



San Antonio Stock Show & Rodeo – 2025 Fact Sheet

Overview

The San Antonio Stock Show & Rodeo is one of the largest and most prestigious events in San Antonio and South Texas, attracting approximately **1.5 million visitors** annually. Its success is driven by over **7,000 dedicated volunteers** and strong community support.

General Information

- **Event Dates for 77th annual event (2026):** February 12 – March 1, 2026
 - **Annual Attendance (2025):** ~1.5 million visitors
 - **Unique Visitors (2025):** ~903,601
 - **Volunteers:** Over 7,000
 - **Total entries from livestock and horse competitive events (2025):** ~25,173
 - **International Guests (2025):** over 1,000 from 94 countries
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Mission Statement

“A volunteer organization that emphasizes agriculture and education to develop the youth of Texas.”

Economic & Educational Impact

- **Annual Economic Impact:** Over **\$330 million**
 - **Jobs Created:** Over **4,000** (including retail, staff, concessions, and event jobs)
 - **Total Funds Committed Since 1984:** Over **\$279 million**
 - *In the form of scholarships, grants, endowments, auctions, show premiums*
 - **2025 Awards & Scholarships:** Over **\$12 million** awarded
 - **Lifetime Impacted Students:** Over **1.1 million Texas youth** since 1949
 - **Scholarship Recipients:** Over **13,000 Texas college students** from all 254 counties
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2025 Open Competitions Statewide to Texas School CTE/STEM Programs

- Agricultural Mechanics
- Ag Mechanics Marketplace
- Agricultural Public Speaking
- Agricultural Science Fair
- Agrobotics Challenge
- Beef Cattle Skillathon
- Consumer Decision Making
- Dairy Judging
- Floriculture
- Food Challenge
- Horse Skillathon
- Junior Pitmaster Challenge
- Junior Vaquero Cook-Off
- Landscape Challenge
- Meat Science Skillathon
- Nursery Landscape
- Photography
- Poultry Judging
- Sheep Skillathon
- Swine Skillathon
- Taxidermy
- Buckaroo Que
- Wildlife Judging
- Wool Judging

Freeman Coliseum Highlights

The Freeman Coliseum is one of the primary venues for equine events at the San Antonio Stock Show & Rodeo. It hosts several competitions, including cutting, barrel racing, team roping, breakaway roping, ranch sorting, and youth rodeo. It is also home to featured events such as the San Antonio Invitational Horse Sale, Bullfighters Only, and the Charreada, a traditional Mexican rodeo that honors the historical legacy of the vaquero, whose skills and traditions laid the foundation for modern cowboy culture, making it an integral part of our celebration of Western heritage.

The events held at the Freeman Coliseum contribute to the broader mission of the San Antonio Rodeo—to promote agriculture, education, and to support youth development across Texas. These and other competitions held in the Freeman Coliseum offer valuable learning experiences for young participants, helping them develop essential life skills such as teamwork, responsibility, leadership, and perseverance. Additionally, the Coliseum hosts our interactive Horse Discovery area and school tours, offering hands-on experiences that inspire the next generation and celebrate the legacy of agriculture and horsemanship in our community.