



## Roundup Day | Business Guide

### What is the East Texas State Fair Roundup Day?

Roundup Day is a community-wide celebration that kicks off the excitement for the East Texas State Fair. Inspired by the spirit of Texas tradition, it's a day for local businesses and organizations to show their Fair pride by dressing in Western wear, hosting themed events, and engaging with the community. Whether it's cowboy boots at the office or a lunchtime chili cook-off, Roundup Day is all about bringing East Texans together in fun, festive fashion before the Fair officially begins.

### When is the East Texas State Fair Roundup Day?

Roundup Day is always the first Friday of the Fair, opening day. This year it is on Friday, September 19, 2025.

### Why Participate?

- Boost morale and employee engagement
- Show your support for a beloved East Texas tradition
- Increase visibility through community-wide promotion
- Be part of something fun and uniquely local



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### How Your Business Can Get Involved

#### Dress the Part

Encourage your team to wear Western-themed attire on Roundup Day—think jeans, plaid shirts, boots, cowboy hats, and bandanas. The more creative and festive, the better! Visit our rodeo presented sponsor, Cavender's, in Tyler for a new outfit!

#### Host an In-Office Event

Get your employees excited by planning a fun Western-themed activity:

- **Chili cook-off or potluck**
- **Best dressed contest**
- **Lasso or stick horse races in the breakroom**
- **Western-themed photo booth for social media**

#### Share the Fun

Post photos and videos of your celebration on social media with the hashtag **#ETSFRoundupDay**. Tag the East Texas State Fair and show the community how your business is getting into the Fair spirit!



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### Offer a Roundup Day Special

If you're a customer-facing business, consider running a special or discount for customers who come in wearing Western gear.

Example: "Wear boots, get 10% off!"

### Win a Prize

Snap a photo of your business and employees dressed up for Roundup Day and post it with the **#ETSFRoundupDay** tag for your chance to win a prize! We'll choose a winner after the Fair.

### Support the Fair

Display posters or flyers promoting the East Texas State Fair. If you're interested in a deeper partnership—like sponsoring an event or joining a committee—reach out to us!

### Tickets on sale for the East Texas State Fair

Tickets to the Fair and rodeo are officially on sale! Rodeo VIP tickets are \$100 and include a catered meal by Montez, beverages, and admission to the Fair. Rodeo General Admission tickets are \$25 and include admission to the Fair.

General admission tickets to the Fair are \$12 for adults and \$6 for students ages 5–12, with children under 5 admitted free. Carnival wristbands are \$37 for unlimited rides on any one day. Early bird discounts will be available through September 18. All tickets, including rodeo admission, can be purchased at [www.etstatefair.com/tickets](http://www.etstatefair.com/tickets).

### About the East Texas State Fair

The East Texas State Fair is a nonprofit organization that brings our community together to celebrate heritage, promote agriculture, provide family friendly entertainment and facilitate youth development. With over a century of tradition, the Fair welcomes more than 100,000 visitors annually and contributes nearly \$1 million each year in community impact through scholarships, programs, and events.