

JJ Harrison Awareness Program

JJ Harrison is a well-known rodeo barrelman and 811 ambassador. Since 2012, JJ has been sharing the 811 message with the general public as part of a collaboration with the Pipeline Association for Public Awareness. JJ is a passionate spokesperson for 811, and a trusted ambassador among rodeo attendees and rural communities.

The 811 “Call or Click Before You Dig Message” will be shared through:

- LIVE Rodeo Events (barrel & jersey)
- “The Cowboy Channel” National TV Appearances (barrel & jersey)
- Special appearances (shirt & trailer)
- Social media including [Facebook](#), [Instagram](#), [Twitter](#) and [TikTok](#)
- Geofenced online ads targeted at diggers prior to rodeos will promote 811

Sponsorship Benefits

This program is made possible through generous donations from pipeline operators, one call centers and other damage prevention partners. There is no minimum requirement, and all contributions are appreciated.

In exchange, sponsors receive:



Company Recognition

Social media shoutouts on JJ's social media channels featuring your logo!



Documentation

Documentation to use as part of your RP 1162 Public Awareness Program for affected public



Platinum Sponsors

Sponsors at \$5,000 or more will be entered in a drawing to win a JJ Harrison autographed jersey!



Learn more at: pipelineawareness.org/jj-harrison/

Nationwide Reach



Trusted Ambassador



Impact and Goodwill

