



Rough N Ready Challenge Rodeo

Our Mission

To put a smile on every
participants face

Promote and foster inclusion in
our community

Our Impact



1,500+ participants served



\$20,000 in community
giving



500+ families impacted

Our Story

Rough N Ready Challenge Rodeo started in 2002 with the Omaha River City Rodeo committee. Sharing the passion of western heritage, the notations of acceptance and inclusion among all individuals and the connection with livestock are a few key components of our rodeo event.

As we continue to plan another year of the Rough N Ready Challenge Rodeo, we look forward to expanding to reach more families in our community that are impacted by disability, sharing ways to promote and foster inclusion in our community, bringing together community resources, and continuing to share smiles with our participants through the love of rodeo.





Narrating the Rodeo

Entering the arena, the sights, sounds, and smells of rodeo quickly envelope our participants. As they make their way on the arena floor, the bright lights above, animals, and volunteers elevate the anticipation. The exhilaration is contagious on their faces. Coming into the arena is an opportunity for inclusion among new friends.

Behind each child and family is a story. One that includes many layers of hard work, perseverance and consistent dedication. One that includes their fair share of challenges and uphill battles. Being in the arena helps put aside those hard moments for a morning of inclusive fun.

Our participants are teamed up with volunteers who move around the arena with them. A unique bond forms between participant and volunteer, one that's built on trust, understanding, vulnerability, and acceptance. Their time together is spent getting to know one another, learning together, cheering them on through activities and promoting their belonging among the group.



contact us:

omaha.bronson@gmail.com

402-669-2919

Community Giving

Our committee raises funds throughout the year to be able to cover the event costs and give scholarship funds to local organizations that support individuals with disabilities in our community. Organizations we serve include Victory Riding Academy, Imagine Inclusion and Heartland Equine Therapeutic Riding Academy.



Get Involved

Getting involved to support Rough N Ready Challenge Rodeo can occur in a few different avenues.

- Giving financially impacts the yearly event costs and helps contribute to the community scholarships we give, which makes a direct impact on programs and services for individuals with disabilities.
- Volunteering at the event is a great way to see the impact for our participants and their families. Even that hour where a family may not be pushing a wheelchair and can watch their child have fun is immensely gratifying. There are many roles for the day and we love all our volunteers.
- Sharing this event with others! This is an important component of our growth. Many people experience living with a variety of disabilities and ensuring they know about our event is key to promoting inclusion.



Rough N Ready Challenge Rodeo
Omaha River City Rodeo
18081 Burt St., Ste. 200
Omaha, NE 68022



Dear Community Partner

I'm reaching out to inquire about a partnership with Rough N Ready Challenge Rodeo because I've noticed you are a vital member of this community. I serve as the Chair for the Rough N Ready Challenge Rodeo, which is hosted in conjunction with Omaha River City Rodeo. Each year our organization hosts a morning in the rodeo arena for participants with disabilities. We spend time exploring and experiencing rodeo themed events like a "bucking" bull and bronc, stick horse races, dummy steer roping, face painting and rides on horseback. Our mission is to put a smile on every participants face and we continue to accomplish that. Continuing to offer inclusive events for individuals with disabilities and their families is a vital component of continuing to grow our community resources and events and promoting an inclusive environment for all attendees and their families. The more we are able to share that individuals with disabilities are present in our community, the more we can destigmatize disabilities and continue to promote awareness, acceptance and inclusion.

This work is incredibly important to our community, and relies on the generosity of individuals and corporations such as yourself.

We are hosting an inclusive event, Rough N Ready Challenge Rodeo, on September 21st to share the rodeo arena with individuals with disabilities within our community. I think you would be an ideal sponsor to partner with us and make a real difference!

By becoming a sponsor, you will be able to:

- Raise your company's profile
- Reach more than 500 of our participants, their families and other rodeo supporters
- Demonstrate your impact in our community
- Support continued development of inclusive community events

But most of importantly, you will make a huge impact in the lives of Rough N Ready Challenge Rodeo participants and their families.

Will you partner with us in sponsoring Rough N Ready Challenge Rodeo today? I've attached a flyer with event details and attached our video QR code to share the smiles of our participants.

Thank you and I look forward to hearing from you soon!

Gratefully,

Elizabeth Bronson

Elizabeth Bronson
Rough N Ready Challenge Rodeo Chair



SPONSORSHIP LEVELS



ALL AROUND

- 4 ticket package to either Friday or Saturday night performance with LEXUS club passes
- Listed deliverables below

\$2,500+

WORLD CHAMPION

- Logo printed on event t-shirt
- Listed deliverables below

\$1,000

GOLD BUCKLE

- Logo in event program
- Verbal recognition at event
- Listed deliverables below

\$500

SILVER SPUR

- Name in event program
- Invitation to attend event

\$250

Yes! I want to sponsor today



Thank you for sponsoring! Your partnership allows us to continue to put a smile on every participants face and grow community awareness of inclusion for all.

CONTACT:

Business: _____
(Exactly as you would like it to appear)

Name: _____

Address: _____

Email: _____

Phone: _____

Sponsorship Amount: \$_____

Select a level:

☐

**ALL
AROUND**
\$2,500+

☐

**WORLD
CHAMPION**
\$1,000

☐

**GOLD
BUCKLE**
\$500

☐

**SILVER
SPUR**
\$250

WAYS TO GIVE:

☐ I've enclosed a check # _____

Mail Checks to:

Omaha River City Rodeo
Attn: Justin Hope
18081 Burt St., Ste. 200
Omaha, NE 68022

☐ Provided credit card details

Credit Card #: _____

Zipcode: _____

Exp: _____ CVC: _____

Signature: _____

☐ I donated online via the QR
code below:



☐ Invoice my email listed above

📞 402-669-2919

✉️ omaha.bronson@gmail.com

🌐 [https://omaharivercityrodeo.org/
rough-n-ready-challenge-rodeo/](https://omaharivercityrodeo.org/rough-n-ready-challenge-rodeo/)



ROUGH N READY CHALLENGE RODEO

SEPTEMBER 21ST, 2024



AN INCLUSIVE EVENT FOR INDIVIDUALS
WITH DISABILITIES TO EXPLORE AND
EXPERIENCE RODEO THEMED EVENTS.
PARTICIPANTS AGES 3-21 WELCOME!



PARTICIPANT REGISTRATION



VOLUNTEER REGISTRATION



Check In Starts: 9:30 AM
Start Time: 10:00 AM
Wrap Up Time: 11:00 AM

CHI HEALTH CENTER

455 N 10th St, Omaha, NE 68102



Email for Questions
omaha.bronson@gmail.com