



## SPONSOR RECAP 2022

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Provided by the  
Sponsorship Team of the  
California Rodeo Salinas



# TAKE A PEEK INSIDE

## SPONSOR RECAP OUTLINE



**Spent Here,  
Stays Here**

**Rodeo Community  
Impact**

**Event Attendance &  
Social Media Reach**

**Cowboy Channel  
Data**

**Sponsorship  
Program  
Improvements**

**Rodeo & Xtreme  
Bulls Highlights**

**Crown Royal is  
BACK**

**Thank You**

**Save the Dates**



# Spent Here, Stays Here

**CALIFORNIA RODEO SALINAS  
GIVES OVER \$560,000 TO  
COMMUNITY NON-PROFITS**

The California Rodeo Association is a not-for-profit organization that strives to preserve and promote the traditions of the California Rodeo Salinas and the West. We support the community and other non-profit organizations through the staging of the annual California Rodeo Salinas and other year-round operations of the Salinas Sports Complex. Through donation of our facility, vending and fundraising opportunities during Rodeo and other events, the California Rodeo Association returns over \$560,000 annually to local non-profits.



## NON-PROFIT RECIPIENTS

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

A full list of the non-profits who benefit can be found at that link but some of the local groups who earned funds include the Alisal High School Boosters, Filipino Community of Salinas Valley, First Tee Monterey County, Salinas High Interact, Soledad ROTC, Sun Street Centers, Toro Bulls Football & Cheer and many more.



# EVENT ATTENDANCE

Banda MS: July 16th	8,300
Rodeo & Xtreme Bulls Sponsor VIP Tent:	7,393
Contestants:	682
Big Week Bull Riding Xtreme Bulls: July 20th	10,697*
Rodeo: July 21st through the 24th	57,449*
Grand Total Attendance: July 16th through July 24th	84,623

*\*Includes complimentary tickets*

**Total ticket sales for the four performances of the Rodeo totaled 57,449, up 10.5% from 2019. To read the daily performance press releases, click on the dates below.**

## 2022 FRIDAY NIGHT SOLD OUT

*The only other performances that have sold out in the recent history of the California Rodeo were in 1996, 1991 and 1973. The Big Week Bull Riding also sold out on July 20th with over 10,000 people attending.*

[Wednesday 7/20/2022](#)

[Thursday 7/21/2022](#)

[Friday 7/22/2022](#)

[Saturday 7/23/2022](#)

[Sunday 7/24/2022](#)





# CA RODEO SOCIAL MEDIA & WEBSITE DATA

\*2021 - 2022 Comparison



Facebook Likes  
Up 17.12%



Instagram Followers  
Up 133.64%



Website Pages Viewed  
Up 97.6%



Website Visits  
Up 67.02%



## TOP 5 MARKETS

1. Texas
2. California
3. Utah
4. Oklahoma
5. Arizona

## IMPRESSIONS

Total Impressions - 19,667

The Average Live Impressions were Up +3.5% from 2021

## EXTENDED SOCIAL COVERAGE



### The Cowboy Channel Facebook

July 20-25, 2022

Impressions: 3.43 M

Video Views: 2.31 M

Total Interactions: 40,970



### The Cowboy Channel Instagram

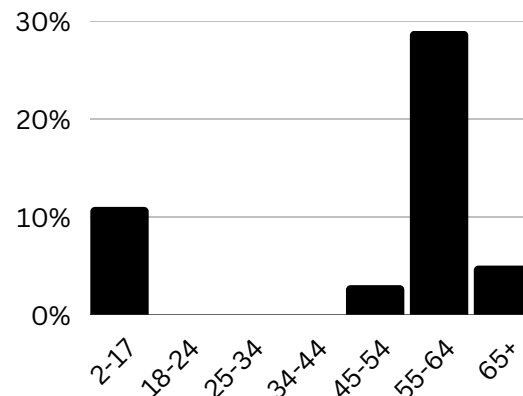
July 20-25, 2022

Impressions: 352,953

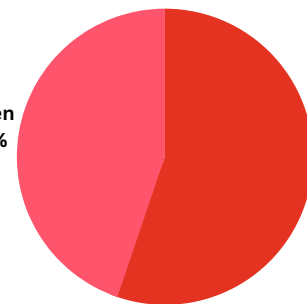
Video Views: 100,258

Total Interactions: 23,216

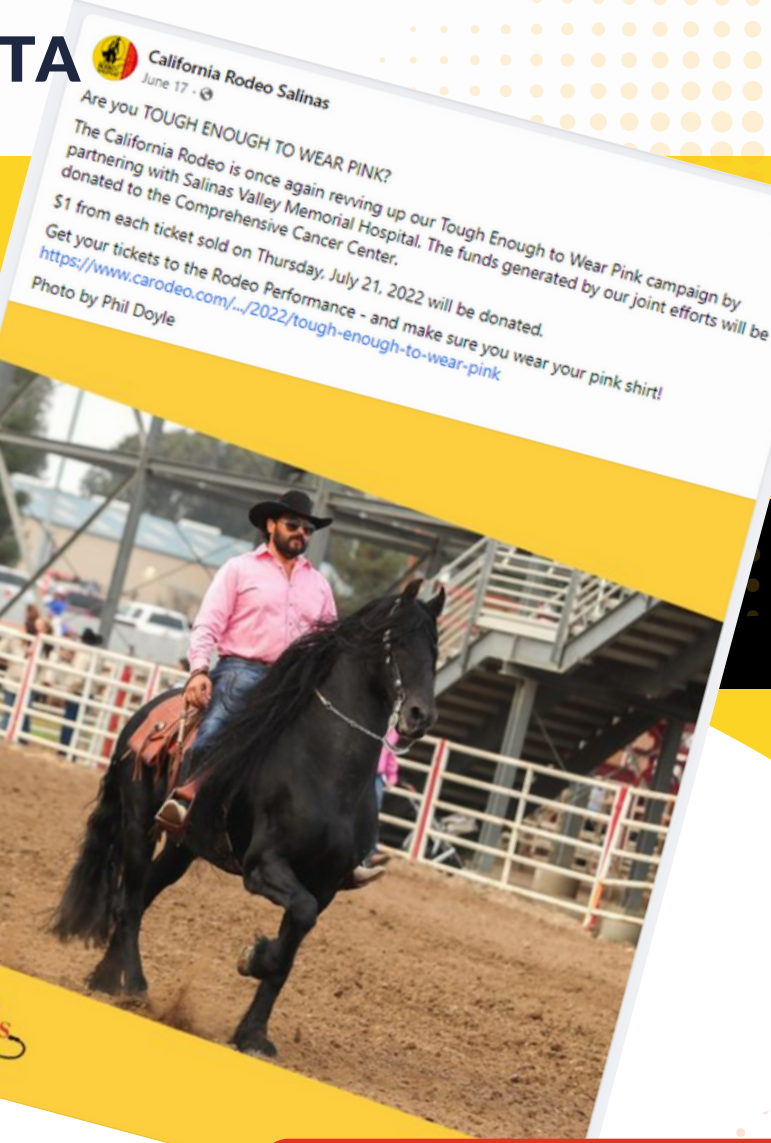
## DEMOGRAPHICS\*



Women  
44.8%



Men  
55.2%



## COWBOY CHANNEL PLUS APP

39,857 Playbacks

45,409 Hours Streamed

The CC+ app reached another 40k people. \*Potentially the 18-44 age group missing from the TV demographics.



## SPONSORSHIP PACKAGE ENHANCEMENTS

Since the inception of the program in the late 1980's, many of the package benefits and pricing were in need of a drastic overhaul. In 2016, we expanded the footprint of the original Sponsor Hospitality Area. This year, we were able to increase Sponsor VIP tickets, continue to maximize the additional Sponsor Seating area in the South Grandstands, increased the square footage of the ATS Transportation Sponsor VIP Bar and offer different types of exposure benefits that had not been available to us years ago including Reserved Seating in the Sponsor VIP Tent, digital ads, and more.

### ATS Sponsor VIP Bar



We continue to tweak and expand the footprint of the ATS VIP Bar.

### Reserved Tables in the Sponsor VIP Tent



All Around and Grand Champion Sponsors enjoyed a private table for 8 guests for the first two hours of the Sponsor Tent opening.

### Sponsor Seating Area



Sponsors are enjoying this enhancement opportunity to sit in the premium lower grandstands seating area directly above the catch pens.



# XTREME BULLS & RODEO HIGHLIGHTS

Full arena results can be found

[HERE](#)

Track areana results found

[HERE](#)

## XTREME BULLS CHAMPION



Josh Frost went 84 on Wing & Barrel owned by Cindy Rosser of Flying U Rodeo to take the championship.

## ALL AROUND CHAMPION



Tyler Pearson of Atoka, OK won the All-Around title competing in the Steer Wrestling and Team Roping events.

## BARREL RACING CHAMPION



Brittany Pozzi Tonozi of Lampasas, TX won her 5th Salinas barrel racing championship buckle.

## CHUCK WAGON RACES



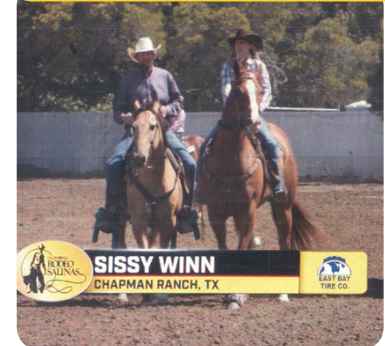
Chuck wagon racin'...The ORIGINAL drift cars!! Everybody loves a horse race! Three, four-horse drawn wagons race around the arena creating dirt slingin' excitement. Long-time Sponsor, American Door & Gates, got to take home the coveted Buckle this year.

## PRODUCE MASCOT RACE



Church Brothers' **The Mighty Green** won the Produce Mascot Race benefitting Ag Against Hunger.

## DIGITAL ELEMENTS



Mag One Media and the California Rodeo teamed up to create on-brand digital elements, visible on the Jack in the Box Big Screen and the Cowboy Channel coverage.





## OFFICIAL WHISKY OF THE CALIFORNIA RODEO SALINAS

**RODEO ROYALTY RETURNS!** California Rodeo Salinas welcomed back patrons in July with Crown Royal as the Official Whisky

Crown Royal was a past sponsor of the event and was back again, featured in the Crown Royal Saloon and various bars around the Salinas Sports Complex during the California Rodeo Salinas, Big Week Bull Riding, and the Big Week Kick Off Concert.





# THANK YOU

To our valued sponsors for the continued support of the California Rodeo Salinas. The 112 years of tradition have only been and continue to be possible because of your participation. We are truly passionate about serving our community as well as preserving the heritage and traditions of the west.

Photos by Kelsey Floyd, Phil Doyle & MagOne Media





# SAVE THE DATES

We are vigorously working on the 2023 schedule of events.  
Check back with the Sponsorship Team for Kick Off Concert updates  
for 2023.



**July 19, 2023**



**July 20 - 23, 2023**



**For all event info visit**  
**[WWW.CARODEO.COM](http://WWW.CARODEO.COM)**