2025/2026 NHSRA Announcer Scripts

CINCH

"Official Jeans & Shirts"

- 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 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.

QUANTA

Official NHSRA Partner

- Quanta Services' mission is to empower people to build better lives for themselves and their communities through work in the trades. As the industry leader with the largest skilled labor force in North America, Quanta is dedicated to delivering comprehensive infrastructure solutions for the utility, communications, and energy industries. Quanta is honored to have partnered with the NHRSA since 2022.
- Quanta Services is proud to partner once again with the NHSRA. As the leading infrastructure solution provider with the largest skilled labor force in North America, Quanta's mission is to empower people to build better lives for themselves and their communities through work in the trades. To learn more about the partnership, visit quantaservices.com/hs-rodeo.
- As the leading infrastructure solution provider, Quanta Services' mission is to empower people to build better lives through work in the trades. Quanta has been a proud partner of the NHSRA since 2022. Visit quantaservices.com/hs-rodeo to learn more!

HYER

"The Official Boot"

- HYER Boots is BACK to serve hardworking cowboys and cowgirls. Founded in 1875 by C.H. Hyer, we're proud to return as a family-owned company with a relentless commitment to craftsmanship and dependability. This year, we celebrate 150 years of bootmaking excellence and legacy. From ranch work to the arena, HYER boots are made to stand the test of time. Visit hyerboots.com to explore our latest collections and #RideHYER with us

BOOT BARN®

"Official Western Retailer"

- The National High School Rodeo Association would like to thank Boot Barn for being a NHSRA National Sponsor. Boot Barn, is 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.**

YETI®

"The Official Cooler"

- YETI - Built for the Wild
- YETI is built for those who value shared time and personal pursuit, whether that's on the rodeo trail or at the family ranch
- YETI gobox, get out what you put in.

Priefert®

"Official Ranch and Rodeo Equipment Sponsor"

- Priefert is proud to sponsor the National High School Rodeo Association. For over 60 years, Priefert has led the way with revolutionary designs that have helped keep its name at the forefront of the rodeo and livestock handling industries. Priefert… America's number one name in Ranch & Rodeo Equipment.
- When it comes to rodeo and roping equipment, nobody offers more options than Priefert. Used and endorsed by the top rodeo, roping, and equine organizations in the world, Priefert is proud to offer a full line of roping chutes, roping accessories, arenas, and more. Visit them on the web at priefert.com. Priefert …. Practice like you Compete!
- When it comes to cattle equipment, Priefert is "Easy on the Cows, Easy on the Cowboy". From squeeze chutes to sweep systems and portable pens to permanent corrals, Priefert has more options, more versatility, and offers more value than any other equipment maker today. Priefert… America's Number One Name in Ranch and Rodeo.
- Priefert is your go-to source for horse walkers, stalls, and a variety of other top quality equine products. Family owned and operated, Priefert products are proudly made in the USA and are designed with the highest degree of safety in mind for both horse and handler. Priefert –building High Performance Equipment for High Performance Horses.
- Since 1964, Priefert has been manufacturing quality livestock equipment right here in the USA. Offering a full line of cattle handling equipment, fencing, equine equipment, roping and rodeo equipment, and more, Priefert products are designed to be safe and durable for animal and operator. Priefert… America's Number 1 Name in Ranch and Rodeo.

NATIONAL HIGH SCHOOL RODEO ASSOCIATION

"Official Buckle"

- 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.

"The Official Merchandiser"

- Carroll Original Wear is the brand that wears, as your official merchandiser of the NHSRA.
- With year round merchandise opportunities like Class of Merch, letterman jackets, and limited edition merchandise drops they have you covered with all your official NHSRA Apparel.

"Official Equine Gear"

- Professional's Choice is proud to support the National High School Rodeo Association for over 25 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 hose'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 nhrsa.com!

"The Official Ropes"

- Trusted by Champions, every Classic Rope holds over 30 years of innovation and expertise inside. From the XR4 to the Heat… and the Powerline… That's what makes it a Classic. Check out their full line of team ropes and accessories at the Classic Rope Booth
- The Spitfire Breakaway Rope, from Rattler Ropes, is the first professional Breakaway rope of its kind. Trusted by Professionals like Jackie Crawford, and Martha Angelone… the Spitfire has the precise combination of weight and body… perfect for an aggressive, first-swing-shot. Stop by the Ratter Rope booth and swing one for yourself.
- For the past two decades, Classic Rope's mission has been providing you with success in your hands. For all levels of ropers, in every situation… Remember to stop by the Classic Rope Booth and follow Classic Rope on Facebook, Instagram, and TikTok.
- Rattler Rope offers a full line of calf ropes and strings! No matter what you choose, trust it will have the consistent feel you need… every loop, every tie. Stop by and see the folks at Rattler, and check out Rattler Rope on Facebook and Instagram.

"The Official Network"

- The Cowboy Channel is the official network of PRCA, NHSRA and the first 24-hour television network totally dedicated to western sports and the western lifestyle. Headquartered in the Fort Worth Stockyards, The Cowboy Channel also features a wide variety of "live" coverage from major western events showcasing the world's toughest and most talented cowboys and cowgirls. The network reaches 42 million homes on cable/satellite systems. The Cowboy Channel can also be streamed online via The Cowboy Channel Plus at cowboychannelplus.com, DIRECTV NOW, Roku, iOS, Android, Firestick, Apple TV, and Sling TV's Heartland Extra package. For more information, visit thecowboychannel.com.

"The Official Casual Shoe"

- The athletes out there today? They showed up ready to handle business—and so did Ariat. For 30 years, Ariat's been backing rodeo athletes with gear that's built to go the distance. No gimmicks. Just legit comfort, grit, and performance that holds up when the pressures on. Check out the latest drops at Ariat.com or your local retailer. Ariat —Official Shoe of the National High School Rodeo Association.
- Ariat's proud to support the athletes of the NHSRA—because rodeo's not for the faint of heart. For 30 years, Ariat's been in your corner with comfort and innovation that delivers when it counts. Hit up Ariat.com or your local retailer to see what's new.
- Ariat. Proud to be the Official Shoe of High School Rodeo.

"The Official Training Machine"

- Train Like a Pro. Train with Smarty
- Smarty excels through innovative creativity. We provide products and services for the western industry to cultivate champions in and out of the arena.
- Smarty has a mission, it is to inspire a spirit of excellence, based on authenticity, integrity, and faith.

American HAT COMPANY, INC.
SINCE 1915 ★ BOWIE, TEXAS

"The Official Hat"

- American Hat Company is EXTREMLEY 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 over 100 years. American Hats are all made in the United States by hand in Bowie Texas.

RMEF

"The Official Hunting Conservation 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 rmef.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.
- 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 rmef.org.

NATIONAL HIGH SCHOOL RODEO ASSOCIATION

"The Official Trailer"

- 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.

"The Official Partner"

- For over 30 years, Adequan® i.m. (polysulfated glycosaminoglycan) has been trusted by veterinarians, trainers and horse owners. Ask your veterinarian if Adequan® is right for your horse. Visit Adequan.com to learn more. Adequan®. Start with it. Stay with it.

"The Official Rifle"

- Weatherby- the official Rifle of the NHSRA. As part of this unique sponsorship program, Weatherby provides the NHSRA with a $14,000 custom Weathberby Rifle. 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 visit www.NHSRA.com

PLATINUM PERFORMANCE®

"The Official Equine Supplement"

- Platinum Performance is proud to be a sponsor of the National Junior High Finals Rodeo. At Platinum, we know it takes passion, dedication, hard work and the right nutrition to reach your goals. For nearly 30 years, Platinum Performance® has been improving the lives of horses by impacting health at the cellular level through advanced nutrition. No matter the level of achievement we seek, the love and care for our horses start deep within us all. Platinum Performance - It Starts Within.

NRS™

NRSworld.com

"The Official Catalog"

- 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.

WESTERN HORSEMAN

"The Official Publication"

Since 1936, Western Horseman has 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

NATIONAL HIGH SCHOOL RODEO ASSOCIATION

"The Official Stall Mat"

- Take your rodeo season to the next level and Haul & Stall like a champion with Performance Stall Mats. These therapeutic mats provide superior support and reduce joint stress, ensuring your horse remains comfortable throughout the competition. Whether you're setting up at home or traveling to events, Performance Stall Mats are easy to transport and set up, giving you peace of mind wherever you go. Visit performancestallmats.com and use code NHSRA for a discount or swing by the booth for exclusive NHSRA Mats!

"The Official Chaplain"

- Cory Young with Golden Spur Ministries is the official chaplin of the NHSRA. Cory, thank you for all you do for the NHSRA and the families of the NHSRA.

"The Official Saddle"

- 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.

TURTLEBOX
LOUD OUTDOOR AUDIO

"The Official Bluetooth Speaker"

- Listen Louder
- Turtlebox: Loud, Rugged, Outdoor, Waterproof audio. Built to withstand anything the rodeo trail brings. **Live Free.**

TESKEY'S
WEATHERFORD, TEXAS

"The Tack Supplier"

- 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!

BEX

"The Official Sunglasses"

- Looking for some new eyewear? BEX is the leader in ultra lightweight and polarized sunglasses! Be sure to stop by the tradeshow to find the perfect pair of BEX for you. BEX the official sunglass of the NHSRA

NATIONAL HIGH SCHOOL RODEO ASSOCIATION

"The Official Photographer"

- Check out the photography captured at the NJHFR & NHSFR online at https://jenningsrodeophotography.photoreflect.com/

- 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. Tosubscribe visit ProRodeo.com today! The PRCA-proud sponsor of the National High School Finals Rodeo…

The 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!

The 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.
- National Cutting Horse Association members under 18 years of age have the opportunity to join the National Youth Cutting Horse Association. If you have never been a member, your NCHA membership is free for the first year! The NYCHA provides members with scholarship and leadership opportunities as well as judging contests. Visit nchacutting.com to learn more!

AQHA
AMERICAN QUARTER HORSE ASSOCIATION

The American Quarter Horse Association

- Earn cash and prizes while riding your American Quarter Horse in High School Rodeo competition! Through AQHA's support of High School Rodeo, contestants can compete for the State and Provincial Boy's and Girl's Horse of the Year honors, as well as the Boy's and Girl's NHSFR Horse of the Year awards.
- The American Quarter Horse is renown for its speed, athleticism and trainability. It's no wonder that rodeo's top timed event competitors are riding Quarter Horses. There are more than 6 million registered American Quarter Horses, making it the world's fastest, most versatile and most popular horse. Start the ride of your life with the American Quarter Horse at aqha.com.