

811 Awareness Program – JJ Harrison

Purpose

The purpose of the program is to increase the awareness of 811 with the public.

Scope

The program is directed toward the public in regions of the country where rodeo events are held. The schedule of events for the current year is contained below. If the events are televised, the scope of the program includes all areas where event coverage is broadcast. Messages are also communicated nationwide via social media.

Program Elements

The primary elements in the program are:

- Logo to be placed on JJ's jersey. Jersey is worn at all public appearances, unless another manner of dress is required. Some rodeo performance contracts may override. An autographed jersey is to be provided to the member sponsor selected in the drawing held at the Annual Meeting in September.
- Logo embroidered on Western shirts used in public appearances.
- Logo on pick-up truck and semi and trailer used to travel thousands of miles annually to and from events. Logo size on trailer is 1.5 feet x 2 feet.
- Logo on autograph cards distributed at shows, schools, and public appearances.
- Logo on barrel. Barrel will be used at rodeos unless other commitments preclude its use.
- Further acknowledgement of sponsorship at events where possible. Sponsor will provide materials in support of this effort. (T-shirts, souvenirs, etc.).
- Company logo and individual sponsor logos shared via two social media posts.
- Two TikTok/Reel videos shared during Safe Digging Month and on 811 Day. Clips will be shared with PAPA for broader distribution.
- A :30-:60 video or highlight reel provided to PAPA prior February 1, 2022, for promoting the sponsorship opportunity.
- JJ may accommodate additional appearances at partner's request.
- Partner will be provided additional documentation during the duration of the partnership as requested.
- Fulfillment report at the conclusion of the rodeo season. Documentation will include number of appearances and number of people/youth in attendance.

Message Content

The basic message includes information about using the free 811 notification services that are available to the public and the importance of calling 811 before digging to have all buried underground facilities located by local facility operators.

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Dues

There are no minimum dues for participation in this program. Sponsorship amounts are determined on an individual basis by each company or organization choosing to support the program. A total of \$40,000 is needed to fully fund the program in 2022.

Sign up

Membership in the Association is not required. Companies may sign up by registering their information online at: <https://pipelineawarenessorg.wufoo.com/forms/811-awareness-program-jj-harrison/> Invoices will be sent via email within 30 days of registration. The preferred deadline for signing up to support the program is January 15. However, late registrations will be accepted up to November 1.

811 Jersey

All companies sponsoring the program at the \$5,000 level or higher will be entered into a drawing for the official 811 Jersey signed by JJ. The drawing will be held at the Annual Membership Meeting in September. The 811 Jersey is shown below:



Documentation

All program documentation is available from the website, including: identity of sponsoring companies or organizations, sponsorship levels and the listing of rodeo events attended during the year. A summary report for the year is also available on the web site.

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Program History

- 2012 – Participated in 27 scheduled rodeo events in 12 states attended by over 500,000 people. JJ travelled over 40,000 miles crisscrossing the Western United States to media interviews and special needs rodeos and safety expos. JJ Harrison was named the clown at the Wrangler National Finals Rodeo in Las Vegas in December, bringing 811 to 17,500 people a night for 10 nights and a national television viewing audience of 9.2 million. JJ was also featured in numerous newspaper articles and made the cover of *The Competitor* magazine, with a circulation of 28,000.
- 2013 – Participated in 30 scheduled rodeo events in 13 states attended by over 500,000 people. JJ travelled over 40,000 miles crisscrossing the Western United States to media interviews and special needs rodeos and safety expos.
- 2014 – Participated in 30 scheduled rodeo events in 13 states attended by over 500,000 people. JJ travelled over 40,000 miles crisscrossing the Western United States to media interviews and special needs rodeos and safety expos.
- 2015 – Participated in 30 scheduled rodeo events in 13 states attended by over 500,000 people. JJ travelled over 40,000 miles crisscrossing the Western United States to media interviews, special needs rodeos and safety expos.
- 2016 – Participated in 30 scheduled rodeo events in 13 states attended by over 500,000 people. JJ travelled over 40,000 miles crisscrossing the Western United States to media interviews, special needs rodeos and safety expos.
- 2017 – Participated in 30 scheduled rodeo events in 13 states attended by over 500,000 people. JJ travelled over 40,000 miles crisscrossing the Western United States to media interviews, special needs rodeos and safety expos.
- 2018 – Participated in 30 scheduled rodeo events in 13 states attended by over 500,000 people. JJ travelled over 40,000 miles crisscrossing the Western United States to media interviews, special needs rodeos and safety expos.
- 2019 – Participated in 37 scheduled rodeo events in 15 states attended by over 500,000 people. JJ travelled over 45,000 miles crisscrossing the Western United States to media interviews, special needs rodeos and safety expos.
- 2020 – Participated in 12 scheduled rodeo events in 6 states attended by over 150,000 people. JJ travelled over 15,000 miles crisscrossing the Western United States to media interviews, special needs rodeos and safety expos.
- 2021 – Participated in 35 scheduled rodeo events in 13 states attended by over 800,000 people with 120 performances. JJ traveled over 40,000 miles crisscrossing the United States to media interview, special needs rodeos and safety expos. JJ was featured in multiple rodeos on the Cowboy Channel, which reaches a nationwide audience of 42 million households. He reached 22,000 followers via Facebook and more than 8,000 followers on Instagram.

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2022 – Performing over 38 events with many multi-year contracts, JJ continues to add large scale rodeos with a reach well over 900,000 in attendance along with the addition of television viewers. Cowboy Channel features many of JJ's rodeos throughout the year with an estimated 8.3 million viewers and growing. His presence in the western community has continued to grow consistently over the past 10 years due to his rodeo clown career, motivational speaking, anti-bully school assemblies and more. He currently has more than 25K Facebook followers and 13K Instagram and continues to build his reach and demographic using this creative outlet.