



San Antonio Stock Show & Rodeo Facts 2024

Short Description

The San Antonio Stock Show & Rodeo has grown to one of the largest, most prestigious single events in the city of San Antonio, with approximately 1.5 million visitors entering the fairgrounds each year. The success of the San Antonio Stock Show & Rodeo is attributed to over 6,000 volunteers who give countless hours to the organization. With the help of community, donors, sponsors and volunteer support, the organization has committed more than **\$255 million** since inception. Through scholarships, grants, endowments, junior livestock auctions, calf scramble program and show premiums the 2023 event impacted over **18,000 youth** in Texas.

General

- The 75th annual San Antonio Stock Show & Rodeo will be held February 8-25, 2024.
- **Mission Statement:** "A volunteer organization that emphasizes agriculture and education to develop the youth of Texas".
- We would like to extend a thank you to our 6,000 volunteers, fans, corporate partners, and sponsors. We appreciate their generous support of our mission.
- Over **\$255 million** has been generated since inception and the funds are awarded through scholarships, grants, endowments, auctions, a calf scramble program and show premiums. In 2023 the event awarded over **\$12 million**.
- In 2023 alone, over **18,000** students have been impacted to help further their educational and agricultural goals.
- More than 10,500 Texas college students have benefited from a Rodeo scholarship in all 254 Texas Counties.
- Each year, about 550+ new scholars are added to our scholarship program.
- Attendance for the 2023 San Antonio Stock Show & Rodeo was approximately **1.5 million** people entering the fairgrounds, the rodeo, and events.
- There were approximately **21,000 total exhibitors** in livestock and horse show in 2023.
- Our International Room welcomed nearly 923 guests from **76 different countries**.
- The San Antonio Stock Show & Rodeo Junior Livestock Show, one of the largest in the nation, had record participation in with strong growth in Junior Agricultural Mechanics Show, Junior Shoot-Out, Ag-robotics and many knowledge-based competitions including Agricultural Public Speaking, judging competitions and Skillathons.
- Horse Show's events, in the Freeman Coliseum include the Youth Rodeo, Cutting, Barrell Racing, Team roping along with innovative events like sheep dog trials, Charreada, and Bull Fighter's Only.
- The **Junior Livestock Auction** had total sales over **\$6.7 million in 2023**.
- Over **11,000 students** participated in our school tours program – that's 11,000 new, young fans that we were able to educate about our event.