



**FORT WORTH** STOCK SHOW & RODEO  
JANUARY 17 - FEBRUARY 8 2025

# MEDIA KIT





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# FORT WORTH STOCK SHOW & RODEO

*est. 1896*  
THIS THING IS LEGENDARY®

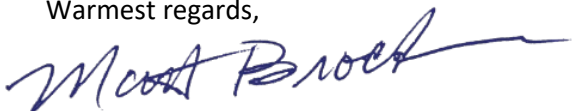
Welcome to the legendary Fort Worth Stock Show & Rodeo.

The Communications Department stands ready to assist you in providing coverage and story ideas, press releases, news media advisories, photographs, video and other assistance necessary to help you get your job done. The 2025 FWSSR is where thousands of 4-H and FFA students will “Hustle and Show,” and we look forward to working with on some very fun content in 2025.

Inside these pages, you will find important information regarding news media policies and guidelines.

Should you need further assistance, please don't hesitate to contact me at 817.877.2599, Kyler Hardegree at 817.877.2415 or Shanna Weaver at 817.877.2406. We look forward to working with you.

Warmest regards,



Matt Brockman  
Communications Director

## Southwestern Exposition and Livestock Show's News Media Policy

### News Media Credentials Eligibility and General Rules:

The Southwestern Exposition and Livestock Show, hereinafter referred to as the Fort Worth Stock Show & Rodeo (FWSSR), has the sole and exclusive right to provide news media credentials for the 2025 FWSSR.

News media seeking permission to cover any aspect of the Fort Worth Stock Show & Rodeo must complete and submit the Stock Show's News Media Credential Application found [here](#).

***Only individuals representing news media organizations who are on assignment to cover the Fort Worth Stock Show & Rodeo on behalf of such organizations are eligible for news media credentials. Such individuals include reporters, writers, videographers, producers, and photographers employed or retained by established news media organizations including television stations, radio stations, newspapers, and digital news platforms. This policy will be strictly enforced.*** Verification of status may be required. Freelance writers, photographers, bloggers and digital journalists must provide an assignment letter from an official publisher or editor on behalf of an *established news media organization* with *clear assignment details*; this policy also applies to all PRCA approved photographers.

***Entities not defined as media news organizations, including online photo or media image catalog providers or stringers, documentary or art project photographers, bloggers and social media influencers not associated with or assigned by an established news media outlet are ineligible for consideration.***

News media organizations requesting credentials for individuals may be asked to show proof of current publishing efforts or past coverage of the Fort Worth Stock Show & Rodeo prior to being considered for news media credentials.

The Fort Worth Stock Show & Rodeo may modify this policy at any time and for any reason. Each news media organization and individuals representing such organizations shall abide by this policy and any subsequent modifications as issued by FWSSR from time to time including, without limitation, the gate and security checkpoint procedures.

FWSSR reserves the right to deny or revoke news media credentials for any news media organization or individual for any reason and to limit the amount of news media credentials and parking passes issued.

Each news media representative will be assigned a news media badge that must be worn at all times. This credential is non-transferable.



News media credentials provide access to the Stock Show grounds only at Will Rogers Memorial Center. For access to the Auditorium Entertainment Series, please go [here](#).

News media credentials **DO NOT** grant permission to conduct interviews with Stock Show officials, contestants, exhibitors and other contractors without prior arrangement through FWSSR. FWSSR urges requests be submitted at least 24 hours in advance to [press1@fwssr.com](mailto:press1@fwssr.com).

Misuse of news media credentials to gain or attempt to gain access to prohibited areas or to conduct or attempt to conduct unauthorized interviews may result in immediate revocation of credentials, removal from the facilities, and loss of future news media access privileges.

### News Media Credential Pick Up:

News media credentials for any news organization may only be released to a representative authorized by that news organization. A representative must sign for any credentials on behalf of the organization he/she represents.

News media credentials and parking passes may be retrieved from the Stock Show offices in the southeast corner of the Amon Carter. Jr., Exhibit Hall during regular office hours.

3400 Burnett Tandy Dr.

Fort Worth, TX 76107

Contact:

817-877-2410

Email: [press1@fwssr.com](mailto:press1@fwssr.com)

Southeast entrance to the

Amon Carter Exhibits Hall

A photo id (e.g., driver's license) and copy of press id (e.g., press credentials or business card) may be requested in order to retrieve news media credentials and parking passes.

## Dickies Arena Access

News Media credentials **DO NOT** provide access to Dickies Arena for rodeo performances. Access to Dickies Arena for rodeo performances must be requested and approved by the FWSSR's Communications Department staff through the application found [here](#). **Access to rodeo performances in Dickies Arena will be considered on a case-by-case basis with priority given local network and print news media organizations.** Dickies Arena requires that all photographers be escorted throughout the duration of their time in the arena. Preference for photographer access will be given to news media organization photographers on an immediate deadline. All others must request a provided image.

News media are urged to **request Dickies Arena rodeo access at least 48 hours in advance** of the preferred performance for the best chance of obtaining FWSSR's approval of such request.

Media access to FWSSR rodeo performances in Dickies Arena **can only be granted by the FWSSR Communications Department. Any reporter or photographer attempting to enter FWSSR rodeo performances in Dickies Arena without prior approval from the FWSSR Communications Department will be denied access.** All reporters or photographers approved by the FWSSR Communications Department for access to FWSSR rodeo performances in Dickies Arena will be assigned an escort while in Dickies Arena.

## Use of News Media Materials:

All photographs, video, audio or depictions of any activities at the annual Fort Worth Stock Show & Rodeo recorded in any process and on whatever medium ("**News Media Materials**") obtained pursuant to news media accreditation must be used for legitimate news coverage only. Proof of such coverage may be required.

FWSSR and/or Dickies Arena may request use and rights to published news media materials for business, educational, or promotional purposes; news media outlets and members of the working press agree not to unreasonably withhold or delay their consent to any such requests by FWSSR.

The Communication's Department may provide complimentary professional high resolution rodeo action photos for requested riders or performances.

For specific rodeo photo and video footage requests, please submit to [press1@fwssr.com](mailto:press1@fwssr.com) for consideration by FWSSR's Communications Department Staff.

Any secondary or non-editorial commercial use of News Media materials is prohibited without the prior written consent of FWSSR.

Credentialed news media outlets and members of the working press must respect and protect the intellectual property rights of FWSSR, contestants, exhibitors and entertainers. *All news media organizations and their representatives and employees agree to promptly cease use of such media materials at FWSSR's request.*



The entities Southwest Exposition and Livestock Show & Rodeo, Fort Worth Stock Show & Rodeo, and all other categories or events named during the Fort Worth Stock Show & Rodeo are trademarks of FWSSR and any applicable licensors and, as such, are the intellectual property of FWSSR and any applicable licensors. Permission for use of Dickies Arena trademarks must be obtained through Dickies Arena officials.

## Miscellaneous Information

### FWSSR Logo Usage:

FWSSR's logos are available for news media use and may be requested at [press1@fwssr.com](mailto:press1@fwssr.com). FWSSR's logos must be used in the form provided and with all intellectual property notices provided. All use of FWSSR's logos must be high-quality and may not be mutilated, distorted, or combined with any third-party logos. If FWSSR objects to use of its logos, such use must immediately be removed or corrected to FWSSR's satisfaction.

### News Media Parking:



A limited number of news media parking passes are issued based on the dates outlined in the news media credentialing application. One parking book/pass will be issued per three staff and will only be issued on those dates when news media will actually be working on the Stock Show grounds. All parking is located in the Justin lot upper level, east of the Richardson Bass building. Availability of parking is not guaranteed.

For additional public parking information, click [here](#).

## Fort Worth Stock Show & Rodeo Facts

For complete information about the Fort Worth Stock Show & Rodeo, visit [fwssr.com](http://fwssr.com). You can also visit us on social news media via Facebook, X (formerly Twitter), Instagram, Tik Tok and YouTube.

Additional information and the history of the Stock Show is available at "[Who We Are.](#)"

### 2024 SHOW HIGHLIGHTS

- 34,450 total entries (animals, contestants, judging teams)
- 12,048 junior show entries from 243 of Texas' 254 counties
- 5,560 equine entries
- 2,068 art contest entries
- \$8.2 million raised in Junior Sale of Champions for Texas 4-H and FFA Youth
- \$1.2 million paid to athletes in FWSSR PRORODEO Tournament
- \$97,281 raised for scholarships through Pony Up Raffle.
- \$1,153,500 paid in scholarships to 246 recipients
- \$327,557 paid in educational grants
- 2,000 volunteers
- 398,000 Facebook fans
- 68,000 Instagram followers
- 17,000 X (formerly Twitter) followers
- 101,000 TikTok followers
- 88,000 YouTube followers



## Rodeo Schedule and Events



### RODEO PERFORMANCES

DATE	PERFORMANCE	Time	SPECIAL DAYS
Friday, January 17, 2025	Best of the West Ranch Rodeo	7:30 p.m.	
Saturday, January 18, 2025	Best of the West Ranch Rodeo	7:30 p.m.	
Sunday, January 19, 2025	Best of Mexico Celebración	7:30 p.m.	
Monday, January 20, 2025	Cowboys of Color	2:00 p.m.	Martin Luther King Day; Tarrant County Schools 6th grade and higher
Tuesday, January 21, 2025	Bulls Night Out Bull Riding	7:30 p.m.	Dickies Day 
Wednesday, January 22, 2025	Bulls Night Out Bull Riding	7:30 p.m.	
Thursday, January 23, 2025	Texas Champions Challenge	7:30 p.m.	Texas A&M Day 
Friday, January 24, 2025	FWSSR Rodeo Tournament	7:30 p.m.	
Saturday, January 25, 2025	FWSSR Rodeo Tournament	7:30 p.m.	
Sunday, January 26, 2025	FWSSR Rodeo Tournament	2:00 p.m.	Dia De La Familia
Monday, January 27, 2025	FWSSR Rodeo Tournament	7:30 p.m.	
Tuesday, January 28, 2025	FWSSR Rodeo Tournament	7:30 p.m.	Pink Day 
Wednesday, January 29, 2025	FWSSR Rodeo Tournament	7:30 p.m.	
Thursday, January 30, 2025	FWSSR Rodeo Tournament	7:30 p.m.	TCU Day 
Friday, January 31, 2025	FWSSR Rodeo Tournament	2:00 p.m. 7:30 p.m.	
Saturday, February 1, 2025	FWSSR Rodeo Tournament	11:00 a.m. 7:30 p.m.	
Sunday, February 2, 2025	FWSSR Rodeo Tournament	2:00 p.m.	
Monday, February 3, 2025	FWSSR Rodeo Tournament	7:30 p.m.	Military Appreciation Day 
Tuesday, February 4, 2025	FWSSR Rodeo Tournament	7:30 p.m.	Texas Tech Day 
Wednesday, February 5, 2025	<b>FWSSR Rodeo Tournament Wild Card Round</b>	7:30 p.m.	Cook Children's Day 
Thursday, February 6, 2025	<b>FWSSR Rodeo Tournament Semi-Finals A</b>	7:30 p.m.	Tarrant County School Day -- 6th Grade and Lower
Friday, February 7, 2025	<b>FWSSR Rodeo Tournament Semi-Finals B</b>	7:30 p.m.	
Saturday, February 8, 2025	<b>FWSSR Rodeo Tournament CHAMPIONSHIP</b>	7:30 p.m.	

## Special Days:

### **Dickies Day: January 21 (Tuesday)**

Free grounds admission for anyone wearing Dickies apparel.

### **Texas A&M Day: January 23 (Thursday)**

Free grounds admission for anyone wearing Texas A&M logoed university apparel. Faculty and students receive half-price rodeo tickets.

### **Stock Show Goes Pink: January 28 (Tuesday)**

Half of rodeo ticket proceeds are donated to the Careity Foundation to support programs for breast cancer patients and families.

### **TCU Day: January 30 (Thursday)**

Free grounds admission for anyone wearing TCU logoed university apparel. Faculty and students receive half-price rodeo tickets.

### **Military Appreciation Day: February 3 (Monday)**

Active and retired members of the Armed Services, and their immediate families, receive free rodeo tickets (while supplies last).

### **Texas Tech Day: February 4 (Tuesday)**

Free grounds admission for anyone wearing Texas Tech logoed university apparel. Faculty and students receive half-price rodeo tickets.

### **Cook Children's Day: February 5 (Wednesday)**

Half of rodeo ticket proceeds are donated to Cook Children's Hospital's neo-natal intensive care unit.





# FORT WORTH STOCK SHOW & RODEO

P.O. Box 150, Fort Worth, Texas

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817-877-2400