held during the **National Finals Rodeo**

Viva Las JESUS

LONG LIVE JESUS

A TIME FOR FANS OF RODEO AND FAITH TO COME TOGETHER

FIND INSPIRATION, HOPE AND FELLOWSHIP

Trey Johnson
Motivational Speaker
and Ministry Leader

LeAnn Hart
Country Singer, Inspirational Speaker
Hart Cattle Company

Dwayne Williams
Cowboy Worship
& Music Inspiration

More Exciting Guests to Be Announced!

WEDNESDAY, DECEMBER 9, 2026

South Point Hotel and Casino • Las Vegas, Nevada

10:00 am - 2:00 pm • Social Hour at 9:00 am • Buffet Lunch Included

> *"This is a great event, great place to find Jesus and remind ourselves that we are truly in Vegas to share Jesus with our Rodeo, family, and friends. I truly enjoyed the entire experience, great break in the hustle and bustle of Vegas."*
>
> — Jenna Beaver

Sponsorship Opportunities Available!

Contact Penny at (928) 595-1415 or penny@vivalasjesus.com!

Tickets on sale in September • For questions info@vivalasjesus.com

Established in 2025 by WPRA 2001 World Champion Team Roper, Penny Conway. Viva Las Jesus is a non-denominational program that brings cowboys & cowgirls rodeo athletes, friends and supporters together in fellowship at the National Finals Rodeo held every December in Las Vegas, Nevada. Power-house talent. Unshakeable faith. One incredible day. Get ready for a lineup that will move you, shake you, and remind you just how good God is. Notable speakers, musicians and guests share their stories of faith to bring participants together with a renewed perspective after an often-challenging road traveled to the NFR or the crest of their own individual mountain. Viva Las Jesus is a registered 501(c)(3) under Next Level Ministry. All proceeds from the event go towards expenses and future gatherings programming to keep them tickets affordable.

held during the **National Finals Rodeo**

Viva Las JESUS

LONG LIVE JESUS

December 9, 2026 • 9:00 am to 2:00 pm
South Point Hotel and Casino, Las Vegas, Nevada

JOIN PENNY AND BE A SPONSOR OF THIS SPIRITUALLY POWERFUL EXPERIENCE!

When the Western community comes together in Christian fellowship it can be a spiritually powerful experience. That's why Penny Conway stepped out in faith in 2025 and started **Viva Las Jesus.** A non-denominational program that brings cowboys & cowgirls, rodeo athletes, friends and supporters together in fellowship at the National Finals Rodeo (NFR) held every December in Las Vegas, Nevada.

Please accept this personal invitation from Penny to join in the fellowship at Viva Las Jesus and be a sponsor of this annual gathering on **Wednesday, December 9 at the South Point Hotel and Casino.**

Viva Las Jesus is the only mid-week Christian fellowship event of the NFR of this magnitude. There is a powerful lineup of speakers and singers who love God and love the Western community.

Last year, Penny stepped up in faith and made the decision to take a leap and start what she knew would be an amazing event. It was a success! And this year Penny is hoping you will join her in sponsoring what she is determined will become an annual event on everyone's calendar during the NFR.

Penny's heart is simple — reach the lost and grow the Kingdom of God. With partners like you, that becomes possible. All proceeds go directly toward keeping ticket prices accessible so that cost is never the reason someone misses an encounter with God.

There are a variety of sponsor levels, or we will design a program that meets your needs. **Call Penny Conway directly at 928-595-1415 or penny@vivalasjesus.com to learn more.**

Sponsorship Level	Presenting	Gold	Silver
Deliverables	**$5,000**	**$3,000**	**$1,500**
"Presented By" Your Name/Logo on All Event Materials	X		
Public Acknowlegement at Event	X		
Logo Displayed based on level on Program and Table Materials, Event Website, Social Media	X	X	X
Reserved Table of 10 with Signage, Placement by Sponsorship Level	X (10)	X (10)	X (10)
Company Name on Website by Level of Sponsorship	X	X	X
Company Name on Tickets	X		
Appreciation Gifts/ Promotional Items from you on Table(s)	X	X	
Public Acknowlegement at Event	X	X	X
Company Name on Event Signage By Level	X	X	X
Social Media Mentions	X	X	X
Acknowledgement in Advertising and Social Media	X	X	
Recognition in Press Materials	X	X	

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