



TEXAS
FARM
BUREAU
INSURANCE®
AUTO / HOME / LIFE

TRI-STATE FAIR & RODEO

ALONG FOR THE RIDE

**The Texas Farm Bureau Insurance Companies
Tri-State Fair & Rodeo
Proudly Reports**

...another fantastic year of food, family and fun!

**Thank you to all who participated in and supported
the 89th annual event.**

Thanks to you our friends and sponsors OUR goals were achieved through the cooperative efforts of our board of directors, members, volunteers and above all with YOUR valuable support and contributions. All of our goals couldn't have been achieved without YOU, our generous sponsors! We hope you will be able to continue your support in years to come.

2012 Attendance ~ 124,000

Rodeo Attendance ~ 9,700

Gala raised \$26,000+ for the Scholarship Endowment Fund

- 945 pounds of food donated to the High Plains Food Bank
- 664 Seniors attended the Sr. Citizen's Day Health Fair & Program
- 497 coats donated through the Eveline Rivers Coat Night
- 3,717 Pre-K - 3rd graders toured the Ag Education exhibits in the Rex Baxter consisting of the Ag Magician, SW Dairy Farmers and Texas Farm Bureau learning modules.
- College scholarships totaled \$15,000
- Calf Scramble participants were awarded \$7,500 in college scholarships during the PRCA Rodeo

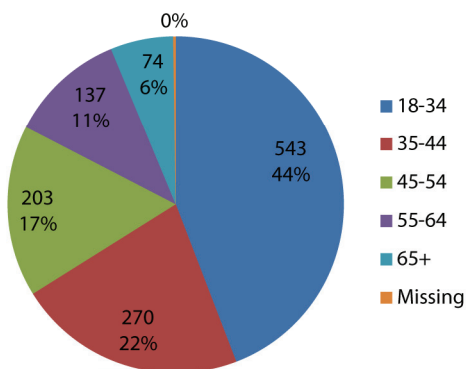


TRI-STATE FAIR & RODEO

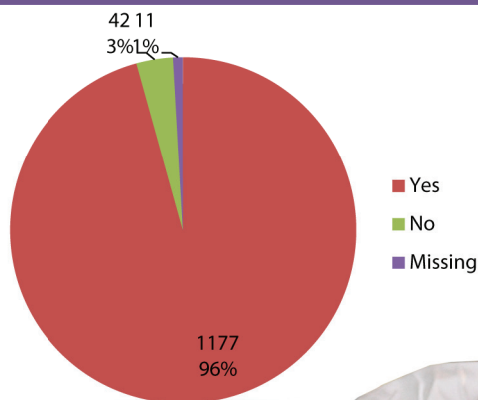
AMARILLO, TEXAS

2012 Demographic Survey

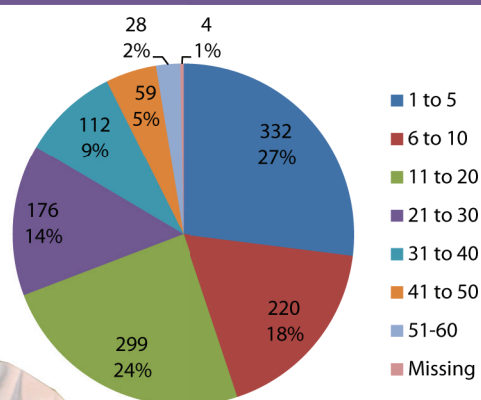
Age Group



Anticipate Returning



Number of Years Attended



Marketing Research Conducted by West Texas A&M University Mass Communication and College of Business Departments

Amarillo Tri-State Exposition
3301 SE 10th Ave.
Amarillo, TX 79104

tristatefair.com
806-376-7767

- 1,093 Jr. Market Show Competitors
- 423 Equine Contestants
- 558 PRCA Rodeo Contestants
- 112 Mutton Bustin' Contestants for a \$2,240 contribution to the scholarship endowment.
- Biggest Pumpkin weighed 349 lbs.