



Brand Identity Guide

Our Purpose

KEEPING THE WEST ALIVE. BRINGING COMMUNITY TOGETHER.

We exist to preserve and promote the sport of rodeo while serving as a gathering place where our community can connect, celebrate, and thrive.

Our Mission

The California Rodeo Association promotes the sport of rodeo and celebrates the Western way of life while providing a gathering place for our community. Through the California Rodeo Salinas and year-round facility operations, we support local nonprofits, create opportunities for engagement, and strengthen the fabric of our community.

Our Vision

To be the premier showcase of rodeo and Western traditions while serving as a trusted community gathering place. We envision a safe, accessible, and high-quality facility bringing people together, preserving cultural heritage, and enhancing the quality of life in Salinas and beyond.

Core Values

HOWDY

H- Heritage We honor rodeo traditions and the Western way of life.

O- Opportunity We create opportunities for nonprofits, youth, and community growth.

W- Welcome We provide a safe, inclusive, and accessible gathering place.

D- Dedication We are committed to excellence in rodeo, events, and facilities.

Y- Year-Round Impact We serve our community beyond Big Week with lasting support.