

## **811 Awareness Program – JJ Harrison**

### **Purpose**

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

### **Scope**

The program is directed toward the general public in regions of the country where rodeo events are held. If the events are televised, the scope of the program includes all areas where event coverage is broadcast.

### **Program Elements**

The primary elements in the program are:

- 811 Logo to be placed on front and back of JJ's jersey. Jersey is worn at all public appearances, unless another manner of dress is required. Some rodeo performance contracts may override. A photo of the jersey is included below.
- 811 Logo embroidered on western shirts used in public appearances and also on shorts worn at certain rodeo events.
- 811 Logo on semi and trailer used to travel thousands of miles annually to and from events. Logo size is 1.5 feet x 2 feet.
- 811 Logo on pickup truck.
- 811 Logo on autograph cards distributed at shows, schools and public appearances.
- 811 Logo on barrel. Barrel will be used at rodeos, unless other commitments preclude its use.
- 811 logo placed on web site, [jj-harrison.com](http://jj-harrison.com), and on related social media pages.
- Further promotion of 811 at events where possible. Sponsors may provide materials in support of this effort. (T-shirts, souvenirs, etc.).

### **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.

## **811 Awareness Program – JJ Harrison**

### **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.

### **Documentation**

All program documentation will be available from the website, including: identity of sponsoring companies or organizations, sponsorship levels, listing of rodeo events attended during the year and the approximate number of persons in attendance at each event.

### **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 \$50,000 is needed to fully fund the program.

### **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 sponsor the program is February 1. However, late registrations will be accepted up to November 1.

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### 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:

