



2026 IMBA SPONSORSHIP PACKET

www.IMBAbullriding.com

A MESSAGE FROM THE IMBA

We want to thank you for taking this moment and allowing us to visit with you about partnering with us to support this unique group of talented youth athletes. Your partnership is crucial to our organization to further aid in allowing these young athletes to gain experience while working towards their dreams of becoming a Professional Athlete.

Following our Partnership packages are listed. Our packages not only help the youth but help you market your business worldwide. Each package is listed with service detail according to what Advertising package you purchase. They include some or all of the following ways to advertise. You'll be seen on our web network and our website; your business will also have access to all our social media, in our promotional material for events, and be involved in any and all televised events.



Sincerely,

The IMBA



ABOUT THE IMBA

The IMBA, a Non-Profit 501(c)(3), was formed in 2017 by a group of stock contractors to provide the proper stock and build the safest, yet most prestigious stage for our young cowboys to compete on. Our network of contractors has grown immensely throughout the United States. In 2018 we broke off and entered Australia, Canada, Mexico, Brazil, And Europe. Those countries were able to Travel to the United States and compete in our world finals In Las Vegas, Nevada in 2019. Making us the biggest youth Bull Riding Organization in the world.

Our premier association has proudly hosted its World Finals across the USA since its formation. Our finals destinations have included Guthrie, Oklahoma at the Lazy E Arena, Las Vegas, Nevada at the Core Arena, Mesquite, Texas at the Rodeo Capital of the World, and Reno, Nevada at the Reno-Sparks Livestock Events Center. Now, for the third consecutive year, Golden Spike Arena in Ogden, Utah, is home to the IMBA World Finals, continuing to provide the ultimate stage for the world's best young bull riders.



FOR MORE INFORMATION OR UPDATES ON THE
2026 IMBA WORLD FINALS,
BE SURE TO CHECK OUT OUR WEBSITE,
WWW.IMBABULLRIDING.COM.



Find us on 

 Instagram



IMBA WORLD FINALS STATS

Sponsoring the IMBA World Finals provides your brand with exceptional exposure both in-person and online. We host over 2,500 fans on-site during the event, with additional reach through the event's livestream, which was viewed by more than 23,000 people worldwide. As a sponsor, your banner could be featured during the livestream, giving your brand significant visibility. Additionally, our 6,000+ Facebook followers and 1,300+ Instagram followers span across the globe, including audiences from Australia, Canada, Mexico, Brazil, and Europe, offering international brand recognition.

By partnering with us, your brand will be showcased not only at the event but also across multiple social media platforms, amplifying your reach to a global and engaged audience.

WHY SPONSOR THE IMBA WORLD FINALS?

Sponsoring the IMBA World Finals is more than just an investment—it's a chance to align your brand with a beloved tradition while supporting the future of youth rodeo. By partnering with IMBA, you place your company at the forefront of a family-friendly, community-driven event that celebrates western culture and the next generation of rodeo athletes.

Our diverse network of sponsors, from local to international businesses, recognizes the unique value of reaching an engaged, passionate audience. Whether you're looking to entertain clients, reward employees, or simply gain visibility, IMBA offers tailored sponsorship packages that connect your brand with the right people. Join us, and let's make a lasting impact together—on and off the arena floor.

2026 IMBA SPONSORSHIP PACKAGES

TITLE SPONSOR

- Event named after your business
(ex. **Your business name here* IMBA World Championship Finals*)

- 100% recognition through every outlet we offer

(on our official website, our social media platforms, our promotional material for events, within any televised events, banners, etc.)

- *(6) General Admission tickets to the event**

Contact - Tobie Olson for pricing & details.
(208)-634-9229 or tobieolson@imbabullriding.com

PRESENTING SPONSOR

- Event named after your business

(ex. Value Homes of Idaho IMBA World Championship Finals presented by **your business name here**)

- 100% recognition through every outlet we offer

(on our official website, our social media platforms, our promotional material for events, within any televised events, banners, etc.)

- *(3) General Admission tickets to the event**

Contact - Tobie Olson for pricing & details.
(208)-634-9229 or tobieolson@imbabullriding.com

MEDIA SPONSOR

\$6,500 INVESTMENT

This particular sponsorship package includes assisting with the media and advertising cost it takes to put on the event. (ex. ticket sales, radio, marketing, livestreams etc.) -

For more information & in-depth details regarding this package, please contact the IMBA via our website, www.imbabullriding.com.

SPECIFIC EVENTS

\$5,000 INVESTMENT

This package can include different events that take place within the four-day IMBA World Finals such as the back-tag ceremony, the hospitality area, etc.

For more information & in-depth details regarding this package, please contact the IMBA via our website, www.imbabullriding.com.

DIVISION EVENTS

\$500/PER DAY
(FRIDAY OR SATURDAY)

With this package, you have the option to sponsor an individual division. The IMBA features four total divisions/age groups; PeeWee (6-8yr), JR Mini Bull (9-11yr), SR Mini Bull (12-14yr), and Novice Bull (15-17yr).

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BULLFIGHTERS

\$6,000 INVESTMENT

The bullfighters are known as the 'Cowboy Lifesavers.' They protect the riders from being hurt by the bull while in the arena. They are in the arena the entire show!

- (3) jerseys to put your logo on that the bullfighters will wear during this four-day event.
- (2) Banners that will be hung throughout the arena.
- (4) *General Admission tickets to the event**

AMBULANCE SPONSOR

\$5,500 INVESTMENT

The Ambulance Sponsor helps ensure the safety of every athlete competing in the IMBA World Finals. This sponsorship directly supports the on-site medical team and ambulance coverage for the duration of the four-day event — a crucial service that protects both riders and livestock while maintaining professional event standards.

- (1) Banner hung in the arena.
- (4) *General Admission tickets to the event**

PICKUPMAN

\$3,500 INVESTMENT

The Pickup Man's role is to aid in pushing the bulls out of arena when they refuse to leave. At times, they aid the bullfighters when the moment arises to protect the rider. They are also in the arena the entire show!

- Embroidered shirts with your logo for semi & final rounds.
- (4) *General Admission tickets to the event**

OUTGATE SPONSOR

\$2,500 INVESTMENT

This is the gate on the alleyway where the bulls exit the arena & is located in between the bucking chutes.

- (1) Banner on the Outgate (*outgate banner is approximately 4x8*)
- (4) *General Admission tickets to the event**

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ANNOUNCER

\$2,500 INVESTMENT

The announcer calls out every detail of the show and is visible to the crowd throughout the event.

- (2) Banners in the arena
- (4) *General Admission tickets to the event**

CHUTE GATE SPONSOR

\$1,500 INVESTMENT

This is the main focal-point of the event, where the riders get on their bulls.

- (1) Chute Gate Banner
- (4) *General Admission tickets to the event**

ARENA BANNER

\$1,000 INVESTMENT

When purchasing the arena banner package, you get two banners placed within the arena that you can see from either side of the stands. As well as company recognition by our announcer during the event.

- (1) Banner
- (2) *General Admission tickets to the event**

NAME A BULL (FOR EVENT ONLY)

\$200 INVESTMENT

Company mentioned during each performance assigned to a bull in the event.

CUSTOM SPONSORSHIPS

If your business is seeking a more tailored sponsorship experience, we offer Custom Sponsorship Packages to meet your specific needs. We are happy to work with you to develop a package that fits your goals and budget.

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INTERNATIONAL MINIATURE BULLRIDERS ASSOCIATION

2026 SPONSORSHIP APPLICATION

*Please fill out the form below to apply as a sponsor for the
IMBA World Finals at Golden Spike Arena in Ogden, Utah.*

Company/Organization Name:

Contact Person:

Phone Number:

Address:

State:

Zip:

Website:

Email Address:

Sponsorship Level:

Total Sponsorship Amount:

MARKETING AND PROMOTION INFORMATION

Please email your high-resolution logo for promotional materials to imbabullriding@gmail.com

By submitting this application, you agree to support the IMBA World Finals as a sponsor. The sponsorship benefits will be provided based on the package you selected, and all benefits are subject to availability. Final approval will come from IMBA after review.

Signature:

Date:

PLEASE MAIL YOUR PAYMENT TO:

IMBA TREASURER
KORY OLSON
PO BOX 884
CASCADE, ID 83611

EMAIL COMPLETED FORM TO:

tkolson@frontiernet.net

TO MAKE PAYMENT BY PHONE CALL:

Kory Olson (208)630-3136