2026-2027 SEASON
SPONSORSHIP OPPORTUNITIES

The M.R.C.A. was originally established in 1974. The season consists of twenty rodeos held October through September, with three days of finals over Labor Day weekend. We offer rough stock events and all timed events. The M.R.C.A. draws contestants from Southern Oklahoma, North Texas and surrounding areas with contestants ranging in ages 4 to 19 years old. We pride ourselves on being a family friendly, alcohol and drug-free atmosphere, also providing the opportunity to establish lifetime friendships all while promoting a love of horsemanship and preserving the western heritage.



The M.R.C.A. greatly appreciates our sponsors who make the rodeo season and finals a great success.

We are a registered 501(c)(3) Charitable Organization. If you are interested in making a tax-deductible contribution to the M.R.C.A., please complete the Sponsorship Form.

Email artwork / logo to: rodeomrca@gmail.com

M.R.C.A. Summer Lyons: (509) 429-5432
2484 Lindale Road
Ardmore, OK 73401

MID-SOUTH RODEO COWKIDS ASSOCIATION
2026-2027 Sponsorship Opportunities

Basic sponsor - $250
- Company sponsorship announced once each rodeo performance.
- Company sponsorship announced once during every round of MRCA Finals Rodeo.

Bronze Level Sponsor - $500.00
- Year End Championship Buckle given in the company name.
- Sponsor provided banner displayed in the arena for the MRCA season.
- Company sponsorship announced once each rodeo performance.

Silver Level Sponsorship - $1000.00
- Year End Championship Buckle given in the company name.
- Full size (2.5’ x 3’) banner displayed in the arena for the MRCA season.
- Company sponsorship announced five times during each rodeo performance.
- Company Logo on photo backdrop for event winners at Finals.

Gold Level Sponsorship - $2,500.00
- Event Saddle given in the company name.
- Company flag to be flown during grand entry at Finals.
- Full size (2.5’ x 3’) banner displayed in the arena for the MRCA season.
- Company sponsorship announced five times during each rodeo performance.
- Opportunity to distribute promotional materials in Finalist bags.
- Opportunity to have a vendor booth at Finals.
- Company logo on photo backdrop for event winners at Finals.
- Invited to come to the events to interview / promote company and interact with competitors during rodeo.

Platinum Level Sponsorship - $5,000.00
- All Around Saddle given in the company name and company rep to present.
- Company flag to be flown during grand entry at Finals.
- Full size (2.5’ x 5’) banner displayed on the bucking chutes for the MRCA season.
- Company logo on our Final’s jackets.
- Company sponsorship announced before every event during each rodeo performance.
- Opportunity to distribute promotional materials in Finalist bags.
- Opportunity to have a vendor booth at Finals.
- Company logo on photo backdrop for event winners at Finals.
- Invited to come to the events to interview / promote company and interact with competitors during rodeo.

A la Carte
Logo On Year End Jacket : $1,500

2026-2027 Sponsorship Form

Company Name: _____

Contact Person: _____

Mailing Address: _____

City, State, Zip Code: _____

Phone Number: _____

Website: _____

Sponsorship Level: _____

Printed Name: _____

Signature and Date: _____

Email artwork/logo to: rodeomrca@gmail.com

Make checks payable to:

M.R.C.A.
2484 Lindale Road
Ardmore, OK 73401

For more information:

President: Curt Lyons (405) 428-2239
Vice President: Kassie Fjeld (580) 812-2538
Secretary: Summer Lyons (509) 429-5432
Interim Treasurer: Madison Hurst (405) 274-3976
Sponsorship: Dani Looper (580) 775-4709