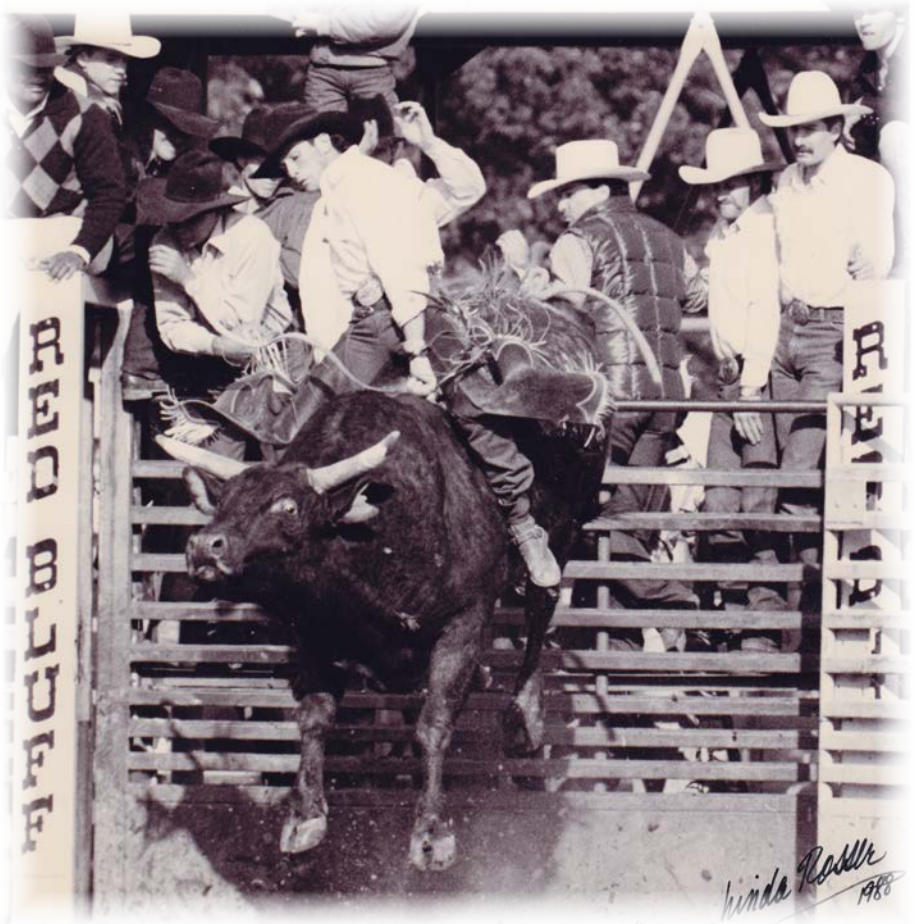


# LIVING HISTORY RED ROCK MONUMENT FUND



SPONSORSHIP  
OPPORTUNITIES



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# THE HISTORY OF RED ROCK

If you're privy to the rodeo scene, chances are you've heard of the infamous Red Rock. But, do you know the whole story? It's definitely worth a read as it's a big part of Tehama County's claim to fame.

Red Rock was born in 1976 at the Burnt River Ranch in Burns, Oregon. Orphaned as a small calf, he was raised in the family's backyard by the owner's milk cow. At two years of age, Red Rock was purchased by local stock contractor Mert Hunking from Sisters, Oregon. He immediately noticed that Red Rock was smarter than the typical bull. Somehow this savvy animal could sense what a bull rider would do and would turn the opposite way, quickly throwing cowboys.

In 1984, Hunking contacted John Growney of the Growney Brothers Rodeo Company about Red Rock's potential sale. Although there



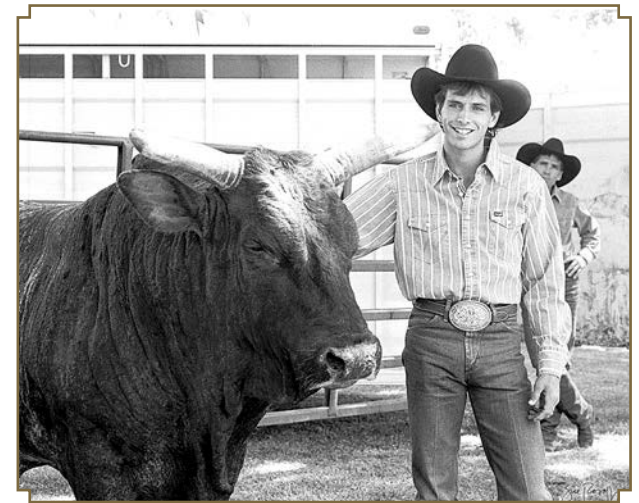
*John Growney, Red Rock © Rosoff*

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were many offers for this special bull, Growney and partner, Don Kish, had a reputation for outstanding livestock care. The choice was a no-brainer. Over the years, this Pro Rodeo Hall of Fame bucking bull was the real deal in the round-up world. This fierce competitor competed in the Professional Rodeo Cowboys Association (PRCA) and bucked off more than 300 consecutive riders to maintain an unprecedented undefeated status in the mid-80s. However, Red Rock is most famous for his connection with bull riding icon Lane Frost, and their matchup called the Challenge of Champions. Red Rock was brought out of retirement to compete against Frost in seven show-downs at various rodeos in the West. Lane rode him to the eight-second whistle four of the seven matches.

Upon Red Rock's retirement, he returned to the Growney Ranch. John continued to let fans visit the famous bull as he was a friendly and gentle giant outside of the arena. Sadly, Red Rock suffered a stroke at the age of 18. He was buried under a grand old oak tree at the Growney Ranch.



*Red Rock Lane Frost John Growney San Jose 1988 © Rosoff*

**RED ROCK • LIVING HISTORY**

# PROJECT OVERVIEW

Rotary has joined forces with the Red Bluff Round-Up to immortalize Red Rock as one of Tehama County's greatest legends. The plan includes a larger than life bronze statue of Lane Frost atop the mighty bull designed by renowned artist, John Rule. This living history moment will be part of the Red Bluff Round-Up Museum's outdoor park-like exhibit (670 Antelope Blvd). Designed to stand life-size plus 25%, this sculpture will surely become a visitor attraction for all.

Monument champion is 2021 Rotarian President, Vicki Stroud. She is passionate about fostering a project that gives back. This lasting legacy not only showcases an important piece of local history, but also provides a way to honor the impact the Red Bluff Round-Up has on our town

"This is Red Rock's home town so to speak, and we need to play off the importance of who he was and that he represents the sport of rodeo," offered Stroud.

Clearly, this massive undertaking will take the support of our community and rodeo lovers everywhere to make it a reality. With a goal of raising \$200,000 by our projected completion date (January 2022), fundraising efforts are already well underway. Various tax deductible sponsorship and donation opportunities are available (Red Bluff Round-Up Museum Federal Tax ID #68-0333674).



*Extra proceeds will be used to enhance outdoor museum exhibits.*

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# SPONSORSHIP OPPORTUNITIES

## *Platinum Sponsor - \$25,000 +*

- Limited Edition Bronze Mini Statue
- Exclusive sponsor sign in monument area
- VIP invite to Sponsor Circle Unveiling Party (4 tickets)
- Logo on Website
- Facebook post (exclusive)

## *Gold Sponsor - \$10,000*

- Exclusive sponsor sign in monument area
- VIP invite to Sponsor Circle Unveiling Party (4 tickets)
- Logo on Website
- Facebook post (exclusive)

## *Silver Sponsor - \$5,000*

- Sponsor plaque name placement in monument area
- Invite to Sponsor Circle Unveiling Party (2 tickets)
- Facebook post (exclusive)

## *Bronze Sponsor - \$1,000*

- Sponsor plaque name placement in monument area
- Invite to Sponsor Circle Unveiling Party (2 tickets)
- Facebook post

## *Other Sponsorship/Donation Opportunities*

- \* Looking to offer a different amount? Donations large and small are gladly accepted. In addition, various events, raffles, and fundraisers will be held in the coming months.
- \* Continue to watch the Red Bluff Round-Up and Red Bluff Rotary websites and social media pages for detailed information.

RED ROCK • LIVING HISTORY



# RED BLUFF ROTARY INFORMATION



Rotary is an organization of both active and retired businessmen and women throughout the world who come together to serve their community and enjoy great fun and fellowship. Rotarians are a diverse, energetic, and friendly group of leaders who provide their time, expertise, and resources to help their local and world communities.

*"Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves."  
- Rotary Vision Statement*

The Rotary Club of Red Bluff has proudly provided exceptional community service since 1924. This particular chapter boasts a powerful history of proactive local efforts that have spurred critical and transformative change. Noteworthy early projects include founding the Red Bluff Family Counseling Service more than 50 years ago, establishing the Literacy Council of Tehama County, and contributing funds to landscape the Red Bluff Community Center. In more recent years, Red Bluff Rotary was the driving force behind securing the property to build Cone & Kimball Park and the replica clock tower in downtown Red Bluff. This magnificent corner lot is at the heart of our community. On an annual basis, Red Bluff Rotary awards at least ten \$1,000 scholarships to local high school seniors who are entering higher education.

Passionate Rotarians continually participate in hands-on fundraising projects to generate funds for these and other ongoing activities throughout the year.



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# RED BLUFF ROUND-UP INFORMATION AND PARTNERSHIP



Founded in the fall of 1921 as an adjunct to the Tehama County Fair, the Red Bluff Round-Up was the first Northern California rodeo to join the Cowboys' Turtle Association - precursor to the Professional Rodeo Cowboys Association (PRCA). This amazing event has overcome interruptions due to hoof and mouth disease, the Great Depression, and World War II to become one of the sport's signature events.

The Red Bluff Round-Up Association moved to its traditional late April placement on the schedule in 1926, replacing one in nearby Vina, California. It was long known as "America's Biggest Two-Day Rodeo" before switching to a three-day format in 1966. Now the Red Bluff Round-Up is proudly known as the "America's Largest Three-Day Rodeo."

The rodeo's economic impact is estimated to be more than \$5 million annually. The entire town becomes involved during round-up week with a bowling tournament, foot race, pancake breakfast, street dance, Chamber mixer, golf tournament, chili cook-off, parade, and Western lifestyle tutorials in local elementary schools, and more.

The partnership between the Red Bluff Round-Up and Rotary runs deep. Over the years, Rotary developed connections with this beloved local organization. Thirty-five years ago, the club stepped in to help sling suds during the Red Bluff Round-Up performances. Although this endeavor requires countless volunteer hours and manpower, the payout plays a significant role in Rotary's ability to provide numerous scholarships. Red Bluff Rotary also hosts the Tough Enough To Wear Pink Luncheon. Held the Tuesday of rodeo week, this feel-good gathering pulls out all the stops to support local breast cancer programs and awareness efforts. Finally, Rotary puts on the Annual Red Bluff Round-Up Chili Cook-Off. This kick-off event is always a crowd favorite and draws thousands to the downtown area every year.

RED ROCK • LIVING HISTORY

# THANK YOU FOR YOUR SUPPORT



*Red Rock at Lane Frost Memorial Night 1989 NFR © Rosoff*



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