You are invited to be part of the ***2026 Amarillo Classic Junior Stock Show, December 3–5, at the Amarillo Tri-State Fairgrounds!***

The Amarillo Classic was created with a vision to bring the excitement, prestige and opportunities of a major livestock show to the Texas Panhandle, focusing on an exhibitor-friendly atmosphere with Texas-sized hospitality. What started with a small working group in 2022 became a reality with the inaugural show in December 2024. Open to exhibitors nationwide, the Classic welcomed families from 10 states in 2025, including those traveling from as far away as Florida and California.

With an estimated **$140,000 in prize money and scholarships for 2026**, the Classic offers significant rewards for youth exhibitors. Grand and Reserve Grand Champions receive 75% of their awards by check and 25% in scholarships, providing both immediate financial rewards and an investment in their education. In fact, nearly **$50,000 in scholarships** has already been committed through the show's first two years. Exhibitors also have the option of a terminal or non-terminal sale, offering flexibility not always available at major livestock shows.

Beyond the competition, we want the Amarillo Classic to be a memorable experience for the entire family. One of our special traditions is a Christmas "Prize Tree" drawing, where exhibitors are randomly selected to receive wrapped gifts. It's a fun way to celebrate the season and recognize the young people who work so hard throughout the year with an unexpected prize.

We'd love for you to be part of it! Partnership opportunities begin at $500 for buckle sponsorships, with additional opportunities at various levels. We also welcome in-kind donations of gifts and prizes for our exhibitors, providing another meaningful way for businesses and individuals to get involved.

I've included our 2026 Event Schedule and Partnership Opportunities for your review. We'd welcome the opportunity to visit with you about supporting this growing event and helping us make the 2026 Amarillo Classic one to remember.

Thank you for considering this opportunity and for supporting the next generation of agricultural leaders!

Sincerely,

Carolina Cantrell
Resource Development Coordinator
Amarillo Tri-State Exposition
(806) 640-2899
carolina@tristateexpo.com

"The Amarillo Tri-State Exposition is committed to enriching the community by strengthening the local economy, supporting education, and hosting entertaining family-friendly events."

Amarillo Classic Junior Stock Show

SCHEDULE

THURSDAY *December 3rd*

9 a.m. - 7 p.m.	Vendor Move-In	Glenn McMennamy Barn
3 p.m. - 7 p.m.	Cattle Arrival	Vance Reed Barn
3 p.m. - 7 p.m.	Swine Arrival	Glenn McMennamy Barn
3 p.m. - 7 p.m.	Lamb & Goat Arrival	Rex Baxter Building

FRIDAY *December 4th*

8 a.m. - 11 a.m.	Cattle Extended Arrival	Vance Reed Barn
8 a.m. - 11 a.m.	Swine Extended Arrival	Glenn McMennamy Barn
8 a.m. - 11 a.m.	Lamb & Goat Extended Arrival	Rex Baxter Building
11 a.m.	All Animals & Tack In Place	All Barns
11 a.m. - 7 p.m.	Rex Baxter "Fun Zone" Open	Rex Baxter Building
Noon	Digital Showmanship Check-In Due	QR Code Only
1 p.m.	Showmanship Begins	All Barns
4 p.m.	Digital Weight Cards Due	QR Code Only
4-6 p.m.	Livestock Skillathon Contest	Amarillo National Center
6 p.m.	Exhibitor Welcome Dinner • 6:00 — Happy Half Hour Social • 6:30 — Dinner Served • 6:45 — Opening Remarks & Showmanship Buckle Presentation	Amarillo National Center
8 p.m.	NFR Watch Party	Cactus Cove Inn & Suites

SATURDAY *December 5th*

8 a.m.	Lamb Show	Rex Baxter Building
8 a.m.	Swine Show	Glenn McMennamy Building
9 a.m.	Goat Show	Rex Baxter Building
10 a.m.	Steer Show	Amarillo National Center
Immediate	Release of Animals & Tack	All Barns
45 Minutes after last show ends	All Species Grand Drive	Amarillo National Center

SUNDAY *December 6th*

Noon	All Animals & Tack Must Be Out	All Barns

Amarillo Classic Junior Stock Show

2026 PARTNERSHIP PACKAGES

DECEMBER 3-5, 2026

TITLE SPONSOR

AGTEXAS FARM CREDIT SERVICES®

WELCOMING SPONSOR

AMARILLO®

SHOWMANSHIP SPONSOR

$15,000

- Logo added to showmanship backdrops
- Banner in each show ring
- Booth space
- Mention during show
- Social media shoutout
- Logo on website

MARKET SHOW SPECIES SPONSOR

Capital Farm Credit – Market Swine Sponsor

Plains Land Bank – Market Cattle Sponsor

$7,500 PER SPECIES

- Lamb/Goat available
- Social media shoutout
- Logo added to species backdrop
- Banner in the show ring
- Mention during show
- Logo on website

BREED SPONSOR

$1,500

- Banner in the show ring
- Mention during show
- Logo on website

IN-KIND DONATIONS FOR EXHIBITOR BONUS GIFTS

BUCKLE SPONSOR

$500

- Mention during show
- Listed on website

FOR MORE INFORMATION OR TO BE A PARTNER:

Contact Carolina Cantrell, Resource Development Coordinator.
(806) 640-2899 carolina@tristateexpo.com

2026 AMARILLO CLASSIC
PARTNERSHIP OPPORTUNITIES

Please complete this form and return via email or mail by November 23, 2026.

Business Name: _____

Contact Name: _____

Contact Email: _____

Contact Phone: _____

- ☐ Check, made payable to Amarillo Tri-State Exposition with "Amarillo Classic" noted in the memo is enclosed/attached.
- ☐ Payment will be made by credit card by calling (806) 376-7767.
- ☐ Please invoice me.

PLEASE CIRCLE SPONSORSHIP LEVEL

AGTEXAS FARM CREDIT SERVICES **Title Sponsor**	SOLD
AMARILLO **Welcome Sponsor**	SOLD
Showmanship Sponsor AVAILABLE	**$15,000**

Market Show Species Sponsor (Capital Farm Credit Market Swine Sponsor / Plains Land Bank Market Cattle Sponsor) **- Market Lambs & Market Goats Available**	**$7,500 per species**	**Preferred Species:** _____
Breed Sponsor - 1 per breed	**$1,500**	**Preferred Breed(s):** _____
Buckle Sponsor	**$500**	**Number of Buckles:** _____

To give in-kind donations for exhibitor Prize Tree gifts, contact Carolina Cantrell.

All logos must be submitted to Marketing Manager, lauren@tristateexpo.com, and payment must be received by November 23, 2026.

For questions or more information, please contact:

Carolina Cantrell
(806) 640-2899
carolina@tristateexpo.com

Brady Ragland
(807) 376-7767
brady@tristateexpo.com