

# WHRSA/ NHSRA SPONSORSHIP 'PATCH PROGRAM'

Per the 2016-18 Rule Book- The NHSRA Patch Program (adopted 1.23.2000) states:

- 1) ***Illegal/Inappropriate Signage***; No person, animal, tack or equipment can display any form of signage in the arena during any NHSRA sanctioned event promoting alcohol, tobacco or any other product or service which is illegal for a minor to use or be in possession of.
- 2) ***Removable Stickers***: Removable stickers representing competitors to all *non-exclusive* NHSRA national sponsors will be allowed at any NHSRA state and province sanctioned events only. Only removable stickers of NHSRA national sponsors, NHSFR sponsors and NJHFR sponsors will be allowed in the arena at the NHSFR and NJHFR.
  - a. At this time 'Exclusive' NHSRA national sponsors include:
    - i. Cinch (Jeans and Shirts)
    - ii. Ariat (Boots)
  - b. All other categories of sponsors (page 129 of 2016-2017 rule book) are considered non-exclusive NHSRA national sponsors at this time.
  - c. Please be considerate of those non-exclusive sponsors as they do bring substantial dollars to our awards and scholarship programs.
  - d. If you have any question as to the 'category' of a potential sponsor, please contact your National Director for clarification
  - e. These rules will be reviewed at the 2018 Mid-Winter meeting, which could result in a change for the future.
- 3) ***Non-sponsor Signage***: Anything in the arena at any NHSRA sanctioned event can carry signage representing companies/associations that do not fit into any existing NHSRA sponsor category provided it does not violate paragraph #1 of this patch program.
  - a. If you have any question as to the 'category' or status of a potential personal sponsor, please contact your National Director for clarification **BEFORE** you enter the arena with their signage!
- 4) ***National Highs School Finals Rodeo & National Junior High Finals Rodeo***: Please refer to page 128-129 of the 2016-2018 Rule Book.
- 5) ***NHSFR and NJHFR Final Performance Only***: Please refer to page 129 of the 2016-2018 Rule Book.
- 6) ***Please refer to page 129 of the 2016-2018 Rule Book for consequences of not following the NHSRA patch Program.***