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Guitar Ranches Joins the Expo Center of Taylor County as Naming Sponsor of Covered Outdoor Arena

The Expo Center of Taylor County proudly announces their partnership with Guitar Ranches in re-naming the Covered Outdoor Arena to Guitar Arena. When identifying possible naming sponsors for the Covered Outdoor Arena began, Guitar Ranches was a clear choice. The group's dedication to the Expo Center and its mission has been evident since, Guitar Ranches Owners and Operators, Jane and Phil Guitar's key involvement in the creation of the Western Heritage Classic in 1985. We are honored to have the support of Guitar Ranches in producing and facilitating events that help advance the important work of the agriculture industry as well as bolster the local economy.

Both Jane and Phil have inherited a love for the values steeped in the cowboy culture and agriculture community. Phil's family has been in the ranching industry since 1906. "I spent my time following a chuck wagon and sleeping under the stars- I wouldn't take anything for these experiences - it is the Ranching code of traditions that we want to preserve" states Phil Guitar. This passion has translated into the Guitar's perpetual sponsorship of the Expo Center and decision to put their brand on the Guitar Arena for all to see as a visual representation of their endorsement.

The newly renamed facility with an impressive 120 foot by 300 foot arena has undergone additions and updates in the last three years including extensions to the north and west sides, new bleachers and 181 brand new horse stalls. These add-ons have enabled the Expo Center to bring in even more state, national and global level equine, and livestock events. Most recently Guitar Arena was the home to multiple livestock shows during the 2020 West Fair and Rodeo including the Junior Market Steer Show that had record entries.

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Guitar Arena signage shining bright for all to see during the 2020 West Texas Fair & Rodeo



Youth RHAA, Ranch Horse Association of America, competitor in Guitar Arena during 2019 Western Heritage Classic
Photo Provided by Devin Sisk Photography



Junior Steer exhibitor in Guitar Arena during the 2020 West Texas Fair & Rodeo Livestock Show
Photo Provided by Devin Sisk Photography