

# WHY JOIN?



## The Los Amigos Del Rodeo club

was established to raise funds for improvements to the Salinas Sports Complex, home of the California Rodeo Salinas. LADR is an exclusive group limited to 80 memberships, each allowing two individuals. Annual dues are \$2,000, and the organization operates as a 501(c)(3) charitable nonprofit.

To date LADR has raised approximately \$257,000!



## Exclusive Membership Benefits

- ◆ Los Amigos Del Rodeo VIP Lounge access for two (2) each day of the California Rodeo Salinas.
- ◆ One (1) Daily VIP Parking to the VIP parking lot all four days for the California Rodeo Salinas.
- ◆ 2 Box Seats\* per day located in the West grandstand.  
\*Box Seats available at a first come, first serve basis and must be confirmed by June 1st.
- ◆ Entrance to the Members-Only VIP Friday Night After Party featuring Live Music! Guest passes available for \$100 each.
- ◆ Opportunity to purchase guest day passes to LADR VIP Lounge. \$250 each.
- ◆ Big Week Kickoff Concert Pre-Sale access.
- ◆ 10% Discount on Official California Rodeo Souvenirs for LADR Members. Additional Restrictions\*  
\*No guests. One discount per day, can not be combined with any other discount. Valid at Rodeo Tent only.

## VIP Lounge



The LADR VIP Lounge provides a unique and exceptional dining experience each day, featuring premium open-bar service and live entertainment. Our dedicated LADR team ensures top-tier service in a luxurious, air-conditioned setting. Guests can relax in style while enjoying the Rodeo performance on one of our big-screen TVs.

Contact Victoria Carlisle to join today!

Email: [vcarlisle@carodeo.com](mailto:vcarlisle@carodeo.com) Call: 831-775-3109

## COMPLETED PROJECTS Funded by LADR

- Re-roofed the Cowboy Hospital
- Replaced light fixtures over the bucking chutes
- Re-roofed the Facilities Office
- Installed new bathroom hand dryers
- Refinished floors in the Exhibition Mall
- Repaired arena wiring
- Repaired stripping chute pens
- Installed a new awning and made repairs in the Heritage Museum
- Repaired rough stock pens
- Expanded and improved the Contestant Center
- Donated to the PRU Stadium Project
- Donated to Tatum's Garden
- Updated museum lighting
- Replaced water heater

Projects voted on by  
LADR members.