The image shows the exterior of the Cow Palace arena at dusk. The building is a large, white, arched structure with a prominent sign that reads "COW PALACE" in large, red, stylized letters. The sign is illuminated with a rainbow light effect. Below the sign, there are several vertical columns. The entrance area is dark, with a few lights on. There are signs for "Ticket Sales/Will Call" and "Ticket Holders" near the entrance. The sky is a deep blue, and the overall scene is lit with a mix of natural and artificial light.

COW PALACE

Indoor Arena and multi-use Event Center

THE ICONIC VENUE IN THE HEART OF THE BAY AREA

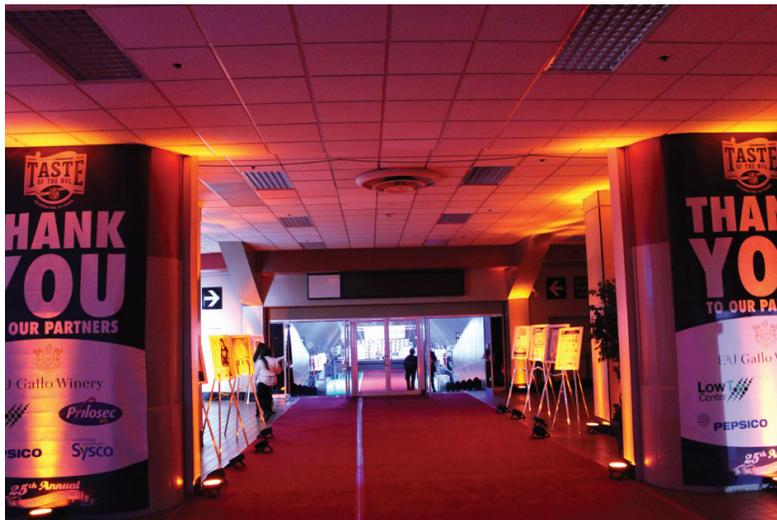
THE COW PALACE ARENA & EVENT CENTER

Built in 1941 by the 1-A District Agricultural Association with the mission of promoting the agricultural industries and serving as a gathering place for the Community, this historic Bay Area landmark sits on the border of Daly City and San Francisco and is considered the “Gateway to the Peninsula.” The Cow Palace is an indoor Arena and multi-use Event Center, and home of the Grand National Livestock Expo, Horse Show & Rodeo. Even though cars have replaced cows in many homes across the country, our Grand National Livestock Expo, Horse Show & Rodeo brings together guests from all over the West to share and encourage youth participation in the agricultural industry while also acting as an economic driver. The Cow Palace always returns to its western roots when the boots hit the dirt for the annual Grand National Livestock Expo, Horse Show & Rodeo!

With concerts, championships, conventions and cows, anyone who has passed through our iconic arched roof knows it is more than just a one-event wonder, promoting a variety of events to serve the needs and reflect the cultural diversity of the San Francisco Bay Area and the State of California. Our iconic arched roof has held a front row seat to some of history’s more memorable moments: civil rights activist Martin Luther King Jr., presidential nominee, John F. Kennedy’s announcement of the Peace Corps program as well as both Democratic and Republican National Conventions. Many great thinkers, politicians and musicians have chosen

our venue as their preferred pedestal; over 17,000 people packed the Palace to witness the Beatles first stop on their US Tour in 1964, Metallica has laid claim to calling our venue their Bay Area home, and what Palace would not be complete without “The King.” From Elvis to Prince, from the Grateful Dead to Liberace, many musicians have made the Cow Palace a stop on their path to stardom. Other popular conventions and expos such as the Golden Gate Kennel Club Dog Show and the Great Dickens Fair have become staples of our iconic venue. Let us help you plan your next event and contribute to our illustrious history!



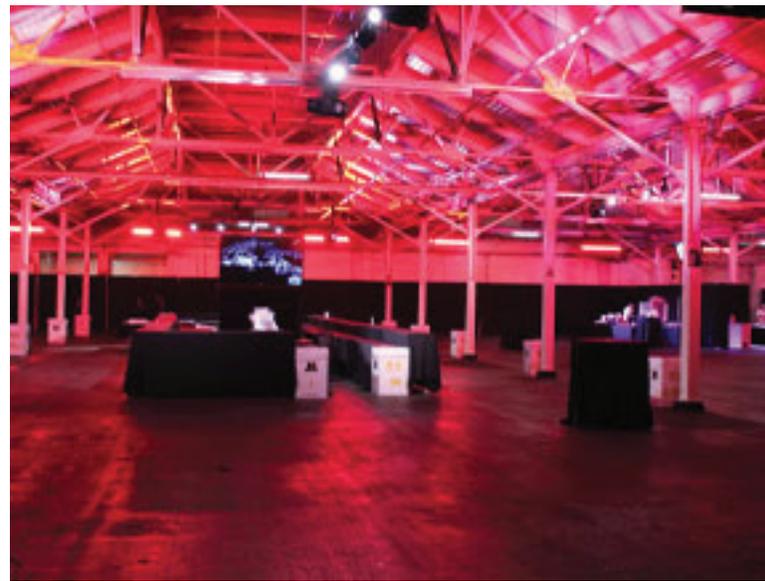


VENUE FEATURES

- 15 Minutes from downtown San Francisco
- 10 Minutes from SFO International Airport
- Easy access to Highway 101 and Interstate 280
- Close proximity to public transportation (CalTrain, BART, Muni)
- Parking Lots: 2,800 parking spaces available on-site or use as part of your event space (ex. Ride & Drive, outdoor festival)
- Over 252,000 sq. ft. of total building space
- Open-canvas facility with ground level entry to all event spaces
- Full event staffing services available to meet your needs
- Main Arena: 30,000 sq. ft. of exhibit floor space plus 13,000 sq. ft. with removal of box seats & installing platform decking
- North & South Hall: 49,000 sq. ft. each
- Exhibition Halls (6): 20,000 sq. ft. each
- Meeting space and break out rooms



MAIN ARENA delivers spectacular flexibility with 30,000 sq. ft. of contiguous space (plus 13,000 sq. ft. of perimeter space). Our Main Arena can be configured for high-end exhibitions, banquets, concerts, athletic events, private events & more. Seating capacity ranges from 10,300 to 16,500. Registration space conveniently located off main concourse that enables concurrent set-up of multiple registration sections and better guest experience.



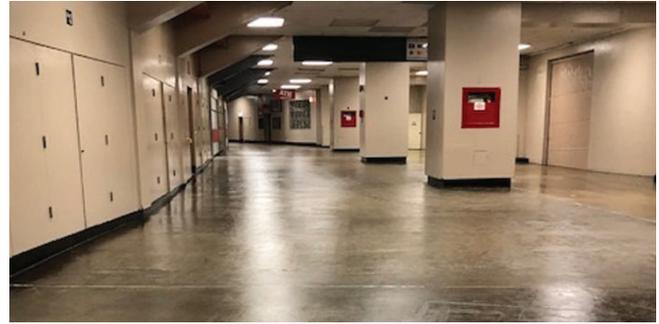
NORTH & SOUTH HALLS

each hall measures 49,000 sq. ft. (345' x 140' x 14') of open space that can be rented together or individually. Located directly off our Main Concourse, these halls are ideal for expositions, festivals, trade shows, banquets, and special events.

Each hall is equipped with restroom facilities, heating system, WiFi capabilities and utility access points throughout to cater to your event's needs. Each hall has two rollup doors (12' x 14') and multiple points of entry.



EXHIBITION HALLS There are six individual exhibition halls (20,000 sq. ft. each) with complete restroom facilities in two of the halls. This column-free space makes is suitable for expositions, tradeshow, training and retail events with a separate vehicle entrance off Geneva Avenue.



BREAK OUT SPACE & MEETING ROOMS

are a great place for a private office, hospitality room, coat check or just a quiet space to escape all of the commotion. The Cow Palace has the flexibility to cater to your event needs with multiple meeting rooms and break out spaces throughout our facility. Our staff is ready to assist in your next unforgettable event!



PARKING LOTS are comprised of 530,000 sq. ft. that offers ample parking with 2,800 parking spaces available. Parking lots can be used for outdoor festivals, concerts, drive-in movies, private ride + drives, driver trainings – the sky is the limit! This is an amazing one-of-a-kind space to incorporate into your event.

KNOW BEFORE YOU GO!

Nearby Restaurants: 7 Mile House, Dark Horse Inn, Lucky Bakery, Happy Donuts, Golden Moon, McDonalds, Bravo Pizza

Hotels: Alpine Inn & Suites, Mylo Hotel, Mission Inn, Embassy Suites, Four Points by Sheraton Hotel, Hilton Garden Inn, Courtyard by Marriott, Holiday Inn, Larkspur Landing

Parks & Recreation: McLaren Park & Reservoir, San Bruno Mountain, Cayuga Park, Thornton Beach State Park, Ocean Beach, Bay Trails that stretch through all 9 Bay Area counties

Local Site & Amenities: San Francisco Zoo, Oyster Point, Olympic Golf Club, Jerry Garcia Amphitheater, Urbano Sundial, Mar Vista Stables, Cypress Lawn, Lucky Chance Casinos

Nearby Transportation: Balboa Park BART Station, 8 Bayshore MUNI Line, CalTrain, San Francisco International Airport (15 minute drive).

Let us help with your next event.

Please contact us for venue availability and rental rates.



(415) 404-4100



events@cowpalace.com

“Thanks to partners like the Cow Palace, the impossible seems possible. During 2020, a year like no other with sky-rocketing food insecurity in the midst of the pandemic, our Community rallied together to make sure that neighbors didn’t go hungry. Food for millions of meals was distributed. Our Pop Up located at the Cow Palace served just over 1000 households each week! We are very grateful for the essential partnership we have developed with the Cow Palace.”

Sheila Kopf, SF-Marin Food Bank Program Director, 2020

“When we started building homes along Geneva Avenue, I approached the Cow Palace for a donation of parking spaces for our volunteers. I found them to be extremely responsive, accommodating and generous with their resources. We got great care, timely responses and they’ve been great to work with!

Belinda Sullivan, Habitat for Humanity Greater San Francisco, 2020

“This truly iconic venue and its traditions proudly stands in contrast to the modernity of the Silicon Valley and the San Francisco Bay Area.”

–Karen Ross, Secretary of California Department of Food & Agriculture

“Since its beginning in 1941, the Grand National Rodeo and the Cow Palace have brought rodeo, agricultural heritage and entertainment to the San Francisco Bay Area.”

–Jerry Brown, former California Governor

“The value of historic legacy cannot be underestimated. The Cow Palace holds a place in the hearts of millions of Bay Area audiences and our event, the Great Dickens Christmas Fair, benefits from this every year. The theatre magic that we create would not be possible without the specific configuration of its exhibition halls. For over 20 years the Cow Palace staff have provided the professional support we need to present a seamless experience for our guests.”

–Kevin Patterson, Producer of The Great Dickens Christmas Fair, 2019

STAY CONNECTED WITH **YOUR** COW PALACE ARENA & EVENT CENTER



Cow Palace Arena & Event Center



2600 Geneva Avenue, Daly City, CA 94014
www.cowpalace.com