose from the biggest selection of brand name boots and western apparel, come to Boot Barn. You'll feel right at home

Number one for over 30 years . . . with the best service, the largest selection of boots and lowest prices guaranteed.

Boot Barn. Work hard. Look good. Live West.

Professional's Choice: "the Official Equine Sports Medicine Product of NHSRA"



Professional's Choice is proud to support the National High School Rodeo Association for the last 10 years. Professional's Choice- The more comfortable the horse, the better the performance.

Professional's Choice has just released a new revolution in leg protection. The creators of the original Sports Medicine Boots are proud to introduce the Professional's Choice 2XCool. Designed around Cooling, Comfort, and Durability, Professional's Choice partnered with Brrr to create a completely neoprene-free boot that uses cooling minerals, active wicking, and rapid drying to keep your horse's legs cool dry and protected. Professional's Choice- The more comfortable the horse, the better the performance.



From the creators of the original sports medicine boot, Professional's Choice has released a new revolution in leg protection. Designed around Cooling, Comfort, and Durability, Professional's Choice introduces the light weight, ultra-breathable and completely neoprene-free 2XCool Sports Medicine Boot. The boot is lined with a technology advanced fabric from Brrr that combines cooling minerals, active wicking, and rapid drying to create the "Triple Chill Effect" that instantly and continuously draws away heat and moisture. Professional's Choice 2XCool Sports Medicine Boots will keep your horses legs cool, dry, and protected.

Professional's Choice Comfort Fit Air Ride Saddle Pad remains a leader in saddle pad technology. This seamlessly contoured saddle pad provides an anatomically correct fit to keep the saddle in place and the SMX Air Ride core provides unmatched breathability and shock absorption for your horse's protection and comfort. Professional's Choice – The more comfortable the horse, the better the performance.



Professional's Choice awards NHSRA members all year with the **Student and Equine Athlete of the Month program**. This award recognizes the students and equine athletes that have gone above and beyond in the rodeo arena and outside of it. Each month's winner receives great prizes from Professionals Choice like a 4 pack of their brand new 2XCool Sports Medicine Boots and a Professional's Choice Air Ride Saddle Pad. At the end of the year one winner will also be chosen for a special scholarship award. Make sure to apply for the Professional's Choice Student and Equine Athlete of the Month program online at nhsra.com!

Gist Silversmiths *"the Official Buckle of NHSRA"*



GIST Silversmiths; proud corporate partner and "official buckle maker" of the National High School Rodeo Association. Producers of the highly sought after World Finals Rodeo championship buckles, Gist also offers the Official World Finals Qualifier buckles available for purchase. Gist Silversmiths...American Made Trophy Buckles for over 50 years!

GIST Silversmiths...a name synonymous with top quality championship award buckles. Insist on GIST! American made trophy buckles for over 50 years.

At GIST SILVERSMITHS, they believe what a Champion gets should be worth what a Champion gives. Give the best...give a GIST. Proud corporate partner and "official buckle maker" of the National High School Rodeo Association.

Visit the Gist Silversmiths booth on the arena concourse this week and order your World Finals QUALIFIER buckle to commemorate the 2020 season! The Official Buckle of the National High School Rodeo Association ... Gist Silversmiths ... American Made Trophy Buckles!

Carroll Original Wear *"the Official Outerwear/ Trophy Jacket of NHSRA"*



Carroll Original Wear, The Brand That Wears. Whether you hunt, fish, herd cattle, rope steers, swim, run, canoe, climb mountains or just love enjoying the great outdoors by a campfire, Carroll Original Wear has you covered. The last thing that should hold you back is what you're wearing. Carroll Original Wear products are built to withstand the elements and keep you comfortable no matter what it is you are doing.

YETI *"the Official Cooler of NHSRA"*



PA tagline 1: "YETI; built for the wild"

PA tagline 2: "YETI is built for those who value shared time and personal pursuit, whether that's on the rodeo trail or at the family ranch."

Classic/ Rattler Ropes *"the Official Rope of NHSRA"*



#1 Classic Rope Company... Inventors of the one and only 5-strand team rope, The Spydr. Learn more about the Spydr, by searching The Classic Real Deal on Facebook.

#2 If you calf rope, team rope or goat tie... Rattler Rope is your #1 stop for the most consistency & feel in strings and ropes. Visit www.rattlerope.com

#3 Words can't describe the Classic Rope feel. Try a Spydr, Heat, NV4, XR4 or Powerline and choose your favorite Classic feel.

#4 Rattler Rope's GT4 has been the choice of World Champion Heeler's rope of choice the last 5 out of 7 years. Greats such as Kollin VonAhn, Rich Skelton, Walt Woodard and Randon Adams trust the GT4.

#5 To get valuable tips and learn more about your favorite professionals, go to [YouTube.com/theclassicrealdeal](https://www.youtube.com/theclassicrealdeal). Brought you by Classic and Rattler Rope

RAM Rodeo *"the Official Automobile of NHSRA"*



RAM

For over 25 years, RAM has been the official automobile of the National High School Rodeo Association and is a major sponsor of the National High School Finals Rodeo.

What better way to display the true spirit of the American West than by taking you Ram to one of the Ram sponsored rodeos throughout the year. The combination is a natural. Bold, powerful and capable, Ram has the perfect vehicle to get you to the next great event.

American Hat Co. "the Official Western Hat of NHSRA"



American Hat Company is EXTREMELY proud to be the Official Hat of the National High School and National Junior High School Rodeo Association!

American Hat Company has been making the FINEST quality felt and straw hats for the past 100 years. American Hats are all made in the United States by hand in Bowie Texas.

Bloomer Trailers " The Official Trailer of NHSRA "



· If you walk into Bloomer Trailers Manufacturing facility, you will see words like pride, quality, integrity, and passion. This mindset has echoed through the company for 23 years and propels their employees to create the finest hand-built trailers in the world.



· Bloomer Trailers has supported the youth across the United States for the past 15 years, they are proud to be the Official Trailer of the NHSRA.

· Bloomer Trailers researches and develops their products the old-fashioned way--by using them. Visit www.bloomertrailers.com today to find a dealer near you.



· Bloomer Trailers has continued to change the industry with new innovations that keep your horses and family safer.

· Bloomer Trailers has the highest resale value of any trailer on the market, making your trade easier than the competition.

· Check out Bloomer Trailers and see what the industry has been chasing since 1998.

Ariat "the Official Shoe of NHSRA"



Ariat is Proud to be the Official Shoe of the National High School Rodeo Association. #Ariat

Ariat was founded in 1993 and was the first to integrate athletic shoe technology into boots for riders. Comfortable, durable, and built to perform. Ariat is Proud to be the Official Shoe of the National High School Rodeo Association. #Ariat



Ariat is Proud to be the Official Shoe of the National High School Rodeo Association. Founded in 1993, Ariat was the first to integrate athletic shoe technology into boots for riders. Ariat's name was inspired by Secretariat – the legendary racehorse with an outsized heart and a non-stop competitive spirit. Twenty-seven years later, this same drive and dedication fuels Ariat to design, develop, and manufacture the world's most innovative footwear and apparel for Rodeo Athletes. Try on a pair of shoes at your local authorized ARIAT retailer today. #Ariat

BEX "the Official Sunglasses of NHSRA"



Looking for some new eyewear? BEX is the leader in ultra lightweight and polarized sunglasses! BEX the official sunglasses of the NHSRA.

Western Horseman "the Official Western Publication of NHSRA"



Since 1936, Western Horseman have been proud to be a part of their readers' lives as we all go on the ever-lasting journey of horsemanship and share the love for horses and the Western way of life. Western Horseman has been supporting NHSRA through scholarships while aligning with NHSRA's mission statement to promote rodeo, education and the Western way of life. For more information on Western Horseman Magazine visit their web site at www.westernhorseman.com

Slone Saddles *"the Official Saddle of NHSRA"*



Tod Slone Saddles, of Cuero Texas is the "Official Saddle of the National High School Rodeo Association". Known for their commitment to making saddles that not only look great, but also help the horse and rider perform to the best of their ability, the NHSRA is proud to have Tod Slone Saddles provide the saddles for the National Champions at the NHSFR and NJHFR. To learn more about Tod Slone Saddles visit their website at www.slonesaddles.com or give them a call at 361-275-6768.

National Cutting Horse Association



For over 70 years, the National Cutting Horse Association has been a proud partner of the National High School Rodeo Association! Did you know Boys and Girls Cutting were two of the original events offered by the NHSRA? With our rich history, western tradition and top-notch horsemanship, the NCHA is proud to continue to support the NHSRA.

Since 1949 the National Cutting Horse Association has been a proud partner of the National High School Rodeo Association! Have you ever wanted to try cutting for yourself? Check out NCHA's FREE One Year Membership to get you started. Stop by BOOTH/TABLE to learn more!

National Cutting Horse Association members under 18 years of age have the opportunity to join the National Youth Cutting Horse Association. The NYCHA provides members with scholarship and leadership opportunities as well as judging contests. Visit nchacutting.com to learn more!

Professional Rodeo Cowboy's Association



The largest and oldest sanctioning body in the world, The Professional Rodeo Cowboys Association paid out more than \$60 million in prize money last year, the PRCA continues to bridge the traditions of the old West with the tools of today. Rodeo fans can stay up-to-date on the latest news by logging on to ProRodeo.com or subscribing to the ProRodeo Sports News. And find us on Facebook, Twitter and Instagram. WE ARE PRO RODEO...

Join the PRCA's email list and be in the know. Don't miss the latest PRCA news, sponsor discounts, exclusive promotions and more! Text PRORODEO to 22828 right now! The PRCA- proud sponsors of the National High School Finals Rodeo...

You're never too young to start reading the ProRodeo Sports News- THE Voice of ProRodeo. Full of in-depth rodeo coverage, photos, feature stories, world standings and rodeo highlights. To subscribe visit ProRodeo.com today! The PRCA-proud sponsor of the National High School Finals Rodeo...

Jr. Rodeo is the Professional Rodeo Cowboys Association youth program focused on attracting contestants, 8-19 years of age. Junior Rodeo hosts the Cowboy Channel Jr. NFR set for Fort Worth, TX in March. National High School Rodeo State Champions and those who place in the top 20 at the NHSRA finals qualify to compete at the Jr. NFR. For more information visit JrRodeo.org

National Reined Cow Horse Association



The NRCHA was founded in California in 1949. Its mission is to promote traditional vaquero horsemanship. This method of training has deep roots in America's cattle ranching history - and close ties to rodeo. Now, the NRCHA is the international governing body of the sport of reined cow horse!

Teskey's *"the Official Tack Supplier of NHSRA"*



At Teskey's, they know the ropes – and the saddles and the bits. Teskey's is proud of its history of supporting the future of rodeo – the members of the National High School Rodeo Association. Be sure to stop by www.teskeys.com for all of your horse supply needs!

Hutchison HW Brand *"the Official Livestock Equipment of NHSRA"*



Hutchison HW Brand has built a strong and highly respected reputation for providing high quality products and services to customers throughout the United States. Hutchison HW Brand is proud to continue that tradition as a national sponsor of the NHSRA. Be sure to check out their panels, gates and tanks today. For more information visit www.hutchison-inc.com

National Roper Supply "the Official Catalog of NHSRA"



National Roper's Supply is the "official catalog" of the National High School Rodeo Association. Take advantage of buy one, get one half off and buy one, get one free on select NRS Tack. Also, visit their booth for daily back number giveaways! Shop "All Things Western", here at the rodeo, at the NRS booth! National Roper's Supply is a proud sponsor of the National High School Rodeo Association.

Platinum Performance "the Official Equine Supplement of NHSRA"



Platinum Performance® is proud to be the Official supplement of the NHSRA. At Platinum Performance we believe the power of nutrition starts within. Working at the cellular level, advanced nutrition can be a simple and powerful tool to influence the biological health of all horses, at all levels. From building more durable athletes to helping improve performance, advanced nutrition starts inside to help our horses reach their full potential. Platinum Performance - It Starts Within. Find out more at platinum performance dot com!

Smarty "the Official Roping Training System of NHSRA"



Do you dream of being in the Pro Rodeo Hall of Fame? Train like a pro and win like a champion with the Smarty family of training products, developed by 4X World Champion, Allen Bach. Find out more at www.smartyroping.com.

There's a champion inside us all- find it with Smarty Roping. By using our uniquely designed suite of training products, you'll be joining an elite group of champion athletes that train and practice just as hard as they compete. Find out more at www.smartyroping.com



Steer your way to victory by training with products used and developed by champions. Train like a pro, train with Smarty. Find out more at www.smartyroping.com

Work until you no longer have to introduce yourself. Just ask Clay Tryan how Smarty products help him become a champion. Find out more at www.smartyroping.com

RMEF "Rocky Mountain Elk Foundation"



RMEF is proud to be an official sponsor of the NHSRA. To learn more about the Rocky Mountain Elk Foundation's commitment to elk, hunting, conservation and our western lifestyle, go to rmeff.org.

The Rocky Mountain Elk Foundation is the official hunting conservation organization of the National High School Rodeo Association and salutes all you talented cowboys, cowgirls and your families. For more information, go to rmeff.org.

The Rocky Mountain Elk Foundation is proud to be an official sponsor of the National High School Rodeo Association Shooting Program. To learn more about RMEF, elk, hunting and conservation, go to rmeff.org.

Weatherby "the Official Rifle of NHSRA"



Weatherby- the official Rifle of the NHSRA. As part of this unique sponsorship program, Weatherby provides the NHSRA with a \$14,000 custom .300 Weatherby Magnum rifle with Leupold optics. The NHSRA along with the state and provincial associations are invited to offer this beautiful custom rifle for a drawing to raise scholarship dollars. To find out more about the Weatherby NHSRA scholarship-drawing program contact the NHSRA national office at 303-452-0820.

RFD-TV "the Official TV Channel of NHSRA"



RFD-TV: As the NHSRA's "Official Television network" and official home of "Cinch Highschool Rodeo Tour", RFD-TV offers a wide variety of programming focused on the rural lifestyle, agriculture, equine, and family-oriented productions. Be sure to check listings for additional Cinch Highschool Rodeo Tour weekly broadcast schedules at rfd-tv.com