

2026
ITLA
*International
Championship Show
& Convention*
GLEN ROSE, TEXAS

Sponsorship
OPPORTUNITIES

We are grateful for ALL of our sponsors, at every level of sponsorship. Each sponsorship comes with abundant social media and Show promotion prior to, during, and following the event. Your sponsorships allow us to improve our Show & Convention each year and to have it occur at a wonderful facility like The Expo at Glen Rose. Please carefully read each of these sponsorship levels: you'll see many new and exciting opportunities never before offered! We've worked hard to provide something for everyone, so that everyone has the chance to both support the ITLA while simultaneously advertising your business and/or ranch at a comfortable level.

**THIS YEAR, THE ITLA IS HONORED TO HAVE
PARTNERED WITH AMERICA 250 TO CELEBRATE
OUR NATION'S MILESTONE BIRTHDAY.**



We thank you from the bottom of our hearts.

The ITLA "Official" 1 year Diamond Sponsor

A unique opportunity to be the ITLA's Official Sponsor for Shows around the U.S. and Canada for the year 2026.

Please contact our ITLA Headquarters Office for more details.
Staff@ITLA.COM | (254) 898-0157

The Wyatt Earp Platinum Sponsor

- 2026 Show event (of sponsor's choice) named for sponsor and listed in Show Program (e.g. the 2026 _____ Non-Halterd Championship Show); photos taken with winners
- 100 raffle tickets for ITLA Grand Prize raffle
- Video advertisement played at least 3 times during Int'l Championship Show on The Expo big screen in main arena (60 seconds maximum for video footage—sponsor to provide video in format TBD) (\$650 value)
- 8 complimentary tickets to Saturday night's concert at the Texas Amphitheater in Glen Rose, with reserved seating
- Reserved/labeled sponsor table for 8, with 8 complimentary awards banquet tickets, where sponsor will be publicly recognized
- For 1 year starting in November 2026, scrolling logo on ITLA website's new homepage with link to your site (\$1000 value)
- 4'x6' banners hung in Expo Arena and banquet hall (ITLA provided)
- Free vendor space throughout Show/Convention (\$200 value)

\$10,000

The Billy the Kid Gold Sponsor

- 4 complimentary tickets to Saturday night's Concert at the Texas Amphitheater in Glen Rose, with reserved seating
- 50 raffle tickets for ITLA Grand Prize raffle
- Video advertisement played 2 times during Int'l Championship Show on The Expo big screen in main arena (60 seconds maximum for video footage—sponsor to provide video in format TBD) (\$500 value)
- Reserved/labeled sponsor table for 8, with 8 comp. awards banquet tickets, where sponsor will be publicly recognized
- One free ranch/business eblast per quarter for the next calendar year (\$200 value)
 - For 6 months starting in November 2026, scrolling logo on ITLA website's new homepage with link to your site (\$700 value)
- 4'x6' display banner hung in Expo Arena (ITLA provided)
- Free vendor space throughout Show/Convention (\$200 value)

\$5,000

The Doc Holliday Silver Sponsor

- 2 complimentary tickets to Saturday night's concert at the Texas Amphitheater in Glen Rose, with reserved seating
 - 25 raffle ticket for ITLA Grand Prize raffle
- Video advertisement played 1 time during Int'l Championship Show on The Expo big screen in main arena (60 seconds maximum for video footage—sponsor to provide video in format TBD) (\$300 value)
- Reserved/labeled sponsor table for 8, with 8 comp. awards banquet tickets, at Saturday's awards banquet where sponsor will be publicly recognized
- For 3 months starting in November 2026, scrolling logo on ITLA website's new homepage with link to your site (\$400 value)
 - 3'x5' banner hung in Expo Arena (ITLA provided)
- Two free ranch/business eblasts during the next calendar year (\$100 value)

\$2,500

The Jesse James Grand Champion Sponsor

- A Grand Champion Award will be named for the sponsor (e.g. the ____ 2026 Grand Champion Bull), with photos taken with the winner
- 15 raffle tickets for ITLA Grand Prize raffle
- 4 complimentary awards banquet tickets
- One free ranch/business eblast during the next calendar year
- 3'x5' banner hung in Expo Arena (ITLA provided)

\$1,500

The Butch Cassidy Bull Bonanza Sponsor

- Full page/full color sponsorship noted in printed Bull Bonanza program
- 10 raffle tickets for ITLA Grand Prize raffle
- 3'x5' display banner hung in Expo Arena (ITLA provided)
- 2 complimentary awards banquet tickets
- One free ranch/business eblast during the next calendar year

\$1,000

The Sundance Kid Sponsor

- 5 raffle tickets for ITLA Grand Prize raffle
- 3'x5' display banner hung in the Expo Arena (ITLA provided)
- 2 complimentary awards banquet tickets
- Free vendor space throughout Show/Convention (\$200 value)

\$500

The Belle Star Futurity Class Sponsor

•2 raffle tickets for ITLA Grand Prize raffle

•Ranch/business listed as a Futurity Class sponsor in the Show program

\$250

The John Dillinger All Age Sponsor

•1 raffle ticket for ITLA Grand Prize raffle

•Ranch/business listed as an All Age sponsor in the Show program

\$150

The John Wesley Hardin Divisional Sponsor

•1 raffle ticket for ITLA Grand Prize raffle

•Ranch/business listed as a Divisional sponsor in the Show program

\$100

The Sam Bass Class Sponsor

•Ranch/business listed as a Class sponsor in the Show program

\$75



SPECIAL SPONSORSHIPS

The London Homesick Blues Sponsor

We are so honored to have the Godfather of Texas Country Music and his full band—the iconic Gary P. Nunn and The Bunkhouse Band—play at our Futurity this year! He's just one of many things we like about Texas! Have your ranch/business take credit for everyone's satisfied bellies and happy demeanors by becoming our \$2,000 sponsor of the dinner that will be served at this event...4 reserved front row seats and have your photo taken with a living legend. Wow! It's about to get western!

\$2,000

The Wild Bill Hickok HQ Tour Sponsor

On Wednesday evening, starting at 6:00, we will be having a true Open House at our iconic World Headquarters on the hill overlooking The Expo at Glen Rose. Light refreshments and beverages will be offered, with a complimentary hayride to/from to add appropriate ambience. For a \$500 sponsorship, your ranch/business can be highlighted with an ITLA-provided printed yard sign outside of HQ and on the hay ride itself, announcing you as the gracious host of this Open House event. AND, if you'd like, you can help plan the event and refreshments menu!

\$500

ADVERTISING OPPORTUNITIES



The Bonnie & Clyde Advertiser

Ready for something epic and never before seen at an ITLA Int'l Championship Show? This year you can advertise your ranch or business in video-format on The Expo's big screen before shows, during breaks, and during other non-judging times! Your video will also simultaneously be broadcast on the large screen TVs on the vendor concourse wall for maximum exposure. The advertiser is to provide the video (maximum of 60 seconds) to the ITLA Staff by no later than September 15th. The ITLA reserves the right to adjust video content (in communication with the advertiser) to ensure age and event-appropriate content and language.

Advertising Rates

- Ad played one time during Show | \$300
- Ad played two times during Show | \$500
- Ad played a minimum of three times

during Show | \$650

(depending on number of advertisers, could be played many more than 3 times over the four-day course of the Int'l Champ Show)

The Wild Bunch Advertiser

Ready for something else epic and never before seen at an ITLA Int'l Championship Show? This year you can advertise your ranch or business with a still full-screen photo/advertisement shown on The Expo's big screen before shows, during breaks, and during other non-judging times! Your ad will also simultaneously be broadcast on the large screen TVs on the vendor concourse wall for maximum exposure. The advertiser is to provide the photo advertisement to the ITLA Staff by no later than September 15th. The ITLA reserves the right to adjust ad content (in communication with the advertiser) to ensure age and event-appropriate content and language.

Advertising Rates

- Ad displayed two times during Show | \$250
- Ad displayed four times during Show | \$400
- Ad displayed a minimum of five times

during Show: \$500

(depending on number of advertisers, could be played many more times than 5 over the four-day course of the Int'l Champ Show)

Interested in Sponsoring the
2026 ITLA Int'l Championship
Show & Convention



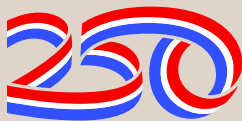
Contact the ITLA Headquarters Office
(254) 898-0157 | staff@itla.com



Hooves, Horns & Heritage



AMERICA



TEXAS

AMERICA

250