



Afton, Wyoming

# *2023 MOUNTAIN STATES NATIONAL FINALS*





## BOARD OF DIRECTORS



Sheri Wight  
Steve Wight  
Jeannie Biggers  
Doreen McCourt  
Clyde McCourt

MSSA was established in early 2016 to promote the working stockdog via trials and clinics in the mountain states. Our goal is to encourage the use of skilled working stockdogs in all aspects of ranching, as well as create trials in which to compete with our dogs and create relationships with other dog handlers!

At our core, we are a collective of ranchers, dog handlers, trainers and hobbyists coming together to trial, train, and improve our dogs' and our own stock handling capabilities!

As of July 2019, we started sanctioning trials throughout the entire United States and Canada. We have also expanded to both cattle and sheep trials.

Our National Finals event is the largest and most intense stockdog competition in the Nation. It takes place in Afton Wyoming each July showcasing the working stockdog and lasts the entire week. Handlers spend all year attending trials trying to qualify to compete at the Finals Event.

We support a family friendly atmosphere at all our sanctioned events and want all to feel welcome and appreciated. The MSSA strives to create a feeling of camaraderie among handlers, encouragement, and fun. We want all handlers and dogs - regardless of skill or experience - to enjoy, learn, and improve with each clinic and trial!





## Statistics

The MSSA National Finals is the most prestigious stockdog event in the US. As such, trials are sanctioned with the MSSA throughout the United States and Canada almost every weekend, allowing handlers and their dogs the opportunity to qualify to compete at the National Finals. More than 500 trials have been sanctioned with the MSSA. Points are awarded to the top placing 30% of the dog/handler teams in each class at trials. These points are kept in the MSSA database and accumulated throughout the year. These points are used to calculate year end awards and will determine if the dogs/handlers qualify to compete at the MSSA National Finals. Currently, there are over 1,000 handlers and dogs over 1,500 dogs in the MSSA database trying to qualify for the National Finals competition.



The 2022 MSSA National Finals had over 1,000 cattle runs and close to 900 sheep runs in 4 different arenas over a six-day period. The MSSA brings in over 500 people to stay, eat, shop, and explore the beautiful town of Afton for an average of 9 days each year. This does not include spectators that come to enjoy the competition, food and fun all week long!

Due to incredible growth, the 2023 MSSA National Finals will have well over 1,000 cattle runs and at least 1,000 sheep runs in 2 arenas and 1 field over a 6-day period. There is a dedicated and skilled team of over 60 people that makes this event run smoothly all week. Over 350 head of cattle and 400 head of sheep will be used during the week.

From this phenomenal competition, the MSSA will award the National Champion cattle dog and National Champion Sheep dog in each class (Open, Nursery, Intermediate, Novice and Futurity). The prestigious MSSA Ultimate Stockdog title will be awarded as well. To compete for this honor, the dog and their handler must compete on cattle in both an arena and field, as well as sheep. The champion will have the highest combined score and the fastest time on six different challenging runs. This is the most coveted title in all of stockdog competitions.





"The Mountain States Stockdog Association finals in Afton Wyoming is a phenomenal event. It is truly the "Ultimate" stockdog challenge of the year that we always look forward to attending."

*-James Butler, Center TX*

"The Mountain States Stockdog finals is more like a vacation than a competition. It's a close-knit family of friends who all share the same passion -training and showing stock dogs! The week in Afton is filled with competition, comradery, goat roping, BBQ, dog washing by local 4H members, and the best local food from a concession stand. Huge benefit auction for the 4-H. All under the stary skies of a beautiful mountain town."

*-Wendy Auzqui, Clearmont, Wyoming*

"I've been teaching stockdog clinics and trialing professionally all over the United States for well over 30 years. The Mountain States Stockdog Association is at the top when it comes to professionally run, progressive associations. Their National Finals is well organized with attention paid to every detail. They put on a superior event where everyone feels welcome. The MSSA's interest, effort and success in promoting the working stockdog is impressive."

*-Kent Herbel-XP Ranch, Putnam, Oklahoma*

"The Mountain States Stockdog Association National Finals held in Afton Wyoming is the largest stockdog event in the Nation. This event draws people from all over the US to compete as well as a vast array of spectators, vendors, and those interested in learning more about stockdogs. Qualifying for such a prestigious event allows me to compete against the top handlers in the Nation. Showcasing my dogs against other elite handlers is the type of competition I strive for. Having success in an event that large really sets in stone the training program I have built for myself over the last 20 years."

*-Randal Walker - Satus Stockdogs, Toppenish, WA*

"Coming from a small town in North Texas we were certainly looking forward to the Mountain States Stockdog Finals and a little cooler weather. Afton did not disappoint. The drive was long but well worth it. Afton opened their arms and welcomed us all as if we were one of their own. The location was nestled at the base of the mountains and was absolutely beautiful. The atmosphere was heavy with competition as it should be, and there were folks from all over the United States ready to compete and showcase their dogs. The Wights, the Biggers and the McCourts along with their crew of workers pulled off over 900 runs without a glitch. Entertainment and food each night in an atmosphere of friends. Couldn't ask for more and looking forward to next year."

*-Wind Walker Kennels - Chris and Christine Timmons, Throckmorton, TX*

"The MSSA is a wonderful organization to work with. They have sponsored our 4H area as their beneficiary for the past three years from their live and silent auctions. Through these events they have contributed approximately \$41,000. Ninety-nine percent of this money has come from the handlers themselves. Not only do they buy items at the auction, but they also join our community and donate items for the events. This group has also donated 4-H animals for projects for members who may not have otherwise had that opportunity to do an animal project. But it does not end there. They have also donated beef for those less fortunate in our area. During the dog trials, they also support our local 4H club food vending booths that benefit our clubs with their own educational needs and supplies. This is an amazing group of hard working, dedicated, and charitable people. They understand that our future is in the hands of our youth and are willing to invest in them. This group has made this fundraiser the best we have ever had in Lincoln County since my 19 years of working here."

*-Shar Perry, Lincoln County 4H Educator*

"Myself and my husband Marcel along with our three boys own Rafter V Ranch in Outlook Saskatchewan Canada. For close to 15 years we have bred, raised and trained working border collies. Through our company Ranch Dog Inc. we provide resources for fellow handlers and conduct clinics, lessons and provide custom training to clients all over western Canada and the USA. For over ten years we have enjoyed spending several weekends throughout the year trialing with our dogs. In 2016 we made our first trip to a MSSA trial in Bozeman MT. From the moment we walked in the door we were surrounded by fellow handlers who quickly became friends and part of our dog family. We took the opportunity to attend the MSSA National Finals. Our entire family was blessed by our time spent competing and fellowshiping with so many great people. The community of Afton was extremely welcoming, and our family has many great memories of our week spent not only trialing at the Finals but exploring the gorgeous scenery and the beautiful community. We cannot wait to return again!"

*-Jolie Vermette -Rafter V Ranch, Saskatchewan, Canada*

"The direct route to Afton WY Fairgrounds is 1544 miles from my home in TN. My route was ~1800 miles, leading me through Blue Eye AR, Clearmont WY, Melba ID and Hot Springs WY, although somewhat circuitous, my mission was clear. Get to the 2020 MSSA Finals and compete with the best dogs and handlers in the United States. MSSA Finals is an event with appeal to all age groups from the youngest to oldest, as a side note our oldest competitor at 80+ years old had to be discouraged from running between obstacles, talk about excitement! Activities include herding competition, goat roping open to all ages, entertaining to see Grand Daddies roping with Grandchildren, brothers with sisters and husband / wife teams all competing at a high level, ice cream social, handlers dinner, and auction to benefit local 4H.

The environment is family and faith friendly, each day is started with a prayer and tribute to our flag along with the National Anthem, local vendors insure we have plenty to eat and wash our dogs, for a nominal fee, of course it goes to a worthy cause, our youth, our future.

So, was my journey to Star Valley, Afton WY worthwhile, absolutely, I would have gladly driven 3000 miles for the fellowship, friends and fun experience of MSSA Finals and I'm looking forward to seeing you there. Meet me in Afton in July."

*-Buzz Shearon, Memphis, TN*



## Sponsorship

At the 2020 National Finals, the MSSA implemented a live stream for the upper arena only with no commentating, commercials, or extra information. In five days of competition, there was 82,000 views from all over the world. In January 2021, the MSSA had the opportunity to be a part of a live feed at a large, sanctioned dog trial in Oklahoma. On day one of the live feed with no commentating, explanation or commercials, there was 52,000 views. On the second day of the trial, Steve Wight of the MSSA commentated on the live feed, added commercials and course explanation, the live feed views jumped to 147,000.

The MSSA has become known for its incredible live-stream of all arenas and fields - catching every moment of competition for the thousands throughout the world watching. The livestream also has entertaining commentating, commercials and course explanations. With such an incredible staff and livestream, and state of the art equipment, the MSSA is confident that the viewers at home will be even more interested and engaged in watching and cheering on the incredible stockdogs. The majority of the live feed viewers are not directly involved with stockdogs, agriculture, or competition- but are dog lovers and fascinated spectators. Live Feed will be branded and kept up on the MSSA website for one year to be viewed anytime.

### Available Sponsorship tiers:



**Commercials - \$2,500** – (12 Commercial spots available). Commercials up to 60 seconds in length to be played on livefeeds throughout the week, multiple times each day. We can assist in filming/creating commercials at no extra cost or accept previously filmed footage.

**Live Feed Flash Ads - \$600** for Flash Ad rotation in the Upper Arena OR Lower Arena Livefeed throughout the week. **\$1,000** for Flash Ad rotation in ALL arena Livefeeds and Field livefeeds throughout the week.



**General Sponsorship - \$150-\$399** Small Ad/Logo within program, Business Banner hung at event (Sponsor supplied). **\$400 sponsorship** for Full Page ad in Finals Program and Business Banner hung at event.

**Family Day Sponsorship - \$500** Logo will be in Program and Specialty Banner made to recognize sponsor of Family Day.



**Buckle Sponsors - \$350 Champion Buckle** There are 5 Cattle and 4 Sheep Champion Buckle sponsorships available – Open, Nursery, Intermediate, Novice, and Futurity (cattle only). Championship Buckle sponsors will have Logo displayed on screen during that class on livefeed, displayed sponsor supplied banner at Awards Ceremony and Logo displayed in event program. **\$200 – Reserve Champion Buckle Sponsorships.** There are 5 Cattle and 4 Sheep Champion Buckle sponsorships available – Open Reserve, Nursery Reserve, Intermediate Reserve, Novice Reserve, and Futurity Reserve (cattle only). Championship Buckle sponsors will have sponsor supplied banner displayed at Awards Ceremony and Logo displayed in event program.

**Deluxe Event Sponsor - \$1500** Live Feed Flash Ad both arenas and field. Logo in Event Program. Up to 10 Nights camping (Sponsor chooses RV site prior to General Reservations open)



## Contact Us

Thank you for your consideration of becoming a sponsor of the 2023 MSSA National Finals. We look forward to working with you. If you have any questions, please contact either Steve or Jeannie anytime.



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