Fort Bend History Association Hosts:

George Ranch Rodeo

Honoring Fort Bend County’s Black Cowboy Legacy

Spotlighting the Buster Jackson and Robert & Catherine Jackson Families

2022 Partnership Opportunities
Saturday, February 19, 2022 • George Ranch Arena

Benefiting the Educational and Preservation Efforts of the George Ranch Historical Park
Fort Bend History Association Hosts:

GEORGE RANCH

Rodeo

Honoring Fort Bend County’s Black Cowboy Legacy
Spotlighting the Buster Jackson and Ramone Jackson Families

Date & Location
Saturday, February 19, 2022 • 4-9 p.m.
George Ranch Historical Park Arena
10215 FM 762, Richmond, TX

Event Schedule

4 p.m. — Hitch’n Post Opens: Entertainment,
           Kids’ Activities, Craft and Food Booths
5:30 p.m. — VIP Covered Wagon and Saloon Open
6:30 p.m. — Grand Entry
7 p.m. — Rodeo Competition Begins
9:30 p.m. — VIP Covered Wagon and Saloon Close

About the Honorees:

For more than 100 years, black cowboys played an essential role in Fort Bend County ranching operations. At the George Ranch specifically, four generations of black cowboys worked alongside four generations of the George family, leaving behind a rich legacy of black cowboy heritage that is unique to this part of Texas.

This February, the 3rd annual George Ranch Rodeo will spotlight this amazing history and honor the Buster Jackson and Ramone Jackson families.

Buster Jackson was a long-time cowboy and assistant foreman for the George family. From the 1930s on, he acted as the Georges’ second-in-command. He was one of the few permanent, full-time cowboys at the Ranch.

Jackson was described by the other cowboys as “horse crazy:” “Everybody be eating lunch and taking a rest, and he’d [Buster] be riding his horse.”

Robert Jackson was the first black man in Brazoria County to obtain a trail rider’s permit. He and his wife Catherine Jackson organized their first rodeo in 1953 and started the McBeth Riding and Charity Club in 1960. They joined the Southwestern Trail Riders Association in 1974 and served in key positions in the Southwestern National Cowboys Association, hosting monthly rodeos at the RV Ranch in McBeth.

Ramone Jackson continued the family’s sixty-eight years of black cowboy heritage with his work as a rodeo stock contractor, Double R.R.J. Rodeo Enterprises, and in hosting rodeos at the family ranch.

In 2020, more than 700 people attended the family-friendly, community event, which includes a rodeo with prize pots, slack events, mutton-busting, a variety of food and marketplace vendors, entertainment and other fun activities for children.

Questions?
Contact Daniela Abrego at 281-342-1256 or sponsors@fbhistory.org
SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR – $10,000  (One available/category exclusivity)
• Right to provide:
  - Four 5’x 10’ or smaller vinyl banners with grommets to be hung in the Arena
  - Four 10’x10’ promotional/marketing booths
  - Four company representatives to participate in Grand Entry Parade
  - Four sponsorship vehicles with company banner/flag in Grand Entry Parade
  - Two company banners/flags to fly around the Arena from horseback to start/close events
• Prominent logo placement on rodeo webpage with link to company’s site
• Prominent logo placement on all rodeo advertising and promotional materials
• Thirty complimentary VIP Reception and reserved seating badges
• Eight recognition announcements during rodeo in Arena
• Recognition on day-of materials and VIP badge

PLATINUM BUCKLE SPONSOR – $5,000
• Right to provide:
  - Two 5’x 10’ or smaller vinyl banners with grommets to be hung in the Arena
  - Two 10’x10’ promotional/marketing booths
  - Two company representatives to participate in Grand Entry Parade
  - Two sponsorship vehicles with company banner/flag in Grand Entry Parade
  - Your company banner/flag to fly around the Arena from horseback to start/close events
• Prominent logo placement on rodeo webpage with link to company’s site
• Prominent logo placement on all rodeo advertising and promotional materials
• Twenty complimentary VIP Reception and reserved seating badges
• Four recognition announcements during rodeo in Arena
• Recognition on day-of materials

GOLD BUCKLE SPONSOR – $2,500
• Right to provide:
  - One 5’x 10’ or smaller vinyl banner with grommets to be hung in the Arena
  - One company representative to participate in Grand Entry Parade
  - One sponsorship vehicle with company banner/flag in Grand Entry Parade
• Logo placement on rodeo webpage and all rodeo advertising and promotional materials
• Ten complimentary VIP Reception and reserved seating badges
• Two recognition announcements during rodeo in Arena
• Recognition on day-of materials

SILVER SPUR SPONSOR – $1,500
• Right to provide one 3’x 8’ vinyl banner with grommets to be hung in the Arena
• Logo placement on rodeo webpage and rodeo promotional materials
• Eight complimentary VIP Reception and reserved seating badges
• One recognition announcement during rodeo in Arena
• Recognition on day-of materials

BRONZE BADGE SPONSOR – $1,200
• Right to provide one 3’x 8’ vinyl banner with grommets to be hung in the Arena
• Name recognition on rodeo webpage
• Two complimentary tickets to rodeo VIP Reception
• Recognition on day-of materials
• One recognition announcement during rodeo in Arena

Note: All banners/flags must be provided by Feb. 4, 2022

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Customized packages available upon request. Deadline: January 7, 2022
VIP SALOON KEEPERS - $1,800 (one available)
- Right to provide one 3’x 8’ vinyl banner with grommets to be hung in the saloon area
- Name recognition on rodeo promotional materials
- One recognition announcement before one race
- Eight complimentary VIP Reception and reserved seating badges
- Recognition on day-of materials

VIP COVERED WAGON - $1,800 (one available)
- Right to provide one 3’x 8’ vinyl banner with grommets to be hung in the saloon area
- Name recognition on rodeo promotional materials
- One recognition announcement before one race
- Eight complimentary VIP Reception and reserved seating badges
- Recognition on day-of materials

MUTTON-BUSTING - $1,100 (four available)
- Right to provide one 3’x 8’ vinyl banner to be hung in the mutton-busting area
- Name recognition on rodeo promotional materials
- One recognition announcement during mutton-busting competition
- Two complimentary VIP Reception and reserved seating badges
- Recognition on day-of materials

SECURITY & EMT - $800 (four available)
- Right to provide one 2’x 4’ vinyl banner with grommets to be hung in the EMT area
- Name recognition on rodeo promotional materials
- Two complimentary VIP Reception and reserved seating badges
- Recognition on day-of materials

RODEO EVENTS - $500/EACH (four available)
1) Team roping  2) Barrel racing  3) Calf tie-down  4) Bull riding
- Right to provide one 2’x 4’ vinyl banner with grommets to be hung in arena
- One recognition announcement after selected event
- Two complimentary VIP Reception and reserved seating badges
- Recognition on day-of materials

ARENA BANNER SPONSOR - $200/EACH (eight available)
- Right to provide one 2’x 4’ vinyl banner with grommets to be hung in arena

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Customized packages available upon request. Deadline: January 7, 2022

Note: All banners and flags must be provided by Feb. 4, 2022.
**SPONSORSHIP COMMITMENT**

**SPONSORSHIP TYPE**
- [ ] Presenting Sponsor ($10,000)
- [ ] Platinum Buckle Sponsor ($5,000)
- [ ] Gold Buckle Sponsor ($2,500)
- [ ] Silver Spur Sponsor ($1,500)
- [ ] Bronze Badge Sponsor ($1,200)

**PROMOTIONAL BRANDING OPPORTUNITIES**
- [ ] VIP Saloon Keepers ($1,800)
- [ ] VIP Covered Wagon ($1,800)
- [ ] Mutton-Busting ($1,100)
- [ ] Arena Banner Sponsor ($200/each)
- [ ] Security & EMT ($800)
- [ ] Rodeo Events ($500/each)
  - Please select event(s):
    - Team Roping
    - Calf Tie-Down
    - Barrel Racing
    - Bull Riding

**INFORMATION:**
- [ ] I/We would like to waive benefits to receive the full tax deduction.
- [ ] I/We cannot participate, but would like to donate $_____________________

Company/Individual Name: ____________________________________________
(How it should appear in print.)
Contact Person: ________________________________________________________
Mailing Address: ______________________________________________________
Phone: ________________________________ E-mail: ________________

**PAYMENT METHOD:**
To guarantee recognition in rodeo advertising, the commitment form and payment must be received on or before December 17, 2021.

- [ ] Please charge $_________ to my credit card
  - Circle one: Visa MC Discover AmEx
- [ ] Check enclosed (Payable to Fort Bend History Association)
- [ ] Please send me an invoice for my sponsorship(s)

Card Number: ________________________________
Expiration: _______________ CVV: ______
Date: ________________________________

Signature: ________________________________

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Please return form and payment to: Fort Bend History Association
P.O. Box 460 | Richmond, Texas 77406-0012 | sponsors@fbhistory.org
Thank you for helping to keep Fort Bend history alive!