



Dear Prospective Sponsor:

The purpose of the Southern New Mexico State Fair and Rodeo Royalty Pageant is to select young ladies as official representatives of the Southern New Mexico State Fair & Rodeo. The Queens along with their courts will serve as ambassadors of the SNMSF&R to the general public, exhibiting excellent sportsmanship, high moral, and ethical standards. The contest is open to young ladies of Dona Ana, Luna, Sierra, Hidalgo, Otero, Socorro, or El Paso counties.

The SNMSF&R Royalty Pageant is a non-profit organization. In order to make this pageant successful, and to support the activities throughout the year, we rely on donations from businesses in the community. Because of the tremendous support from the business community, every contestant goes home a winner. Some of the awards given include a saddle, trophy buckles, sashes, t-shirts, duffle bags, bracelets, and scholarship money.

All sponsors are listed in the official souvenir program. Donations can be either monetary or in the form of gift certificates or other items that promote your business. We realize you donate to many other organizations, but would greatly appreciate your support for the young ladies in southern New Mexico.

Sincerely,

*Kaylee Garrison*

Kaylee Garrison  
Royalty Superintendent  
Southern New Mexico State Fair and Rodeo  
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