



Alexander Lovelady

— 2027 BULL RIDING SPONSORSHIP

Partner for the 2027 season.

Nine years of persistence and a first podium finish last season. The next chapter starts now — and I'm looking for sponsors who want to be part of it.

Regional bull rider — North Carolina and surrounding states

alexanderlovelady.com/sponsors

— THE RIDER & THE STORY

Nine years of persistence, one breakthrough season.

Nine years of persistence paid off on August 22, 2026, when I earned my first podium finish — second place at the same rodeo. Proof the work is moving in the right direction, and the foundation for a full 2027 season.

9

Years riding, since 2017

SEBRA

+ local jackpots

NC

Regional circuit

2027

Season now building

I'm based near Elizabeth City, North Carolina, and compete in SEBRA events and local jackpots throughout the region. My goal for 2027 is simple: compete consistently, document the season honestly, and give partner businesses meaningful visibility through rodeo appearances and original social content.

This is early-stage sponsorship — the audience, schedule, and content library are still growing. The value for a 2027 partner is joining that story now, not after it's already been told.

WHAT SPONSORS GET

- Short-form ride footage, practice clips, and behind-the-scenes content
- Sponsor tags integrated naturally into season content
- A regional story built around persistence and progress
- Performance reporting when available (growth, views, engagement)



— 2027 SEASON GOALS

What this partnership is funding.

- Compete regularly at regional events within practical travel distance of northeastern North Carolina
- Build on last season's podium finish with more qualified rides and consistent results
- Grow TikTok and YouTube through regular, sponsor-friendly bull riding content
- Represent every partner professionally at events and online

AUDIENCE & CONTENT

As of September 2026: **314 TikTok followers** and **241 YouTube subscribers**, both growing.

Current live numbers are always up to date at alexanderlovelady.com/sponsors.



"A 2027 partner isn't joining after the story is established — the partner helps make the next chapter possible."



— SPONSORSHIP PACKAGES

Cash support, product, or service — whatever fits.

Packages can be adjusted around a sponsor's goals, budget, and industry. Cash support helps cover entry fees, travel, equipment, and training. Product and service partnerships are also welcome.

SUPPORTER

\$250

Local businesses and individual supporters

- ✓ Thank-you announcement
- ✓ Tagged sponsor recognition
- ✓ End-of-season appreciation post

PARTNER

\$500

Businesses seeking regular season visibility

- ✓ All Supporter benefits
- ✓ Recurring mentions in season updates
- ✓ Logo placement on approved apparel/gear

SEASON SPONSOR

\$1,000+

Brands wanting a deeper season-long partnership

- ✓ All Partner benefits
- ✓ Prominent approved logo placement
- ✓ Dedicated content, priority mentions
- ✓ Selected content usage rights by agreement

In-kind partnerships

- Riding equipment, western apparel, boots, hats, protective gear, and training support
- Fuel, vehicle maintenance, lodging, meals, photography, and video production
- Fitness, recovery, chiropractic, physical therapy, and other rider support services

What every sponsor receives

- Professional communication and clear approval before logo or brand use
- A season-end summary of results, content activity, and sponsor visibility
- Honest representation — no guaranteed wins, views, reach, or event acceptance

— BUILD A PARTNERSHIP

How sponsor support is used.

Entry fees	More opportunities to compete and build results
Travel	Fuel and lodging for regional events
Equipment	Replacement and maintenance of essential riding gear
Training & content	Practice, recovery, photography, and video production

I'd be glad to discuss a package that fits your business, including category exclusivity, custom content, event-specific support, or an in-kind arrangement. Benefits, placement, content usage, and payment terms will be confirmed in a simple written sponsorship agreement before the partnership begins.



Let's talk 2027.

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SOCIAL

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— TikTok &
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Thank you for considering a 2027 partnership.