

CARSEN PERRY LEGACY

Scholarship Fund

Building the future of the Bucking Bull Industry

Gold Buckle Partner Benefits

\$150K

- ~Exclusive “Presented by” naming rights
- ~Priority logo placement on awards
- ~Naming Rights of Mentor Calves (2)
- ~30 second commercial at ABBI events
 - live, webcast and YouTube
- ~Monthly dedicated social media posts

- ~Priority logo placement on website and media posts
- ~Opportunity to present youth awards at the Finals in Las Vegas
- ~Logo on Top Hand Trailer
- ~Annual impact summary

For full list of benefits see attached.

Silver Buckle Partner

\$20K

- ~Banner displayed at ABBI produced events
- ~Prominent logo placement on website
- ~30 second commercial at ABBI events
 - live, webcast and YouTube
- ~Logo on Top Hand Trailer

- ~Monthly social media posts
- ~Name recognition at ABBI Junior Events
- ~Annual impact summary

Select Partner

\$10K

- ~Shared banner displayed at ABBI produced events
- ~4 dedicated social media posts/year
- ~Recognition on website and ABBI produced Junior Events
- ~Annual impact summary

Contributing Partner

\$5K

- ~Shared banner displayed at ABBI produced events
- ~Recognition on website and ABBI produced Junior Events
- ~Annual impact summary

~CPL is open to discuss any opportunity for sponsorship if these options do not fit your company.



Why do we do this:

The bucking bull industry lost Carsen James Perry in the fall of 2023. Carsen was only 14 years old, but in that brief time he had an enormous impact on everyone he knew. The Carsen Perry Legacy Scholarship was founded in 2024 as more than just a tribute; it is a testament to the light that Carsen brought into the world. Carsen and his bull, 791 Motley Crew, competed in the ABBI Juniors division during the 2023 season. The duo ended up finishing in second place, earning the Junior Reserve World Champion buckle. Though his time was far too short, the passion he carried for bucking bulls and the bull industry burned brightly, inspiring everyone around him. Carsen's generous heart and unwavering faith lifted everyone he knew. He shared his knowledge freely, encouraged his peers and never hesitated to lend a helping hand. His kindness, his smile, and his unstoppable spirit are the things that stay with us. Through this scholarship, we carry his legacy forward, ensuring that future generations of young stock contractors feel the same encouragement, the same support, and the same fire that Carsen embodied every single day. He may be gone, but his passion, hard work, dedication, and kind heart will live on in all that had the good fortune to ever have crossed his path.



Who we do this for:



We do this for the future of industry. Many of these kids were blessed to know Carsen and compete alongside him. Junior stock contractors 18 years old and younger are eligible. Applicants must complete the following:

- Keep a record of their animals for the season.
 - feeding and nutrition
 - vet care
 - competitions
 - fees/expenses

- Write an essay outlining their plans for the scholarship money and answering the topic for the year. Past topics include:
 - how they carry the spirit of Carsen Perry
 - what they will do to improve the bucking bull industry.
- In October at ABBI finals in Las Vegas, Nevada, each applicant is interviewed by a panel of judges made up of industry leaders.

What we award:

- **2024**
 - CPL awarded four cowgirls and four cowboys scholarships totaling \$110,000.
- **2025**
 - CPL awarded three scholarships totaling \$50,000,
 - The Top Hand Stock Trailer Approx value \$35,000
 - Two Mentorship Awards \$10,000 each.
- **2026**
 - CPL plans on awarding three scholarships totaling \$50,000.
 - The Top Hand Stock Trailer Approx \$35,000
 - Two mentorship Awards \$10,000 each

Note: Past winners have purchased livestock to start their own breeding programs, equipment to improve their operations, equipment to start businesses, invested, and donated to charitable causes.

What we need:

Individuals, families, and small businesses have rallied behind this amazing program for the last two years and have raised nearly \$200,000. For this program to remain sustainable, we need sponsors to take advantage of this amazing opportunity to support the future of the Bucking Bull Industry and put their names in front of a group of dedicated stock contractors, ranchers, and rodeo fans.

First place = \$25,000

Second place = \$15,000

Third place = \$10,000

Top Hand Award Trailer = \$35,000

Mentorship program = \$20,000

Operating Cost = \$5,000

\$110,000



GOLD BUCKLE PARTNER BENEFITS

- Exclusive “Presented By” naming rights.

CARSEN PERRY LEGACY SCHOLARSHIP

PRESENTED BY ***GOLD BUCKLE PARTNER***

- Naming rights at the Carsen Perry Memorial Junior Futurity in Erick, OK
 - This is the largest Junior Futurity Event, \$109,000 paid out in 2025.

CARSEN PERRY MEMORIAL JUNIOR FUTURITY

PRESENTED BY 6-C BUCKING BULLS AND ***GOLD BUCKLE PARTNER***



**EXAMPLE ONLY FROM 2025*



**EXAMPLE ONLY FROM 2025*

- 30 second commercial at ABBI produced events (supplied by partner)
 - May 15-16 ~ Fort Worth, TX
 - June 6 ~ Duncan, OK
 - July 18 ~ Belton, TX
 - August 8 ~ Glen Rose, TX
 - Oct 31-Nov 5 World Finals ~ Las Vegas, NV
- 30 second commercial on live webcast events that remain on ABBI YouTube channel
- Logo displayed during Junior events on replay screen at ABBI Produced events
- Monthly dedicated social media posts on ABBI, Carsen Perry Legacy, and ABBI Junior Members' Facebook pages
- Priority logo placement on Carsen Perry Website
- Priority logo placement on Top Hand trailer, (supplied by partner)
- Naming rights of Mentor Calves (2) for the 2026 season
- Opportunity to present youth awards at the World Finals in Las Vegas
- Annual impact summary showing the recipients and their use of the scholarships.

SILVER BUCKLE PARTNER BENEFITS



**EXAMPLE ONLY FROM 2025*

- 30 second commercial at ABBI produced events (supplied by partner)
 - May 15-16 ~ Fort Worth, TX
 - June 6 ~ Duncan, OK
 - July 18 ~ Belton, TX
 - August 8 ~ Glen Rose, TX
 - Oct 31-Nov 5 World Finals ~ Las Vegas, NV
- 30 second commercial on live webcast events that remain on ABBI YouTube channel
- Monthly dedicated social media posts on ABBI, Carsen Perry Legacy, and ABBI Junior Members' Facebook pages
- Premium logo placement on Carsen Perry Website
- Premium logo placement on Top Hand trailer, (supplied by partner)
- Annual impact summary showing the recipients and their use of the scholarships.

SELECT PARTNER BENEFITS



**EXAMPLE ONLY FROM 2025*

- Shared banner displayed at ABBI produced events
- Quarterly dedicated social media posts on ABBI, Carsen Perry Legacy, and ABBI Junior Members' Facebook pages
- Logo displayed on Carsen Perry Website
- Logo displayed on Top Hand trailer, (supplied by partner)
- Annual impact summary showing the recipients and their use of the scholarships.

CONTRIBUTING PARTNER BENEFITS

- Shared banner displayed at ABBI produced events
- Logo displayed on Carsen Perry Website
- Annual impact summary showing the recipients and their use of the scholarships.