

CALIFORNIA RODEO SALINAS

SPONSOR RECAP 2021

Where the West Comes Alive





TAKE A PEEK INSIDE

SPONSOR RECAP OUTLINE

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- Thank you

SPENT HERE.... STAYS HERE

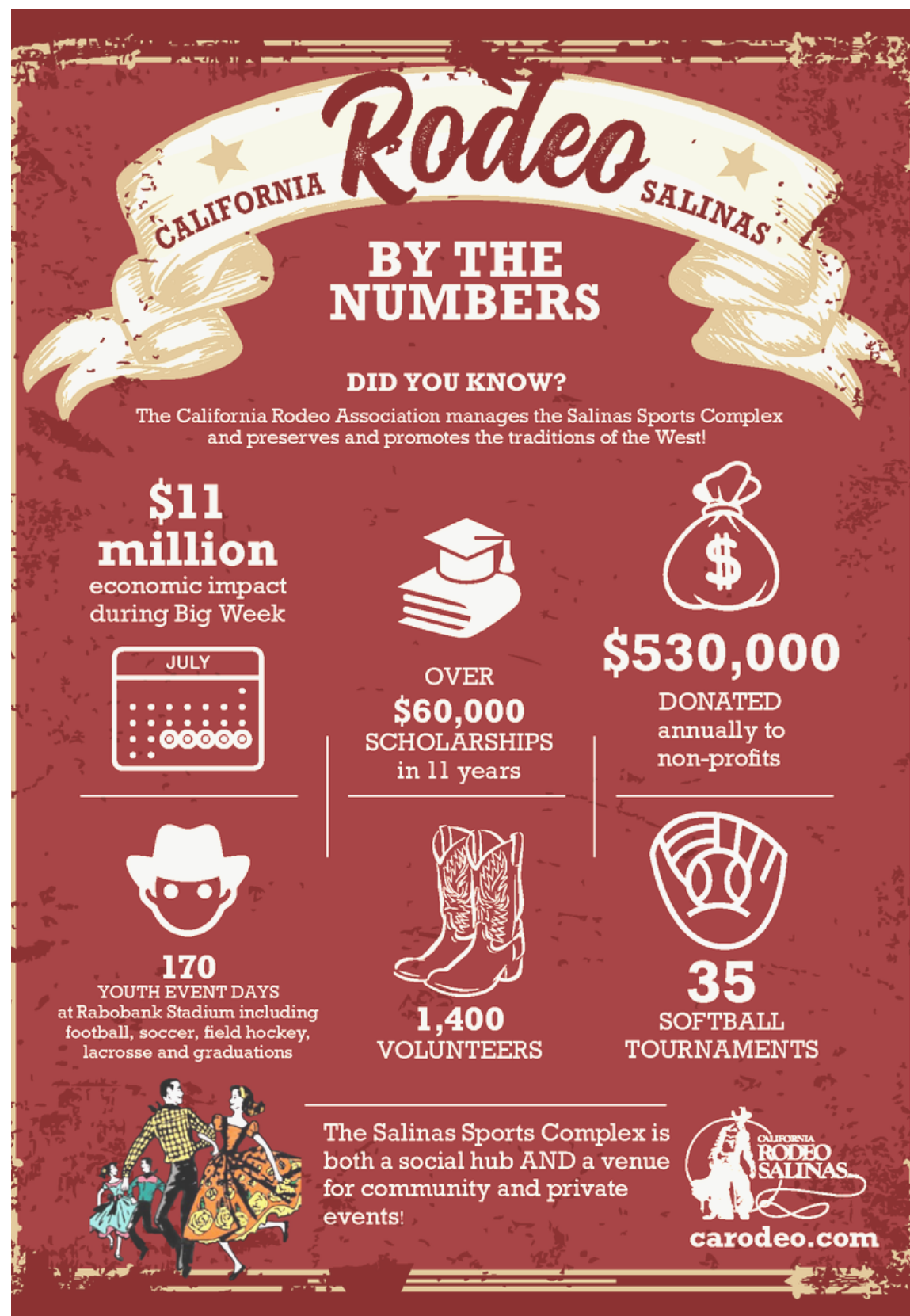
The California Rodeo Association is a not-for-profit organization that strives to preserve and promote the traditions of the California Rodeo Salinas and the West. We support the community and other nonprofit organizations through the staging of the annual California Rodeo Salinas and other year-round 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 \$500,000 annually to local nonprofits. Despite the pandemic, the California Rodeo Association gave back over \$376,000 to local nonprofits and we will strive to get that number back up again as we add events to the 2022 schedule.



SOME OF THE NON-PROFIT RECIPIENTS

American Cancer Society
Evertt Alvarez High NJTOTC
Monterey Bay Veterans
North Salinas High Band
Palma Athletic Council
Salinas High School Band
Soledad ROTC
Toro Bulls

For a complete list - check out our [website](#)



BY THE NUMBERS

In 2014, the Institute for Innovation and Economic Development of the College of Business at CSU Monterey Bay updated a 2003 study of the economic impact of the Salinas Sports Complex (SSC) on the City of Salinas and Monterey County.

The study found that for the year 2014, events at the SSC generated over **\$7,648,500** in net direct new economic activity within the City and County. The direct economic impact of the California Rodeo Salinas and Professional Bull Riding events was estimated to be **\$6,214,000**. In turn, this new economic activity is estimated to have led to as much as **\$18,290,000** in total direct and induced economic activity.

The California Rodeo Salinas and Professional Bull Riding events drew a significant number of outside visitors to the area, adding **\$150,150** in Transient Occupancy Tax (TOT) and **\$91,406** in sales tax revenues to local and state governments.

COVID-19 & DATE CHANGE



After a turbulent year in 2020, the California Rodeo Association was eager to bring back the tradition of the California Rodeo Salinas to our community, but we had some challenges we had to overcome. In January of 2021, the Rodeo's COVID-19 Response Committee and the Executive Board voted to postpone the 111th California Rodeo Salinas from July to September of 2021. Soon after this announcement, the Professional Rodeo Cowboys Association asked us to host the ProRodeo Tour Finale. We jumped at the chance to showcase our event to expand our geographic reach on tv via the Cowboy Channel, Cowboy Channel+, and hold a nationally televised "playoff" for the cowboys and cowgirls before the Wrangler National Finals Rodeo in Vegas. Our event was to be the last stop after over one-hundred nationwide Rodeos and culminated in Salinas, California. After the 2020 gap year, and 2021 starting off rough, this announcement was a huge win for the Salinas Sports Complex, the city of the Salinas and an even bigger win for the California Rodeo and our Sponsors. Coverage of our event would be televised live on the Cowboy Channel and Cowboy Channel +, that included streaming services and archived coverage for its members.

Event Attendance

EVENT ATTENDANCE

Sponsorship Tent attendance	6,473
Contestants 9/22 - 9/26	200
Professional Bull Riding (PBR) 9/22/21	8,860
Total Attendance 9/23/21 - 9/26/21	47,725
Grand Total Attendance 9/22 - 9/26	63,258



SOCIAL MEDIA & WEBSITE DATA

FACEBOOK
LIKES

Up 11.06%



INSTAGRAM
FOLLOWERS

Up 97.91%

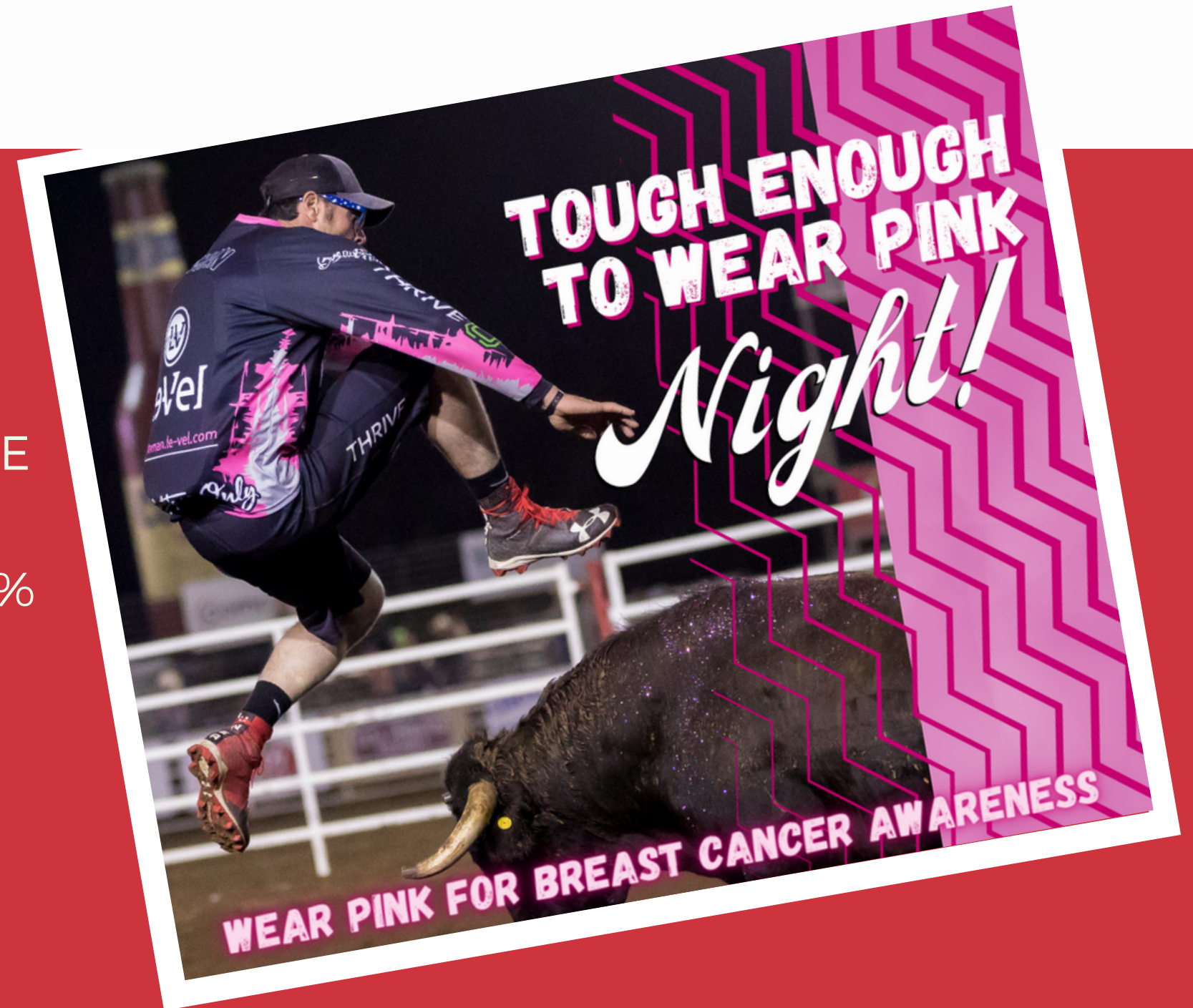


WEBSITE
PAGE VIEWS

up 29.77%

WEBSITE
VISITS

Up 7.28%





TAYLOR FARMS PEDESTRIAN BRIDGE

CUSTOMER SAFETY & ENHANCED SPONSOR EXPERIENCE

California Rodeo Salinas 2021



THE NEED

As the event grew, organizers have struggled with accommodating larger groups of people and leaders have been talking for years about ways to safely move groups from one area of the facility to the next in a timely fashion. The pedestrian bridge stands 25 feet tall and spans across 224 feet at the South end of the track that surrounds the rodeo arena, connecting the West grandstand to the South grandstand. It allows fans to move freely about the complex during the show without delays and it also includes a lift to accommodate wheelchairs.

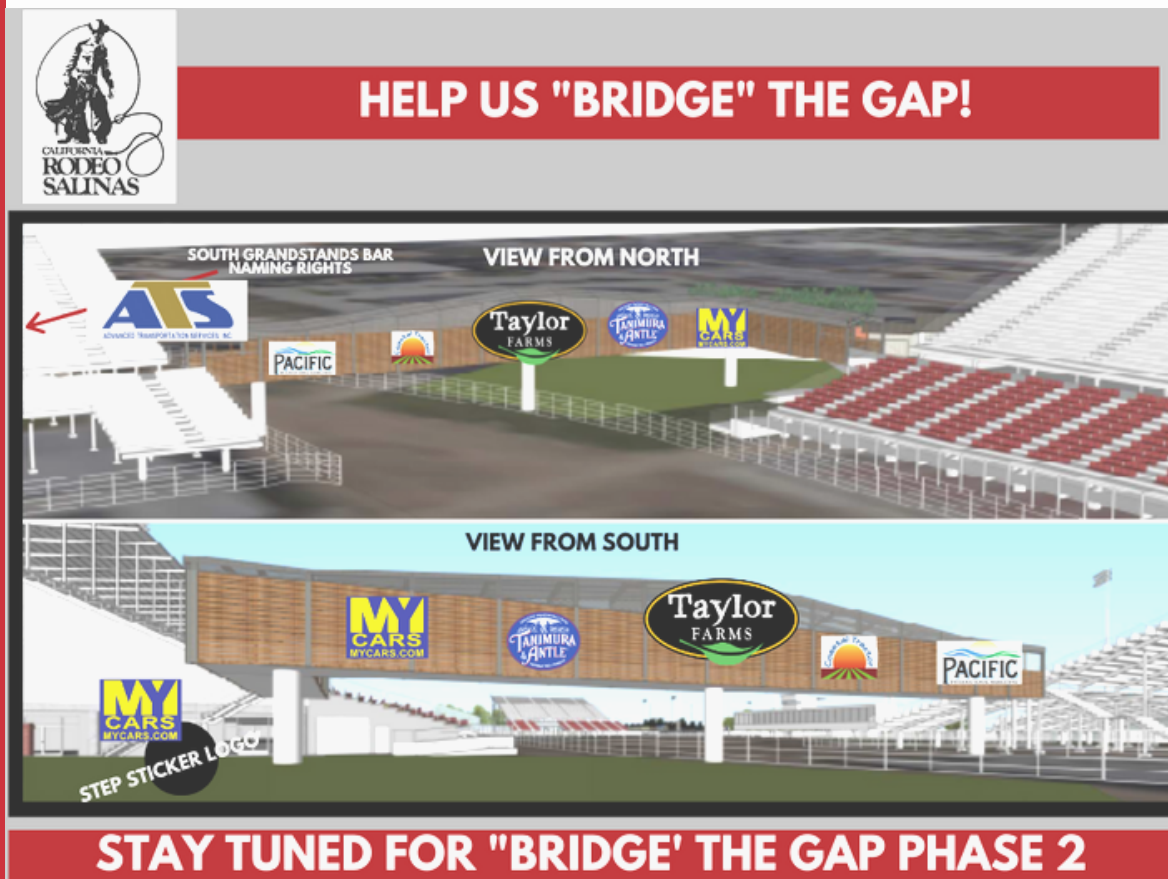
THE FUNDING

The Taylor Farms Pedestrian Bridge was entirely funded by private donors through our Sponsorship Program. The outside facade features logos from the capital donors: Pacific International Marketing, Tanimura & Antle, Coastal Tractor and MyCars.com. The inside of the bridge features additional donors from across the county with classy, cohesive images of their logos with full color displays for all pedestrians.



THE FINAL PRODUCT

The Taylor Farms Pedestrian Bridge Ribbon Cutting event was held at 4 Pm, opening day of the California Rodeo Salinas on Thursday, September 23rd and was one of the most successful construction projects in the California Rodeo's history. Capital Donors and additional signage donors attended a special ceremony with Mayor Kimbly Craig and the Salinas Chamber of Commerce.



SPONSOR VIP EXPERIENCE ENHANCEMENTS



REVAMPING

If we are not revamping our design and our experience for our Sponsors, we are not growing and adapting. We knew the overcrowding issues in the Sponsor Hospitality Tent were a concern for many years and if the Covid-19 pandemic did anything, it allowed us to revamp and rethink our program.

DESIGN PHASE

The Sponsorship team envisioned additional resources to be provided to improve the Sponsorship Program. We designed a new sponsor seating area in the sower section South Grandstands, which included access to the new ATS Transportation Sponsor VIP Bar, located just below the grandstands. The new bar was fully stocked with beer, cocktails, water, and sodas just for Sponsor VIP badge holders.

RESULTS

The short walk across the Taylor Farms Bridge and new seating area allowed Sponsors an excellent seat to watch the top cowboys and cowgirls compete, along with auxiliary VIP Bar access. Catering to the needs of our program was a top priority going into the September event. Longtime Sponsors and new supporters to the program were blown away by the new area.

FINISHED PRODUCT

The Taylor Farm Pedestrian Bridge, the VIP Sponsor Seating Area and the ATS Transportation Bar was the biggest UPGRADE to the Sponsorship Program since its inception in the early 1980's. Continuing the legacy of the California Rodeo Salinas as we grow and bring awareness to our one of kind Sponsorship Program.





THE COWBOY CHANNEL COVERAGE: CALIFORNIA RODEO SALINAS 2021

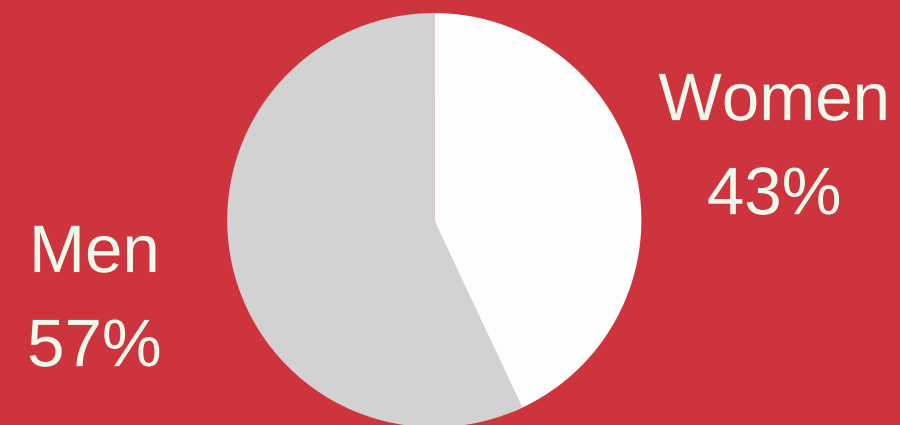


TOP 5 MARKETS

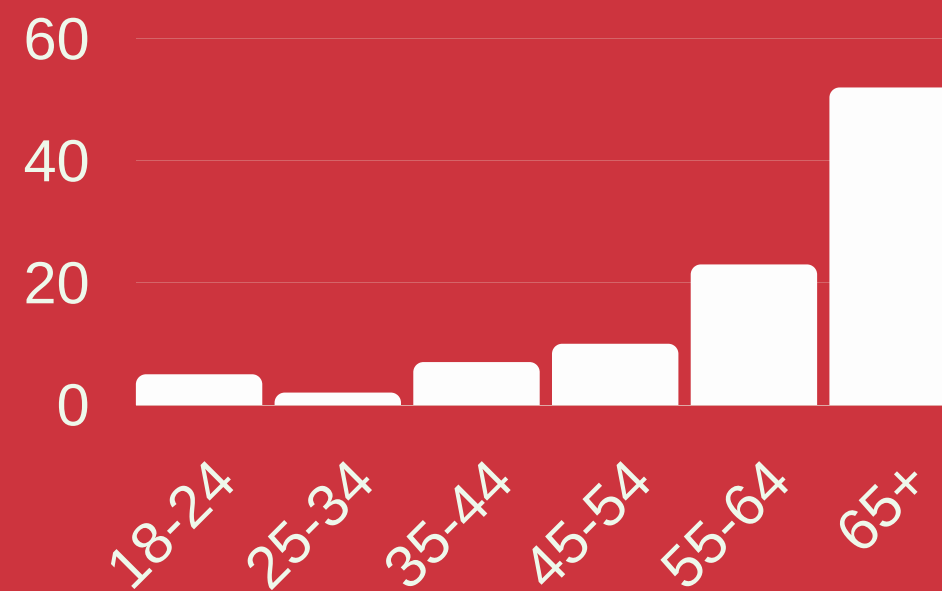
Phoenix, AZ
Dallas-Ft. Worth, TX
Tulsa, OK
Oklahoma City, Ok
Wichita, KS

NIELSEN HOUSEHOLD DATA FIGURES

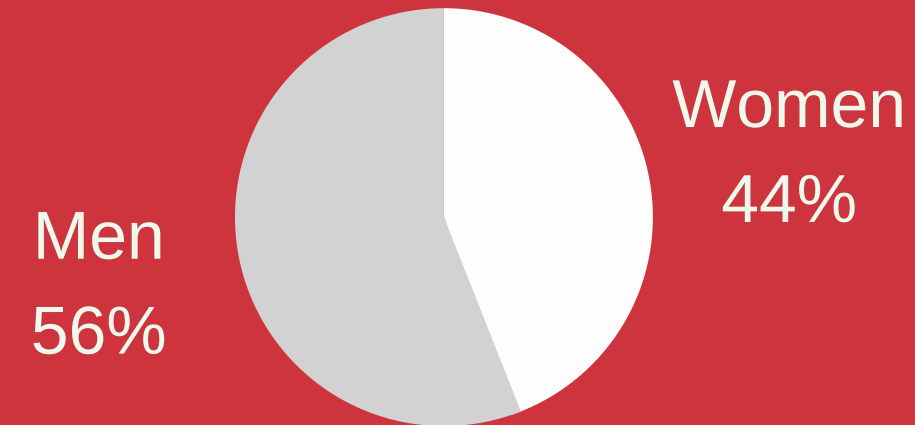
TELEVISION



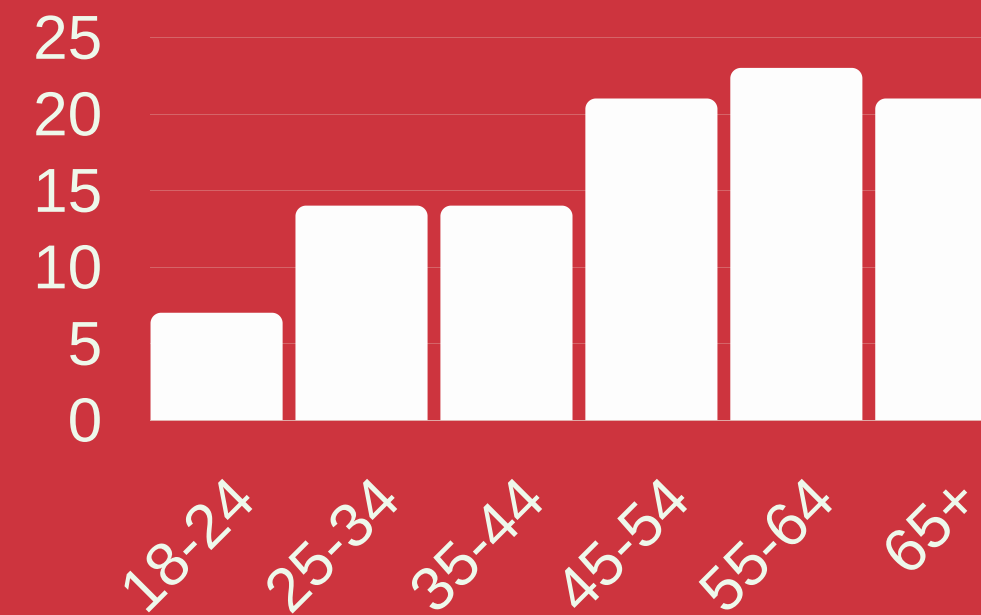
AGE



DIGITAL/SOCIAL



AGE



The Cowboy Channel Extended Social Coverage



FACEBOOK

Impressions: 2.26 Million

Video Views: 792,209

Total Interactions: 56,562

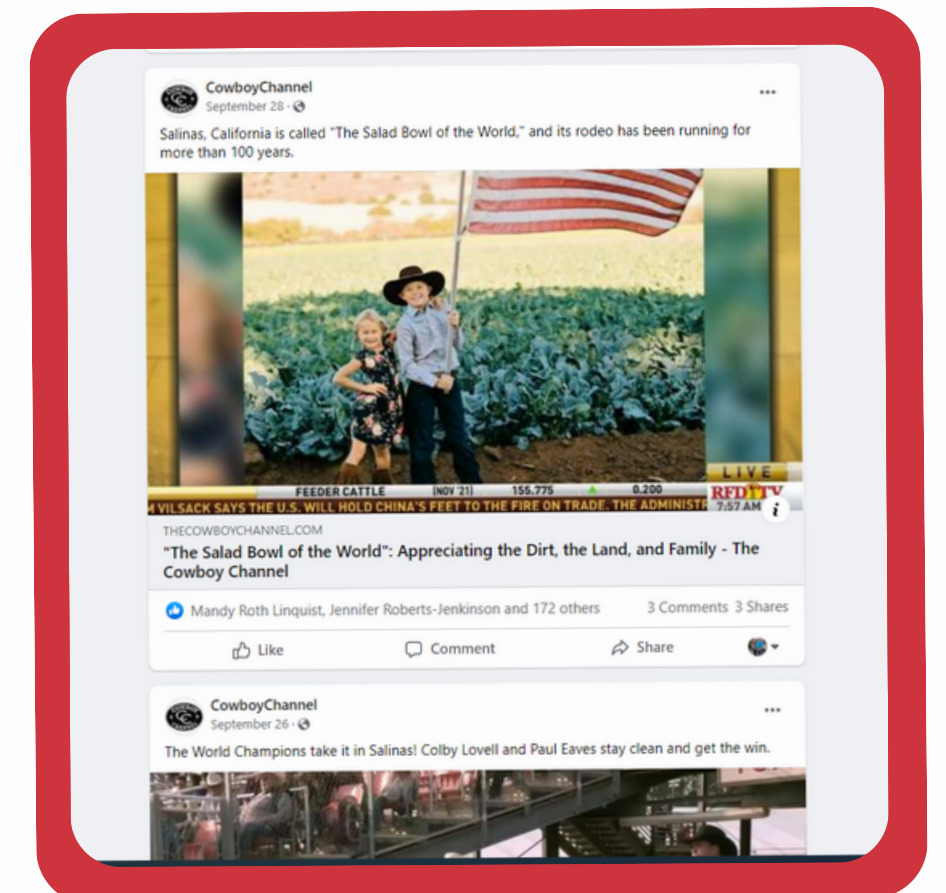


INSTAGRAM

Impressions: 1.55 Million

Video Views: 446,778

Total Interactions: 108,281



RODEO & PROFESSIONAL BULL RIDERS HIGHLIGHTS

PBR

PROFESSIONAL BULL RIDING (PBR) BUCKED BACK INTO SALINAS ON SEPT. 22 IN FRONT OF A CROWD OF 8,860 WHO ATTENDED THE SHOW. DAYLON SWEARINGEN OF PIFFARD, N.Y., WON THE BUCKLE, WITH ANDY GUZMAN OF OAKDALE, CALIF., COMING IN SECOND. ATTENDANCE WAS DOWN SLIGHTLY FROM 2019, MORE THAN LIKELY DUE TO THE DATE CHANGE FROM JULY TO SEPTEMBER.

RODEO

THE COMMUNITY RALLIED AROUND THE CALIFORNIA RODEO SALINAS AND ITS VOLUNTEERS FOR A BIG COMEBACK IN 2021. ATTENDANCE WAS SLIGHTLY DOWN FROM 2019, BUT OVER 54,000 ATTENDED THE FOUR PERFORMANCES SETTING RECORD SALES FOR CALIFORNIA RODEO SALINAS MERCHANDISE. THE ENERGY WAS PALPABLE AS FANS ENJOYED HIGHLIGHTS INCLUDING WOMEN'S BREAKAWAY ROPING TAKING PLACE IN THE ARENA FOR THE FIRST TIME, RODEO ENTERTAINER MATT MERRITT ENTERTAINING THE CROWDS AND THE FAST-PACED ACTS BY THE RIATA RANCH COWBOY GIRLS WHO TRICK ROPED AND RODE.

New Rodeo Events & Highlights



DEBBIE PEDRAZZI MEMORIAL CUTTING

The 1st Annual Debbie Pedrazzi Memorial Cutting event took place on Thursday, September 23rd in front of 8,400 fans in attendance. The event honored the memory of Debbie Pedrazzi, California Rodeo President Dave Pedrazzi's late wife, who was a world champion and participated in cutting events across the country. There was not a dry eye in the house when the Rodeo premiered this event on the track after 15 years without a scheduled cutting event on the track.



10TH ANNUAL PRODUCE MASCOT RACE

The 10th Annual Produce Mascot race brought back some old classics with a flavorful twist on Friday, September 24th. Competitors from Church Brothers Farms, Pacific International Marketing, The Nunes Company, Dole Fresh Vegetables, Bengard Farms, Ocean Mist Farms, Taylor Farms and Vilmorin Mikado balanced a lemon on the spoon down the track then reversed course with the fan favorite stick horse race back to the starting line. As always, the swift competition from The Green Machine, Buster Broccoli and Tobo left Arti the Artichoke and Bengi the Ram in the dirt. Church Brothers Farms "The Green Machine," took home the title for the 6th time since inception of the event in 2011. Since the event began in 2011, the California Rodeo has donated over \$100,000 to Ag Against Hunger.



WOMEN'S BREAKAWAY ROPING

This event is comparable to the men's tie-down roping with the same rules and guidelines. It was fast and exciting, and it is important for women ropers to be able to compete and show their skills on the ProRodeo stage. Adding this women's event exciting and makes for a fun family affair of competitors but it also means cowgirls can now contend for the all-around title like the cowboys. Lots of evidence indicates that breakaway roping has a solid and growing base of involvement.

CALIFORNIA RODEO HALL OF FAME INDUCTEE 2021: BARBARA BALENTINE



40 YEARS WITH THE RODEO.....

Barbara Balentine has tirelessly promoted the California Rodeo Salinas for almost four decades. Her loyalty and devotion to this organization is unmatched. She worked as the lone clerical person in the office, marketing coordinator and sponsorship coordinator, all while volunteering for other organizations in the community. She's helped organize the Rodeo's Cowboy Shoot Out golf tournament, now known as the Larry Balentine Memorial Cowboy Shoot Out, since its inception in 1989. As sponsorship coordinator, she worked with President Al Hansen to develop what is still one of the most elite sponsor hospitality programs in the industry. Barbara's spirit and spunk along with her dedication to the California Rodeo are well known in Salinas and the rodeo world. Barbara officially retired in the fall of 2020, but refuses to actually ever leave the California Rodeo family. She enjoys having a cocktail or two with her friends and spending time with her children, grandchildren and great grandchildren.

THANK YOU

THE CALIFORNIA RODEO SALINAS WOULD LIKE TO THANK EACH ONE OF OUR VALUED SPONSORS FOR YOUR CONTINUING SUPPORT OF 111 YEARS OF TRADITION IN THE CITY OF SALINAS AND YOUR CONTINUED AID THROUGHOUT THE COVID-19 PANDEMIC.

WITHOUT SPONSORSHIP SUPPORT, WE WOULD HAVE NOT BEEN ABLE TO SURVIVE THE LAST 20 MONTHS. PARTICULARLY TRUE IN ANY YEAR, ESPECIALLY TRUE DURING THE COVID-19 MANDATES, REGULATIONS AND EVER CHANGING REGULATIONS. THANK YOU TO EACH SPONSOR, WHETHER YOU'RE A LONGTIME SUPPORTER OR BRAND NEW IN 2021, YOU HELPED BRING BACK THE RODEO TO OUR GREAT COMMUNITY AND WE CANNOT THANK YOU ENOUGH.

Photos provided by Kelsey Floyd Photography
and Mag One Media



SAVE THE DATES

We are vigorously working on the 2022 schedule of events; so far here is what we have booked.

KICK OFF CONCERT WITH TOBY KEITH

Friday, July 15th, 2022

PROFESSIONAL BULL RIDING

Wednesday, July 20th, 2022

CALIFORNIA RODEO SALINAS

July 21st - 24th, 2022
