



## SPONSOR RECAP 2023

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**

**Rodeo &  
Xtreme Bulls  
Highlights**

**Why become a  
Sponsor?**

**Scholarships &  
Golden Circle of  
Champions**

**Sponsor VIP Tent  
Re-Design**

**Thank you &  
Save the Dates**



# Spent Here, Stays Here

## CALIFORNIA RODEO SALINAS SURPASSES OVER \$770,000 TO COMMUNITY NON-PROFITS, WESTERN ORGANIZATIONS, & MORE

On September 13, 2023, the California Rodeo Salinas demonstrated its commitment to the community by contributing **\$771,020** to various local non-profit organizations, Western industry groups, and other community associations. This figure marks a substantial increase of 36% compared to donations made in 2022. Factors contributing to the rise include increased Rodeo attendance, inaugural 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 local groups who earned funds include the Alvarez Titans Football & Cheer, Filipino Community of Salinas Valley, Monterey Surf Soccer, Steinbeck Rotary, Soledad ROTC, Sun Street Centers, San Carlos Elementary School and many more.



# EVENT ATTENDANCE



Little Big Town Concert	8,698
Rodeo & Xtreme Bulls Sponsor VIP Tent:	8,212
Contestants:	762
Big Week Bull Riding Xtreme Bulls: July 19th	10,656*
Rodeo: July 20th – July 23rd	61,547*
<b>Grand Total Attendance: July 14th – July 23rd</b>	<b>89,795</b>

*\*Includes complimentary tickets*

**Total ticket sales for the 113th California Rodeo Salinas was up over 8% from 2022.**

**2023 FRIDAY NIGHT SOLD OUT FOR THE 2ND CONSECUTIVE YEAR**

Friday night of the California Rodeo Salinas brought a sold-out crowd to the Salinas Sports Complex for the second consecutive year.

Saturday saw tickets sales at 15,140, up 9% over 2022.





# CA RODEO SOCIAL MEDIA & WEBSITE DATA



Facebook  
Likes  
Up 3%



Instagram  
Followers  
Up 11%



Mobile Text List  
Added  
2,051 Sign Ups



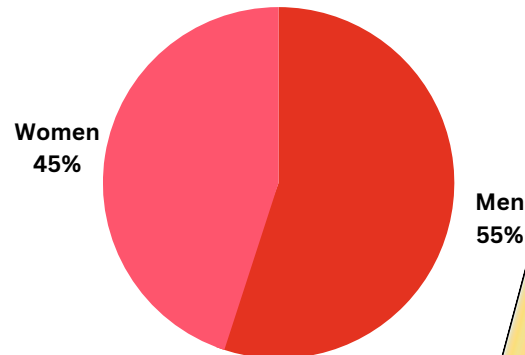
TikTok  
Followers Up  
444%



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

There are over 3  
million hours  
streamed annually  
through the app

## DEMOGRAPHICS\*



**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 8th consecutive year.

Born and raised in Salinas, cowgirl competitor, **Caitlin Antle- Wilson**, took home the 3rd Annual Debbie Pedrazzi Memorial Cutting Buckle Thursday Night.

## PADEN BRAY WON THE ALL-AROUND TITLE & TWO BULL RIDERS TIE @ XTREME BULLS





# WHY BECOME A SPONSOR?

Because you help us, so we can help others in need and we *cannot* do this without you!

Becoming a Sponsor can serve various purposes, and you may choose to become a Sponsor for many different reasons. Often times we forget the "why?" Why sponsor at all.....

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.



We *cannot* enrich the lives of 40 youngsters by helping fund their swim lessons, swim, camps and adventures days throughout the summer at the at the Soledad Aquatic Center without your support.



We *cannot* send the REACH (Rodeo Education and Character) program to multiple schools around the county, to learn about the American cowboy's traits of ethics, morals, motivational strategies without your sponsorship dollars.



We *cannot* help provide travel expenses and cheerleading uniforms for 50 young girls for the Seaside Raiders Program without your generosity.



# **WE *cannot* AWARD A RECORD-BREAKING \$37,500 IN SCHOLARSHIPS**

"We are very excited to be giving out a record-breaking \$37,500 in scholarships this year to 8 very deserving students. For many of these students, these scholarships are life changing, and allow them to reach for their very best futures. Each one of our recipients impressed the committee with their intelligence, poise, and commitment to helping others. They are a great investment."

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



## **Hartnell College recipients**

Jaden Carrillo  
Steve Perez Garcia  
Judith Gonzalez  
Erin Hoffman

## **Community Foundation for Monterey County recipients**

Isabella Madison  
Carothers  
Alyssa Ferrell  
James Martin Flores  
Carly Vorwerck





Meet Olivia Ingram, California Rodeo's  
Golden Circle Champion 2022



## **WE *cannot* DEDICATE SUNDAY TO PEDIATRIC CANCER AWARENESS**

On Sunday, July 23rd the California Rodeo Salinas honored pediatric cancer survivors and raised funds and awareness for the Golden Circle of Champions. Past recipients Bella, Julian, Maddie and Olivia were seen during the Grand Entry opening event.

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. All honorees attend the Wrangler NFR at the Thomas & Mack Center where they cheer on their favorite cowboy or cowgirl.

Through donations, fundraising efforts, and your support of the California Rodeo, Golden Circle of Champions provides money directly to the families to fulfill their most urgent needs: paying bills, buying medicine and caring for their family.



# **SPONSOR VIP TENT REDESIGN**

*Grand*

**RE-OPENING  
2024**

The Rodeo Association took your comments seriously and we are already in the process of redesigning the Sponsorship Program, the Sponsor VIP Tent layout/expansion plans, parking, and other items. We are working with the City Planner, Fire, and Police to redesign adequate spacing for all of our Sponsors. Rest assured, your concerns have been shared with the relevant team members, and we are working diligently to address the issues you've raised.

Your satisfaction is important to us, and we are committed to delivering a better experience in the future. Thank you for your feedback, and we hope to have the opportunity to serve you better in the future.





# THANK YOU

We extend our heartfelt gratitude to our esteemed sponsors for their unwavering support of the California Rodeo Salinas. This long-standing tradition, spanning 113 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.



Photos by Kelsey Floyd, Phil Doyle &  
Mag One Media



# SAVE THE DATES

We are vigorously working on the 2024 schedule of events. Check back with the Sponsorship Team for Kick Off Concert updates for 2024.



October 12th - 15th, 2023



July 17th, 2024



July 18th - 21st, 2024



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