



# NIRA National Sponsors

2023-2024 (For Member School Use Only)



Cinch Jeans and Shirt is proud to be the Exclusive apparel sponsor of the NIRA. Since 1996, the Cinch Clothing brand has been creating quality jeans and shirts for both in and out of the arena. The best athletes from rodeo and equine performance circles love Cinch for both the quality fit and the authentic western look. The designs and reputation of Cinch makes them the number one choice for those who live and breathe the western way of life. LEAD DON'T FOLLOW!

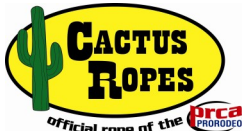
NIRA/Sponsoring School Responsibility: 2 Announcer Mentions, 2 Banners, 1 Flag, On-site Promotion



**RAM**

RAM is the official automotive sponsor of NIRA. The RAM brand sponsors over 250 rodeos each year through the PRCA, NIRA, NHSRA, NLBRA as well as many other associations. RAM Rodeo has a 40 plus year history of sponsoring rodeos in both the US and Canada. As a member of the NIRA, FCA Affiliates offers you a preferred pricing program (1% below factory invoice) when purchasing select Chrysler, Jeep, DODGE, RAM or Fiat vehicles. For information please contact the RAM Rodeo office at (641) 684-6000.

NIRA/Sponsoring School Responsibility: 2 Announcer Mentions, 2 Banners, 1 Flag, On-site Promotion



Cactus Ropes, founded in 1991, manufactures ropes that are the most durable and consistent products available. They can be found at local retailers, or [www.cactusropes.com](http://www.cactusropes.com)



At Cactus Saddlery, Values and Ethics are more than words, they are business philosophies. Cactus Saddlery offers a full line of saddles and strap goods, designed and manufactured by their hand craftsmen. Visit them at [www.cactussaddlery.com](http://www.cactussaddlery.com)



Cactus Gear has been manufacturing the Best equine sports products available for over 20 years. They hold half the industry's patents on equine leg protection. Visit [www.cactusgear.com](http://www.cactusgear.com)



Resistol Hat is the official hat maker for college rodeo. They are the largest manufacturer of headware in the world and produce the highest quality product through all phases of production. [www.resistol.com](http://www.resistol.com)

NIRA/Sponsoring School Responsibility: 2 Announcer Mentions (each), 1 Banner (each), 1 Flag (each), On-site Promotion



A big thanks to [Cenex](#) for fueling local rodeo fans! For more than 90 years Cenex has powered rural communities with its premium energy products and through its network of locally owned and operated convenience stores. Cenex is proud to be a sponsor of the NIRA and to share in the rodeo tradition with its dedicated fans!

NIRA/Sponsoring School Responsibility: 2 Announcer Mentions, 2 Banners, 1 Flag, On-site Promotion



Visit Casper – Wyoming's Adventure Capital! With one foot in the past and an eye toward the future, Casper is a year-round destination that offers the very best in historical, recreational, cultural and entertainment experiences. Casper – the proud home of the College National Finals Rodeo, June 11-17, 2023

NIRA/Sponsoring School Responsibility: 2 Announcer Mentions, 2 Banners, 1 Flag, On-site Promotion



Powder River Livestock Handling Equipment is the CNFR's official arena provider. Powder River also sponsor's the NIRA's Coaches' breakfast and Coach of the Year Award. Powder River had been involved with college rodeo for over a decade. Powder River has led the way in developing innovative and exciting products for the livestock equipment industry since 1938.

NIRA/Sponsoring School Responsibility: 2 Announcer Mentions and 1 Banner