San Antonio Stock Show & Rodeo – 2026 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 78th annual event (2027):** February 11 – February 28, 2027
- **Annual Attendance (2026):** ~1.5 million visitors
- **Unique Visitors (2026):** ~903,000
- **Volunteers:** Over 7,000
- **Total entries from livestock and horse competitive events (2026):** ~17,213
- **International Guests (2026):** over 1,000 from 46 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 **$292 million**
  - *In the form of scholarships, grants, endowments, auctions, show premiums*
- **2026 Awards & Scholarships:** Over **$13.2 million awarded**
- **Lifetime Impacted Students:** Over **1.1 million Texas youth** since 1949
- **Scholarship Recipients:** Over **13,000 Texas college students**

2026-2027 Competitions open statewide
(For Texas school CTE/STEM programs outside of 4-H & FFA)

- Ag Mechanics Marketplace
- Agricultural Product ID
- Agricultural Public Speaking
- Agricultural Science Fair
- Agrobotics Challenge
- Beef Cattle Skillathon
- Buckaroo Que
- 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
- Western Art (Regional)
- Wildlife Judging
- Wool Judging

Community Impact

For more than 77 years, the San Antonio Stock Show & Rodeo has remained committed to developing the youth of Texas through agriculture, education, and western heritage. While our impact reaches communities across the state through scholarships, grants, endowments, and educational programs, we are equally dedicated to strengthening the community we call home.

Through year-round outreach initiatives, educational programming, and hands-on experiences, we are creating meaningful opportunities for youth and families throughout Bexar County, particularly on San Antonio's East Side and in the neighborhoods surrounding our campus. These efforts help connect young people to agriculture, leadership development, career exploration, and western traditions while providing accessible opportunities for personal growth and community engagement.

Current programs include:

• **Ag Outreach Days** – Quarterly, hands-on educational experiences that introduce youth and families to agriculture, food production, natural resources, and the many ways agriculture impacts everyday life.

• **Youth Riding Program** – A volunteer-led, 10-week program that introduces participants to horsemanship, horse care, riding fundamentals, responsibility, and ranch life.

• **Vaquero 4-H Club** – An accessible youth development program that provides local students with opportunities to participate in 4-H activities, build leadership skills, receive mentorship, and develop a deeper understanding of agriculture and western heritage.

• **Educational and Community Partnerships** – Ongoing collaborations with schools, youth-serving organizations, and community groups that provide agricultural education, leadership development opportunities, and hands-on learning experiences throughout the year.

Together, these programs reinforce the San Antonio Stock Show & Rodeo's role as a year-round community partner dedicated to inspiring future generations.