

**2021 South Carolina Program and Sponsorship Sales Information
for Junior and High School Divisions**

Attached you will find the Advertising Sales Agreement for this year's state finals. All contestants in the High school division and the Junior High division are required to sell \$150 in program sponsorships. Please see the following table for due dates:

Division	First Required Turn-In	Second Required Turn-In
High School	March 19th- Conway (\$150)	April 4th-Mail In (any additional ads)
Junior High	March 19th- Conway (\$150)	April 4th- Mail In (any additional ads)

- You will earn back half of all program ad monies sold past the initial required amount in sales from \$25-\$150 Ad options. The money earned can go toward your trip to the Finals Rodeo or other rodeo expenses. Vendor ads, Chute gate ads and Event sponsor ads DO NOT count towards the $\frac{1}{2}$ back monies but do count towards your total required to sell.
- Fill out the attached form for each ad sold. **(YOU NEED TO USE THE CORRECT FORM FOR YOUR DIVISION!)** Please fill out the form clearly. Also make sure that all information for the ad is attached well. It is very difficult to make an ad for the program without the art. If the art is electronic, it may be sent to the following people.
- We can not share ads between the divisions. Each division earns their own money and has separate accounts.

Who Do I Turn in Electronic Ads To?

Division	E-mail for Electronic Ads
High School	maryjolley@hotmail.com
Junior High	maryjolley@hotmail.com

This fundraiser is the backbone to our success in South Carolina. Please remember the following:

1. Remind people that this is a tax-deductible sponsorship.
2. You may want to make a small scrapbook to take with you on your sales rounds including pictures of you or your friends competing in rodeos and National Finals Rodeo (if you went last year).
3. Be sure to let them know that you have to have good grades and conduct to participate in our rodeo association.
4. Remind prospective sponsors that our association promotes Leadership, Responsibility, Dedication, and Commitment.

Please let us know if you have any questions.

Stacy Smith
(843) 241-3155
SCHSRA President

Miranda Owens
(704) 591-9989
SCJHD Coordinator