



California High School Rodeo Association  
District 7  
The Magnificent 7

Dear Friend of CHSRA District 7,

California High School Rodeo Association (CHSRA) has had a positive influence on young athletes for many decades. From developing life and leadership skills to producing world champions and National Finals Rodeo (NFR) competitors, rodeo has played a pivotal role in the development of our youth. CHSRA is a nonprofit organization that maintains the order and standards set up by the National High School Rodeo Association.

District 7, better known as the Magnificent 7, encompasses San Luis Obispo, Santa Barbara, and Ventura Counties. District 7 athletes must maintain the same academic and citizenship standards as other high school athletes. They learn sportsmanship, leadership skills, and responsibility traits that will last them long after the rodeo season is over.

Unlike other high school athletes, however, rodeo participants must pay rodeo entry fees for each rodeo entered. As a nonprofit organization, District 7 relies on sponsorships, donations, volunteers, and parental support to operate the rodeos and keep entry fees affordable. The district also sets aside money each year to provide scholarships to graduating seniors who are going on to college.

During the rodeo season, District 7 contestants participate in up to nine district and multidistrict rodeos. Those who qualify go on to compete at the state and national level. A highlight of our season is hosting one the largest multidistrict rodeos in California, the Mid-State Classic. Held at the Paso Robles Event Center in November, this rodeo attracts nearly 250 participants from all over the state. Costs for this and other rodeos include arena rent, stock fees, announcing, judging, ambulance services, publications, insurance, and awards.

The future of the CHSRA District 7 rodeo team depends on the generosity of local community and businesses. This is the opportunity to give back, to invest in the growth and development of today's youth, while receiving marketing exposure and recognition. We would appreciate your support of these athletes, especially in this economic hard time. Your support enables them to continue to participate in their sport.

Thank you for your consideration.

Sincerely,

Heidi Haynes  
Sponsorship Chairwoman

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