

2024 SPONSOR RECAP



Provided by the California Rodeo Salinas Sponsorship Team





TAKE A PEEK INSIDE

SPONSOR RECAP OUTLINE

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Stays Here**

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Spent Here, Stays Here

CALIFORNIA RODEO SALINAS DONATES ALMOST \$800,000 TO COMMUNITY ORGANIZATIONS IN 2024



On September 19, 2024, the California Rodeo Salinas proudly announced a significant contribution of \$796,337.32 to local nonprofits, Western industry groups, and community organizations. This remarkable figure represents a 3.28% increase from last year's donations, which had previously set the record for the highest contribution. Factors contributing to the rise include increased Rodeo attendance, donations to VetTix, increased scholarship funds, and allocating additional volunteer positions to local organizations. The grand total also encompasses reduced rates for facility rentals and the provision of complimentary tickets to further support the community.

DONATION RECIPIENTS

Higher attendance and more Sponsors, means more funds are generated for non-profits and that money spent here, stays here. Learn more [HERE](#).

A full list of the community groups who benefit can be found at that link but some of the beneficiaries of these funds include Aerial Theatrical, California High School Rodeo District 4, the Filipino Community of Salinas Valley, First Tee of Monterey, Hope, Horses & Kids, IMUA Volleyball Foundation, North Salinas High School Band, Rancho San Juan FFA, Monterey Bay Veterans, Sun Street Centers, and the Grower Shipper Association Foundation.



EVENT ATTENDANCE



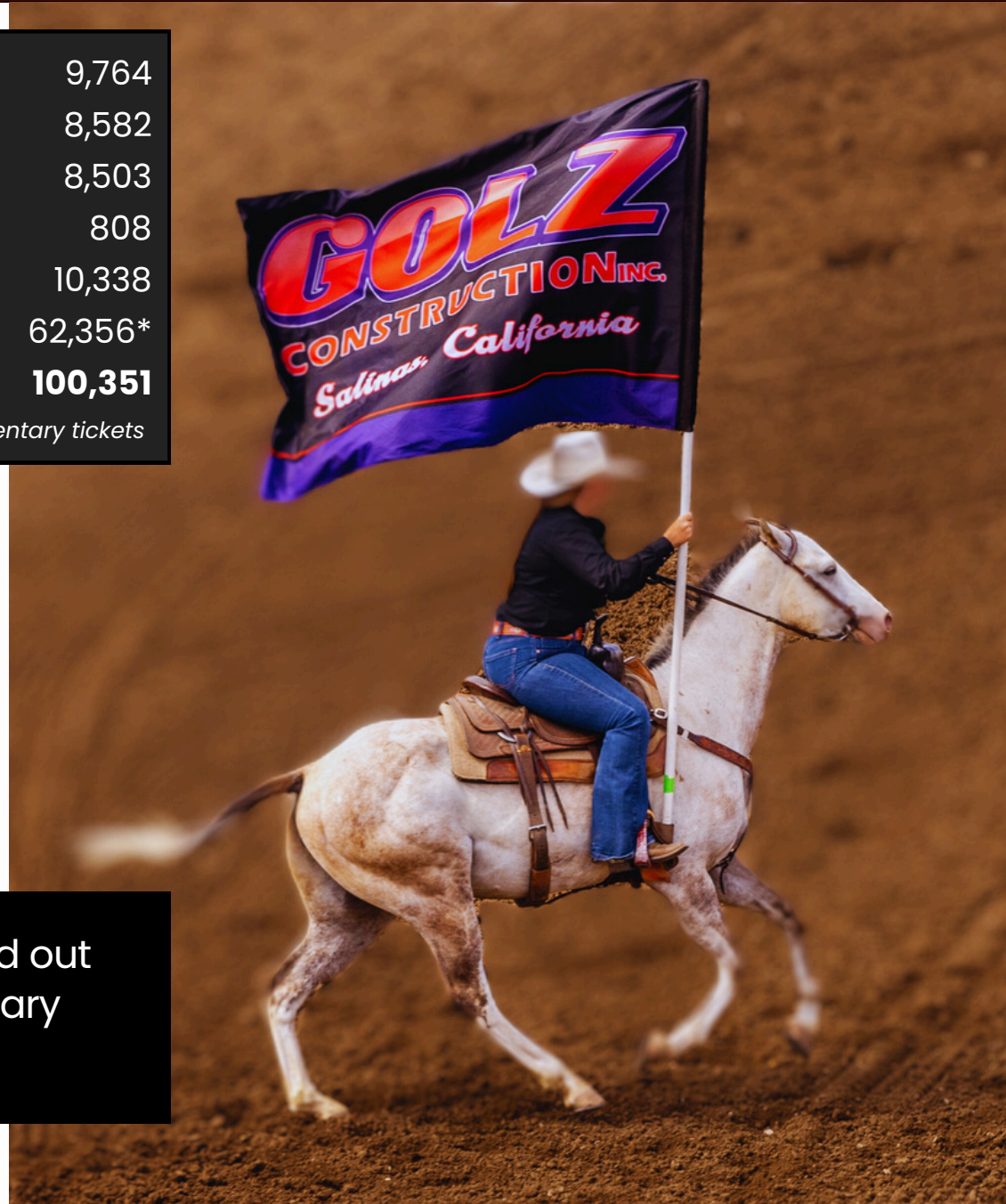
Keith Urban Concert	9,764
Concierto Baile de Salinas	8,582
Rodeo & Xtreme Bulls Sponsor VIP Tent:	8,503
Contestants	808
Big Week Bull Riding Xtreme Bulls: July 17th	10,338
Rodeo: July 18th – July 21st	62,356*
Grand Total Attendance: July 12th – July 21st	100,351

**Includes complimentary tickets*

Total ticket sales for the 114th California Rodeo Salinas was up over 2% from 2023.

2024 Friday performance Sold OUT for the 3rd consecutive year!

Saturdays mid-day performance also sold out with 17,000 tickets sold for our Salute to Military Day performance.



CALIFORNIA RODEO SOCIAL MEDIA & WEBSITE DATA



Facebook
Likes
Up 3.6%



Instagram
Followers
Up 23.4%



Mobile Text
Sign Ups
7.36%



TikTok
Followers Up
37.1%



THE
COWBOY/COWGIRL
CHANNEL NETWORK
IS IN OVER 50
MILLION HOMES!

There are over 3
million hours
streamed annually
through the app

DEMOGRAPHICS

MEN 55%

WOMEN
45%

**COWBOY
CHANNEL
PLUS APP**

- 102,000k paying subscribers (Includes all livestream events & the network's programming)
- 275,000 free subscribers (Includes newsletters, top stories, athletes of the week & event updates – Does not include live events or the network's programming)
- 377,000 subscriber's total



XTREME BULLS & RODEO HIGHLIGHTS

Full arena results
can be found [HERE](#)



Church Brothers' **The Mighty Green** won the Produce Mascot Race benefitting Ag Against Hunger for the 9th consecutive year. (Pictured left).

Rial Engelhart clinched the all-around title, winning money in both tie-down roping and team roping. Lower left picture, Rial (not pictured), with saddle, buckle, and spurs donors: Darrick Hoskins with MyCars.com and Cindy Silacci with Silacci Ranches.

Luke Mast covered two bulls to win the championship. Scoring 81 points on Try Me from All in Pro Rodeo and 85.5 points on Stand By Me from Corey & Lange. Rancho San Lucas sponsored the championship buckle. (Pictured below, lower right).

2024 All - Around Champion - Rial Engelhart
2024 Xtreme Bulls Champion - Luke Mast



NEW EVENTS IN 2024

This year, our facility has been buzzing with a series of exciting new events that have truly invigorated our community.

Country Christmas



Families from the community celebrated the first annual Country Christmas event on November 30th. This free event featured a tree-lighting ceremony, photos with Santa, hot cocoa, candy canes, letters to Santa, ballet folklórico and music. By partnering with Compass Church we were able to distribute 500 free gifts to families.

Rose Escobar, Miss California Rodeo Salinas 2023, had the honor of lighting the 20-foot tree for the Holiday season.

Sweetheart Soiree



Ladies joined us for the inaugural Sweetheart Soiree; a cowgirl luncheon, on Wednesday, July 17th at the Coors Banquet Bull-Xing Tent. They savored bottomless mimosas, lunch provided by the Growers Pub, silent auction and much more.

Proceeds raised from this event benefited the Justin Cowboy Crisis Fund and the California Rodeo Salinas Scholarship fund. This event SOLD OUT!

California Rodeo Jr. Rodeo



Young aspiring cowgirls and cowboys participated in the first ever, Junior Rodeo, on June 9th. This event underscores the Association's commitment to nurturing the next generation of rodeo stars while honoring the rich heritage and traditions of the American West.

Buckles were awarded to multiple categories and multiple age ranges.





WHY BECOME A SPONSOR?

BECOMING A SPONSOR CAN SERVE VARIOUS PURPOSES. YOU MAY CHOOSE TO BECOME A SPONSOR FOR MANY DIFFERENT REASONS.

Ticketing, recognition, brand awareness, customer appreciation, staff appreciation, etc. The list is endless! But there is one main reason that goes unnoticed sometimes. The California Rodeo Association CANNOT do the things we do for the community without sponsorship support. Here are just a few of the non-profits we service throughout the year, thanks in part to your valuable contribution.



Gil Basketball Academy

Enriching the lives in the community for over 15 years, Gil Basketball Academy. With the monies they received, they can further their junior mentorship programs, hold free basketball camps around the world. In 2024, they traveled to Japan!



Monterey County Sheriff's Posse

Monterey County Sheriff's Posse Grounds hosts the longest standing junior Rodeo in the nation. With the money they received, they are able to provide scholarships for future Rodeo contestants, perform regular maintenance to the grounds and provide gear and supplies to those less fortunate Rodeo contestants.



Soledad ROTC

Helping cultivate leadership skills, discipline and teamwork for students while preparing them for future military careers, the Soledad ROTC program is ranked 11th in the nation! The money earned during the Rodeo supports travel to various competitions where some students would otherwise be unable to attend due to financial restrictions.

WE AWARDED A RECORD-BREAKING \$47,500 IN SCHOLARSHIPS



Community Foundation for Monterey County Recipients

Nicholas Dominguez Makayla Lemmon
Nayeli Jimenez Luis Mejia
Taylor Jonte-Saiz

Hartnell College Recipients

Lana Ibrahim Guadalupe Rivera
Napolean Navarro Britney Vera-Cortes
Hailey Ortega Monica Villacana

"Our committee had approximately 50 applications to review this year, with so many incredible students. It wasn't easy to choose our recipients. We chose these eleven students because they impressed us with their strong work ethic, ability to persevere when faced with challenges, and commitment to our community. This year we are giving the most we have ever given: \$47,500. We know this year's recipients will benefit from our investment in them, and we look forward to them returning it to our community."

Kelly McCarthy Sutherland, Chair of the CA Rodeo Salinas Scholarship Advisory Committee.

Click [HERE](#) for student biographies



**OUR MISSION IS TO
SPREAD AWARENESS
AND RAISE FUNDS FOR
PEDIATRIC CANCER.**

Meet Kelly Mata Navarro California Rodeo's Golden Circle Champion 2023-2024

Kelly Mata Navarro is 12 years old and has survived cancer 3 times. She was diagnosed in November 2019 with Ewings Sarcoma on her right femur. Kelly had had a hip replacement; they had to remove her leg bone and replace it with artificial bone with a prosthetic. She finished treatment and had clean scans, but the cancer relapsed in November 2022. Thankfully Kelly won the battle again. Her family is praying that this ugly disease never comes back to their lives.

On Thursday, July 18th the California Rodeo Salinas honored pediatric cancer survivors and raised funds and awareness for the Golden Circle of Champions. Kelly and past champion Olivia released doves during our opening ceremony while two current pediatric patients, Jaizel and Addy, rode in the grand entry.

The Golden Circle of Champions, honors 20 children and their families fighting life-threatening cancer during the Wrangler National Finals Rodeo in Las Vegas. While in Las Vegas, the children and their families are honored at the Golden Circle of Champions Banquet at the South Point Hotel, Casino & Spa. The children dine with rodeo champions, receive special gifts and learn about the sport of rodeo and all honorees attend the Wrangler NFR.

To further support the cause, the California Rodeo Salinas organized a drive-thru dinner fundraiser on Thursday, March 7th, 2024. Owner of Salinas City BBQ, Franz Ingram (father of Olivia Ingram, Golden Circle Champion 2022 recipient) partner with the Rodeo, along with Ono Ono Hawaiian, provided meals for up to four people at Rabobank Stadium.



Kelly pictured with NFR
Contestant Josh Frost at
the 2023 NFR



SPONSOR VIP TENT REDESIGN



The Rodeo Association took your feedback to heart and has completely redesigned our nationally recognized Sponsor Hospitality VIP area. Working closely with the Salinas Fire Department and the Sponsor Hospitality Committee, we've created a more exclusive, comfortable, and spacious environment for your ticket holders. We were eager to unveil the redesign, which included revamped bar locations, improved patron flow, expanded seating, and nearly 6,000 additional square feet of usable space.

"Your satisfaction is our top priority, and we are committed to providing an even better experience moving forward. Thank you for your valuable input, and we look forward to serving you again soon."

Cyndie Ferrell, Sponsor Hospitality Committee Director



THANK YOU SPONSORS

We extend our heartfelt gratitude to our esteemed sponsors for their unwavering support of the California Rodeo Salinas. This long-standing tradition, spanning 114 years, thrives today thanks to your active involvement. It's important to recognize that sponsoring the Rodeo transcends the festive atmosphere; it brings about real, meaningful change through your generous contributions. We want to express our sincere appreciation to each and every one of you for your invaluable contributions, as they significantly enrich our community.



SAVE THE DATES

We are vigorously working on the 2025 schedule of events. Check back with the Sponsorship Team for Kick Off Concert updates for 2025.



July 16th, 2025



July 17th - 20th, 2025

For all event info visit
WWW.CARODEO.COM