



**POTTER COUNTY**  
JR. LIVESTOCK ASSOCIATION

PCJLA is a 501c3 #16-3103751 | PCJLA is a non-profit organization benefitting the youth of Potter County  
ALL CONTRIBUTIONS TO THE PCJLA ARE TAX DEDUCTIBLE TO THE EXTENT ALLOWED BY LAW.

**Sponsorship Solicitation Letter**

The Potter County Jr. Livestock Association is a dynamic group of youth exhibitors and volunteers who annually host the Potter County Jr. Livestock Show for Potter County 4-H and Bushland, Highland Park, Tascosa, River Road, Wildorado and Caprock FFA Chapters. This event provides opportunities for the youth to exhibit their livestock projects and expand their professional development. It takes roughly \$200,000 to ensure that all awards are purchased and sale-qualifying exhibitors receive valuable funds for the continuation of the 4-H and FFA livestock project for those exhibitors. We would like to request your sponsorship of our Potter County Jr. Livestock Show. In return, the event will provide the opportunity to showcase your product/service and create recognition for your business.

**Sponsorships Available**

- Champion & Reserve Buckles \$150
- Showmanship Buckles for all species \$150
- Champion & Reserve Banners \$60
- Breed Champion & Reserve Rosettes \$50
- Division Champion & Reserve Rosettes for Goats \$40
- Any monetary donations can be designated for certain exhibitors

The benefits of sponsoring the Potter County Jr. Livestock Association events include:

- Integrating your company's name and logo in our promotional effort for the event, including the club's social media accounts, ring side banners, and announced throughout the event.
- Exposure of your businesses' products and services to event attendees
- Banner hung in the facility during the event

Thank you for considering sponsoring the Potter County Jr. Livestock Show. If you have any questions regarding sponsorship opportunities, please contact Bekah Schooler at 806.679.2525

CONTRIBUTOR/BUSINESS \_\_\_\_\_ PERSON/TITLE \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_ C,S,Z \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ EMAIL \_\_\_\_\_

ENCLOSED IS MY CHECK PAYABLE TO PCJLA IN THE AMOUNT OF \$ \_\_\_\_\_

I WOULD LIKE MY FUNDS TO BE DESIGNATED FOR USE FOR \_\_\_\_\_

MY FUNDS ARE FOR THE FOLLOWING EXHIBITOR(S) \_\_\_\_\_

I WOULD LIKE FOR MY FUNDS TO BE USED WHEREVER NECESSARY.

FEEL FREE TO SEND ANY CONTRIBUTIONS WITH THIS FORM INCLUDED TO:  
PCJLA | PO BOX 30399 | AMARILLO, TX 79120  
ADVERTISING DEADLINE IS FRIDAY JANUARY 14TH