

NHSRA SPONSOR ANNOUNCER SCRIPTS



CINCH JEANS AND SHIRTS:

Script :

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.

:30 spot

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 BOOTS:

Corral Boots, proud to be the “official footwear” sponsor of the National High School Rodeo Association. Committed to providing the next generation of rodeo athletes hand crafted boots that feature performance and comfort.

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RAM:

For over twenty-three consecutive 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.

AQHA AMERICAN QUARTER HORSE ASSOCIATION:

1. With more than 35 consecutive years of support, the American Quarter Horse Association has been a very dedicated national sponsor partner to the members of the NHSRA. Through AQHA's support of High School Rodeo, contestants are given the opportunity to compete on their American Quarter Horses 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.
2. With more than 300,000 members, and over 4.5 million registered American Quarter Horses, AQHA is the largest equine registry in existence, providing quality service and programs to every AQHA member throughout the world.

GIST SILVERSMITHS:

GIST Silversmiths is proud to be the "Official Buckle" of the National High School Rodeo Association. For over 40 years, Gist has set a standard of excellence in the industry. Whether it's a trophy buckle, jewelry or accessory, GIST products display that unmistakable sign of quality craftsmanship. So, for your next rodeo, give the best, give a GIST! Proud sponsor of the NHSRA.

TOD SLONE SADDLES:

In their eleventh year of NHSRA sponsorship, **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 **800 735-6768**.

NHSRA SPONSOR ANNOUNCER SCRIPTS



BOOT BARN:

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.

Boot Barn is a proud supporter of the National High School Rodeo Association.

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.

PLATINUM COACH:

For the eighth year as the "Official Trailer" of the NHSRA, **Platinum Coach and Outlaw Conversions** are proud to support the NHSRA and its members. To order your new Platinum Coach Aluminum Trailer with an Outlaw Conversion, visit their website at www.platinumcoach.net... Elegantly Engineered, Extraordinarily Tough; that's Platinum Coach.

PROFESSIONAL'S CHOICE:

1. As North America's leading provider of equestrian sports medicine products, Professional's Choice is proud to be the Official Equine Sports Medicine Products and Horse Blankets, sponsor of the National High School Rodeo Association. From the original award-winning **Sports Medicine Boots™**, and the patented **SMx Air Ride™ saddle pad** to high-quality horse blankets, Professional's Choice is committed to developing products that best meets the needs of the horses and families of the NHSRA.

2. Again this year, Professional's Choice will have: **The SMB Elite™ Equine Athlete of the Month and Year** program. Recognizing the equine athletes within the rodeo arena, Professional's Choice awards each monthly winner a Sports Medicine Boot Elite™ Value Pack; with each National Equine Athlete of the Year receiving a \$1,500 Scholarship.

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Teskey's:

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!

American Hat Company:

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.

WESTERN HORSEMAN MAGAZINE:

As the world's leading western equine publication, Western Horseman Magazine joins the National High School Rodeo Association again in 2017 as a national sponsor. In addition to providing scholarship support to the NHSRA Foundation, Western Horseman will also be supporting the NHSRA with valuable advertising that will promote the NHSRA and its web site to over 500,000 readers monthly. For more information on Western Horseman Magazine visit their web site at www.westernhorseman.com

WEATHERBY

Weatherby joined with the National High School Rodeo Association 14 years ago as an official NHSRA sponsor. In 2017 Weatherby returns as the "Official Firearm" of the NHSRA and as an NHSRA national sponsor. As part of this unique and exciting 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. In 2014 alone, over \$182,000 was raised through this program to support local and national high school rodeo activities. To find out more about the Weatherby NHSRA scholarship-drawing program contact the NHSRA national office at 800-466-4772.

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PRCA PROFESSIONALS RODEO COWBOYS ASSOCIATION:

(:15 spot #1)

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...

(:15 spot #2)

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...

(:30 spot #3)

The largest and oldest sanctioning body in the world, The Professional Rodeo Cowboys Association paid out more than \$46 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...

National Roper's Supply

National Roper's Supply is the "Official Catalog" of the National High School Rodeo Association. With their headquarters in Texas, National Roper's Supply offers nearly all of your horse and rodeo supply needs through an impressive catalog. National Ropers Supply brings not only their quality products to our association; but their dedication to youth and the sport of rodeo. Thank you to National Roper's Supply for their valued support!

Smarty

Do you want to know what it takes to tie a world record? Just ask Kaleb Driggers and Junior Noguiera. They will tell you preparation is key and they prepare with Smarty Roping products. Find out how you can break records at smartytraining.com

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We believe it's SMART to prepare yourself to win and you can do just that by using Smarty roping products. Find out more at www.smartytraining.com

RFD-TV

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

The Cowboy Channel: Finally, there is a television network dedicated to western sports and the western lifestyle. Check out The Cowboy Channel. This new channel from RFD-TV and RURAL RADIO is your stop for western sports, equine and lifestyle programming. Featuring rodeos from the PRCA and NHSRA, bull riding from the PBR, and more, go to the cowboy channel dot com for the channel listing in your area.

RURAL RADIO: Found on SiriusXM Channel 147, RURAL RADIO will keep you up to date on the markets, western sports highlights, and outdoor programming. Tune in for great programming like Flint Rasmussen's "Outside the Barrel" along with live coverage of the PRCA and the PBR on the weekends. When you're riding down the road, be sure to tune into RURAL RADIO on SiriusXM channel 147.

EquiBrand (Classic Ropes, Rattler Ropes)

#1 Classic Rope Company... Inventers 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 companies.

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Hutchison HW Brand

Hutchison HW Band 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.

Carroll Original Wear:

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.

RidePass:

If it's happening in Western Sports, It's Happening on the new RidePass streaming network. From National Junior High and High School Finals Rodeo, to Calgary Stampede, RidePass is the best way to watch your favorite western events LIVE and On-Demand. Download the free RidePass app now or visit RidePass.com to unlock rodeo's biggest events including, Days of '47, WCRA, World Series of Team Roping and more! Remember, you're just ONE CLICK AWAY from everything Western Sport & PBR at RidePass.com

YETI:

YETI products perform when it matters most- Whether that be an excursion into the remote Alaskan wilderness, chasing redfish on the Gulf coast, or just getting together with friends in the backyard.