

# - NHSRA PATCH POLICY -

Support from NHSRA National Sponsors plays a vital role in the success and well-being of the National High School Rodeo Association and the National High School Finals Rodeo. As members of the NHSRA, these are YOUR sponsors and it is important that you show your appreciation and gratitude by abiding by all aspects of the NHSRA National Sponsor agreements that have been made for your benefit and on your behalf. All NHSRA National Sponsors have been granted - by the NHSRA National Board of Directors - **exclusive promotional rights in the arena at the National High School Finals Rodeo**. For a complete list of all NHSRA National Sponsors please refer to the sponsor page in any issue of the *NHSRA Times* or on the NHSRA website at: <https://nhsra.com/national-sponsors/>

**PLEASE KNOW AND UNDERSTAND THE NHSRA PATCH POLICY, REFERENCE PAGE 155 IN THE NHSRA RULEBOOK. THIS WILL BE IN EFFECT AT THE NHSFR FROM THE START OF THE 11AM CONTESTANT MEETING ON SUNDAY, JULY 13 THROUGH SATURDAY NIGHT'S AWARDS CEREMONY, JULY 19.**

- **Illegal/Inappropriate Signage:** No person, animal, tack or equipment can display any form of signage while on grounds during any NHSRA sanctioned event promoting alcohol, tobacco, marijuana, vaping or any other product or service which is illegal for a minor to use or be in possession of.
- **National Sponsors Advertising:** All NHSRA National Sponsors can have any type of garment, vest, hat, tack or helmet advertising in any size, including stick-on, sew-on or embroidered patches.
- **Non- National Sponsor Advertising in the arena and at awards presentation areas:**
  - Non-sponsor advertising may not be larger than a 2.5"X3.5" area. This includes garments, hats, protective vests, helmets and tack. There will be no stick-on or sew-on patches for non-national sponsor advertising.
  - Garments, protective vests, hats: advertising must be fully embroidered into the fabric (**not** a sewn-on patch).
  - Advertising on tack must be permanently carved or pressed into the item and meet the same size requirements. A saddle may have a larger sponsor area but must be pressed or carved into the area. A saddle pad may have the standard branding on the wear leather.
  - Protective helmets: no non-sponsor advertising on helmets.
  - No more than one non-sponsor embroidered area per garment per sponsor.
  - Exclusive sponsors are CINCH, HYER BOOTS & YETI. No competing brands of these can be advertised.

If you are sponsored and have a question concerning if it is permissible to promote them in the arena at the NHSFR by including their name, logo and/or mark on any part of you or your horse, please feel free to call the NHSRA National Office at 303-452-0820 before you get to the NHSFR and ask for Gary Hawkes. He can also be reached by e-mail at [gary@nhsra.org](mailto:gary@nhsra.org).

**IF YOU ARE FOUND TO BE IN VIOLATION, YOU WILL BE ASKED TO EITHER COVER THE SIGNAGE IN QUESTION OR CHANGE WHATEVER GARMENTS, TACK, ETC. NECESSARY TO COME INTO COMPLIANCE BEFORE YOU ARE ALLOWED TO COMPETE AT THE NHSFR. THIS COULD CAUSE YOU TO BE DISQUALIFIED IF YOU ARE NOT READY TO COMPETE WHEN CALLED. THE NHSRA WILL NOT BE RESPONSIBLE FOR COVERING OR TAPING UNAUTHORIZED ADVERTISING.**

**GOOD LUCK CONTESTANTS!  
THANK YOU FOR SUPPORTING THOSE THAT SUPPORT YOU!**

