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FOR IMMEDIATE RELEASE

Naming Rights Announced for New Rodeo Arena at East Texas State Fair

Partnership with the Bob L. Herd Foundation brings “Herd Arena” to the East Texas State Fair for First Rodeo

July 30, 2025 | Tyler, TX

The East Texas State Fair is proud to announce a new partnership with the Bob L. Herd Foundation, officially unveiling “Herd Arena” which will debut during the 2025 Fair.

The arena will seat more than 2,500 guests nightly, offering a true rodeo experience with both general admission seating and an upscale VIP section featuring all-inclusive food and beverages. Built specifically for the Fair’s growing western programming, Herd Arena sets the stage for what’s to come.

This two-year partnership not only brings a PRCA-sanctioned rodeo to Tyler for the first time, but also showcases the flexibility and potential of adaptable event spaces at The Park of East Texas.

“Herd Arena is a powerful demonstration of what’s possible at The Park of East Texas,” said Cody Rosenbalm, President/CEO of The Park of East Texas. “This temporary buildout allows us to host a world-class rodeo without limiting the space to one specific use. It’s smart and sustainable.”

The Bob L. Herd Foundation, known for its strong commitment to youth, agriculture, and education, has invested in a naming rights agreement that will help fund the arena buildout and support the addition of ProRodeo to the annual Fair.

“We believe in projects that inspire, adapt, and serve future generations,” said a representative of the Bob L. Herd Foundation. “This partnership allows us to contribute to a program that celebrates our community’s agricultural and western heritage, provides family-friendly entertainment, and supports the growth of our beloved Fair.”

The addition of Herd Arena represents more than a new attraction — it's an investment in the cultural and economic vitality of East Texas. By helping to bring professional rodeo to Tyler, the Bob L. Herd Foundation is supporting an experience that unites our community, celebrates our agricultural heritage, and draws new visitors and opportunity to the region.

“We’re proud to partner with the Bob L. Herd Foundation on the addition of Herd Arena,” said Rosenbalm. “Their generous support will make a lasting impact—not just on this year’s rodeo, but on the direction we’re headed as an organization. This partnership will benefit us for years to come.”

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.

About the Bob L. Herd Foundation

The Bob L. Herd Foundation supports educational, agricultural, and faith-based initiatives across Texas. Inspired by Mr. Herd’s legacy of hard work, integrity, and generosity, the Foundation is committed to investing in meaningful projects that honor tradition and help shape a stronger future.

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