



# South Dakota 4-H Rodeo Finals, Inc.

[sd4hrodeoad@gmail.com](mailto:sd4hrodeoad@gmail.com)

August 20<sup>th</sup>, 21<sup>st</sup> & 22<sup>nd</sup>, 2021

[www.sd4hrodeo.org](http://www.sd4hrodeo.org)

December 4, 2020



Dear Marketing Director,

Preparations for the 2021 South Dakota State 4-H Finals Rodeo, to be held in Ft. Pierre on August 14<sup>th</sup> – 16<sup>th</sup>, 2021 are currently under way. We are excited as we look forward to celebrating the 50<sup>th</sup> Anniversary year for the South Dakota 4-H Rodeo Finals! As in the past, the success of this rodeo is possible only because of the continued generosity and support of sponsors.

We are proud to share with you that South Dakota is one of only two states in the United States with a successful 4-H Rodeo Program and the South Dakota 4-H Finals Rodeo is one of the largest youth rodeos in the country! Approximately 1,500 South Dakota youth participate in regional rodeos throughout the state with the top four in each event qualifying for the Finals.

South Dakota 4-H Rodeo does not receive any County, State, or Federal Funding and relies solely on volunteers and your continued generous support.

The South Dakota 4-H Finals Rodeo is well attended by supporters from across the state and offers great exposure to your business. As many events looked different in 2020, we were able to move forward with the SD State 4-H Rodeo Finals and a limited number of regional rodeos and we hosted **nearly 500** contestants, and their families in August!

Last year, we awarded 29 Trophy Saddles to the average winners in each event in both the Junior and Senior divisions, as well as, All Around and Ambassador saddles. In addition, numerous buckles and prizes were awarded to go-round place winners. Through the aide of raffles, fundraisers and designated donations, we were also able to award \$250 scholarships to six senior participants.

Enclosed please find our advertising/sponsorship information for 2021. Please contact us with any questions you may have. Our goal is to keep rodeo South Dakotas' #1 Sport while providing a unique opportunity for our youth to participate in one of the most rewarding sport experiences available, and conveying strong family and social values.

Sincerely,

Tyson Paxton, President  
Susan VanLiere, Board Secretary  
Kim Larson, Finals Secretary

Justin Robertson, Vice President  
Helen Jane Paxton, Treasurer

**South Dakota 4H Rodeo Finals, Inc.**  
PO Box 1232, Pierre, SD 57501





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