

2025

# SPONSORSHIP



SUPPORTING AMERICA'S  
MILITARY, FIRST RESPONDERS  
AND THEIR FAMILIES THROUGH  
WESTERN LIFESTYLE EVENTS



A NON-PROFIT ORGANIZATION



# Support America's Military, First Responders and their families

Join our mission



## MISSION

Dedicated to supporting America's military, first responders, and their families by providing life changing experiences through Western lifestyle events.

## ORGANIZATION

Liberty & Loyalty Foundation is a non-profit 501c3 organization, started by professional team roper Charly Crawford, a 10x NFR Qualifier and son of a Marine. The Board of Directors, a combination of individuals with backgrounds in the western industry, military and first responders, have big visions for the future of Liberty & Loyalty Foundation.

## HISTORY

Crawford's passion for the military led to the creation of Liberty & Loyalty Foundation, which provides roping skills, horsemanship, and team building to military personnel and first responders. The foundation started as a free roping clinic in 2014 and rebranded in May 2023 to better align with its values.

For more information, visit:  
[LibertyandLoyaltyFoundation.com](https://LibertyandLoyaltyFoundation.com)



## OUR GOALS



### SUPPORT MENTAL HEALTH

Engaging events are created to support mental health, morale and welfare of our heroes.



### CREATE CAMARADERIE

Events positively impact our heroes experiencing a new sense of camaraderie and peace.



### GIVE BACK

LLF has paid out \$943,000 to support military, first responders and their families. Including the value of saddles, buckles and other items, the total is an incredible \$1,193,000.





# MARKETING

January 1 - December 31, 2024

*This represents samples of marketing and does not reflect all marketing efforts.*

## Social Media Performance Overview

**4.3 K**

Facebook  
Followers

**317.5 K**

Views

**364.1 K**

Reach

**15.3 K**

Content  
Interactions

**1.4 K**

Instagram  
Followers

**66.1 K**

Views

**26.5 K**

Reach

**1 K**

Content  
Interactions

## Website Overview

Total Views:

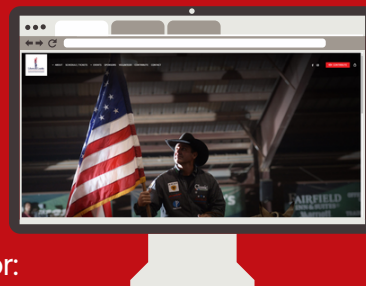
**18,070**

Visitors:

**7,000**

Views per Visitor:

**2.58**



## SOCIAL MEDIA COVERAGE SAMPLES



2.8K Views

## LIVE STREAM



View Count  
Forthcoming



View Count  
Forthcoming



# MARKETING

January 1 - December 31, 2024

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## ADVERTISING



Poster: American Hero Celebration



Poster: NFR Showdown



Cowtown Coliseum Outdoor Display

## ONLINE ADS



DFWChild.com



FTWToday.com

## RADIO

### Cumulus Radio exceeded 1M impressions

Cumulus created a 15-second and 30-second radio commercial that promoted the event across:



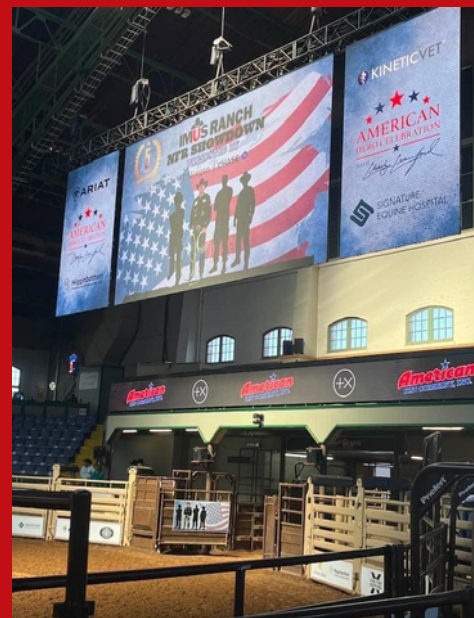
## ONSITE ACTIVATION



Entry Naming Rights



Back Number Sponsor



Cowtown Coliseum Jumbo Tron



**Experience life on  
a working cattle ranch**  
Annual spring event.



## **United We Brand Event- Date TBD**

The inaugural United We Brand event was hosted on May 22, 2022 and continues to provide military and first responders opportunities to experience the Western way of life in an authentic way on a working cattle ranch. This event creates teamwork, leadership, and camaraderie... all things experienced in the military and as a first responders.

**INTERESTED IN  
SPONSORING AN  
EVENT?**

Contact:  
Holly DeLaune  
210-632-3208  
[holly@firebrand-marketing.com](mailto:holly@firebrand-marketing.com)





# AMERICAN HERO CELEBRATION

WITH

*Charly Crawford*

# American Hero Celebration November 4-9, 2025

NRS Arena  
Decatur Conference Center  
Decatur, TX

Cowtown Coliseum  
Fort Worth, TX



## Day 1: Horns N' Heroes Meet & Greet

Two-day roping clinic for selected military and first responder applicants. Tuesday kicks off the clinic with a Meet & Greet at NRS Arena with live music and dinner.



## Day 2-3: Horns N' Heroes Roping Clinic

On Wednesday and Thursday, Crawford co-hosts the roping clinic with Trey Johnson who brings his ministry into the program. Special guests make surprise appearances and provide horsemanship and other valuable lessons to participants.



## Day 4: Mil-First/Pro Roping and Open Roping

Roping events begin on Friday. Join us in celebrating the hard work and effort from the Horns N' Heroes roping clinic participants as they compete in the Mil-First/Pro Roping at NRS Arena in Decatur, TX. Watch as participants come from all over to compete in the Open Roping event and wrap up Friday evening with the Ranch Rodeo.



## Day 5: Mil-First Responder Roping (day) Heroes Gala (evening)

On Saturday, check out the Mil-First Responder Roping the last day at NRS Arena. That evening, cheer on participants in the Back Number Ceremony and bid on fabulous auction items during dinner at the Heroes Gala at the Decatur Conference Center in Decatur, TX.



## Day 6: NFR Showdown

On Sunday, the finale is the NFR (National Finals Rodeo) Showdown, held November 10 at the historic Cowtown Coliseum for a third consecutive year. This event brings the top 15 team roping teams in the Professional Rodeo Cowboys Association world standings for a pre-NFR battle including the Mil-1st/Pro short-go and stray Gathering Ranch Rodeo Short-Go.

# Support Options

HO



For available sponsorship and benefits, contact:

Holly DeLaune

210-632-3208

holly@firebrand-marketing.com



## Event Sponsor

Event & Naming Rights opportunities available. Tailored for businesses interested in hospitality, venue and marketing benefits while showcasing support of military, first responders and their families.



## Product Sponsor

Tailored for businesses requiring brand recognition at event.

## In-Kind Sponsor

Provide essential goods and services that directly enhance events and helps reduce production costs.



## Cash Donation

Generous cash donations empower us to create lasting change and support our heroes.

