



JUSTIN COWBOY CRISIS FUND

Convention Auction

LAS VEGAS, NV
DEC 3-4

Greetings!

We are thrilled to announce the **21st Annual PRCA Convention JCCF Silent Auction**, set for December 3-4 at the South Point Hotel, Casino, and Spa during the PRCA National Convention! This signature event has raised over \$220,000 to support rodeo athletes in need, and it's all thanks to the incredible generosity of people like you. Now, we're gearing up for another record-breaking year and inviting you to be part of this exciting cause!

Since 1989, the Justin Cowboy Crisis Fund (JCCF) has been providing a crucial safety net for professional rodeo athletes and their families when catastrophic injuries strike. Born out of a partnership between the Justin Boot Company and the PRCA, JCCF offers financial support to athletes whose livelihoods have been impacted by severe injuries, giving them "A Hand Up" when they need it most.

Thanks to the unwavering support of Justin Boot Company + PRCA, administrative costs are covered and 100% of every dollar donated goes directly to assisting eligible rodeo athletes. Since our founding, we've provided more than \$9.8 million in assistance to over 1,700 athletes and their families—and with your help, we can do even more!

This is where you come in! Your contribution to this year's Silent Auction will play a vital role in continuing this life-changing work. Whether it's a unique item or a generous donation, every bit helps us continue to make a meaningful impact in the rodeo community.

Ready to donate or have questions? Contact me, Julie Jutten, at 719-337-1471 or email me at julie@juttenmarketingandevents.com. You can also learn more about our mission and how we help cowboys at www.justincowboycrisisfund.org.

Thank you in advance for your support, and we can't wait to have you join us in making this year's event our best yet!

Julie Jutten
JCCF, General Manager



2024 JCCF CONVENTION AUCTION DONATION FORM

COMPANY NAME: _____ CONTACT NAME: _____

ADDRESS: _____

CONTACT EMAIL: _____

CELL PHONE: _____

DONATED ITEM(S): _____

DONATED VALUE(S): _____

RETURN FORM AND ITEM(S) ON OR BEFORE NOVEMBER 1, 2024

JME; ATTENTION: JULIE JUTTEN; 64682 RANGER ROAD; MONTROSE, CO 81403

ITEMS WILL BE ACCEPTED ONSITE IN LAS VEGAS DURING SETUP ON MONDAY, 12/2/24, BETWEEN 12:00 - 4:00 PM IN THE SOUTH POINT HOTEL EXHIBIT HALL/CONVENTION TRADE SHOW AREA. OR CONTACT JULIE TO MAKE ALTERNATIVE ARRANGEMENTS. **DUE TO OUR ONLINE FORMAT WE ARE ASKING DONORS THAT HAND DELIVER ITEMS TO SEND US THE ABOVE FORM AND A PHOTO IN ADVANCE. THIS WILL HELP US PROMOTE THE AUCTION AND RAISE MORE MONEY FOR JCCF!**