Grand Champion

H-E-B

W

RAM

KST Electric, Ltd.

Briggs Equipment

Aaron Concrete

Wright Strategies

Lariat

AustinRVRent.com

PlainsCapital Bank

RDO Equipment Co.

Silicon Laboratories

Carino's Italian

Capitol Cleaners

LCRA

Printing Solutions

T-Mobile

O'Reilly Auto Parts

Morris Glass

Texas Disposal Systems

Equipment Depot

PC Doctors

Austin Mobile Home









Niece Equipment Verde's Mexican Parilla Cabela's Round Rock Express



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detailed map to plan your day at Rodeo Austin! With 16 days jam-packed full of events, there is truly something for everyone. We hope you have a great visit to Rodeo Austin!

The Rusty Rodeo Scavenger 国新第国 2399年在 Hunt takes you on a digital tour of the Fairgrounds. 经物的证 Decode the clues at each stop to unscramble the final code word. Scan this first QR Code with your smartphone to get started!

Suggested QR Code Readers: iPhone - QR Reader for iPhone (TapMedia LTD) Blackberry - ScanLife Barcode Beader Android - QuickMark OR Reader

ProRodeo & Concert Tickets Includes Fairgrounds admission Value Seats - \$20 • Reserved Seats - \$25

Box Seats - \$37 • Xtreme Seats - \$175

Save Your Bucks Davs March 11 - Open the Chutes Day

Free Parking and Free Fairgrounds Admission March 12 - O'Reilly Auto Parts Day Show your receipt from any O'Reilly Auto Parts

Store and receive Free Fairgrounds Admission March 23 - Military Day Show Military ID and get Free Fairgrounds Admission

March 24 - O'Reilly Auto Parts Day Show your receipt from any O'Reilly Auto Parts

Store and receive Free Fairgrounds Admission Carnival Deals Includes Fairgrounds admission

Child Daily Unlimited Ride Wristband -\$24 online • \$29 at the gate

Adult Daily Unlimited Ride Wristband -\$27 online • \$32 at the gate Child Season Fun Pass - \$105

Adult Season Fun Pass - \$130 Dollar Day - \$1 Rides and Free Fairgrounds Admission March 11 Spring Break Discount - \$15 for unlimited rides daily Valid only March 14-18 Armhands valid from 11:00 am-5:00 nm. Does not include Fairgrounds admission. Available for purchase only on Fairgrounds.

Fairgrounds Admission Child under 2 years - FREE • Child - \$4 ages 3 to 12 Adult - \$7 ages 13 and up • Parking - \$10 per car

Information – General Information can be obtained at the Information Booth located on the corner of Dairy Drive and Bull Riding Blvd, near the East Fairgrounds Entrance. Lost & Found – Located in the Dr. Charles W. Graham Western Heritage Center on the southeast corner of the Fairgrounds. Persons should report to the personnel on duty for missing items

First Aid – The First Aid Office and Emergency Medical Technicians (EMT's) are located southeast of the Luedecke

Lost Children - Lost parents and children should report to the Security Office on the southeast side of the Fairgrounds. Security personnel will watch over lost children until they are reunited with their party.

ATM Automatic Teller Machine (ATM) — For your convenience,

ATM's are located at various locations throughout the Fairgrounds (see map inside).

Pets - No pets are allowed on the Fairgrounds except for Security - On duty 24 hours a day, these friendly folks are

here to help. Photography – Commercial photography and filming are often conducted at Rodeo Austin. You may appear in resulting pictures or films which may be used in connection with advertising news reporting public relations or other activities regarding Rodeo Austin. Entry in to the facility and/or purchase of an admission ticket constitutes your consent for Rodeo Austin to use any pictures or film it deems appropriate without payment, inspection or review Photgraphers: Use or reproduction of photography, film or video for commercial purposes is prohibited without the written consent of Rodeo Austin. No photos, film or video allowed in the Luedecke Arena. Visitors may take Fairgrounds photographs film or video for personal use only

Tuesday, February 8, 2011

President's Invitational Lunch at Perry's

Steakhouse and Grille Saturday, February 12, 2011

6:00 pm-10:30 pm Rodeo Austin Gala presented by H-E-B at Palmer Events Center 6:00 pm Gala and Silent Auction Opens

7:00 pm Dinner 8:00 pm Concert starring Jack Ingram 9:30 pm Concert starring Vince Gill Friday, February 25, 2011

Cowboy Classic Golf Tournament at Wolfdanger Golf Club Saturday, February 26, 2011

6:00 pm-10:00 pm Off the Vine Wine Tasting and Silent Auction at The OASIS Starlight Room

Friday, March 4, 2011 Dress Western Day in Austin

Cowboy Breakfast presented by Farm Credit 6:00 am at Auditorium Shores

Saturday, March 5, 2011

6:00 pm-12:00 am BBQ Dance & Auction at the Travis County Expo Center Banquet Hall Happy Hour, Food Buffet, Silent Auction and

Live Auction Preview

7:00 nm Live Auction 9:30 pm Live Music and Dancing with Rick Trevino

Sunday, March 6, 2011 Friday, March 11, 2011

Open the Chutes Day - Free Parking & Fairgrounds Admission 7:00 am-10:00 am Market Poultry Arrival & Sift **Ranch Sorting Competition**

10:00 am Open the Chutes - The gates open for the 2011 Season Market Poultry Show

Rockin' A Stage Concert featuring Chris 2:00 pm-3:30 pm Browder Carnival Sneak Peek: Dollar Rides

Rockin' A Stage Concert featuring 4:00 nm-5:30 nm Lohman's Crossing 6:00 pm-7:30 pm Rockin' A Stage Concert featuring

Jerry Audley 7:00 pm Miss Rodeo Austin Contest-Fashion Show,

Questions and Dinner in Founders Club 10:00 pm 100X Club live music featuring Chris Browder

Saturday, March 12, 2011

1:00 pm

O'Reilly Auto Parts Day - First 1,000 People with an O'Reilly Auto Parts Receipt Receive Free Fairgrounds Admission

7:00 am All-Breed Open Horse Show Arrival 8:00 am-10:00 am Market Rabbit Arrival 8:30 am-11:00 am Miss Rodeo Austin Morning Fairgrounds Appearance (Rodeo Rumble)

9:00 am All-Breed Open Horse 9:30 am-12:00 pm Rodeo Rumble Kids 1K Fun Run

11:00 am-3:00 pm Boer Goat Arrival

10:00 nm

11:00 am Rockin' A Stage - Miss Rodeo Austin public speaking

12:00 pm The Official Texas Star Trail Ride arrives Market Rabbit Show 1:00 pm 2:00 pm-3:30 pm Rockin' A Stage Concert featuring Jesse

Wild West Show - Mutton Bustin' Mania 3:00 nm-3:30 nm Rockin' A Stage Concert featuring Turnpike 4:00 pm-5:30 pm

Troubadours 5:00 pm-8:00 pm **Gold Stirrup Horse Show Arrival** Miss Rodeo Austin Horsemanshin 6:00 pm (Immediately following Horse Show)

Rockin' A Stage Concert featuring Josh 6:00 pm-7:30 pm Langston Band

7:00 pm Xtreme Bull Riding and Concert featuring **Eli Young Band**



Sunday, March 13, 2011

Gold Stirrup Horse Show Arrival 7:00 am-8:00 am 7:00 am Miss Rodeo Austin Contest Interviews Gold Stirrup Horse Show 9:00 am 9:00 am Boer Goat Show (Youth followed by Open) 12:00 pm-1:30 pm Rockin' A Stage Concert featuring Chapter 3

2011 Schedule of Events

Cowhoy Poets and Musicians Collegiate American Stock Horse Arrival & Check-in **Xtreme Bull Riding and Concert featuring** Rig Time Rush

Rockin' A Stage Concert featuring Jeff Gore

Miss Rodeo Austin Coronation during Xtreme Bull Riding Performance

2:00 pm-3:30 pm

4:00 pm Rockin' A Stage -Miss Rodeo Austin Awards

6:00 pm 100X Club live music featuring Mike Kelly Rockin' A Stage Concert featuring Jeff Gore 6:00 pm-7:30 pm Cowboy Poets and Musicians

Monday, March 14, 2011

6:00 am-11:00 am Market Lamb & Goat Arrival Collegiate American Stock Horse Championship

2:00 pm-3:30 pm Rockin' A Stage Concert featuring Cody Riley Band

3:30 nm Wild West Show - Lone Star Vaulters 2:00 pm-8:00 pm American Quarter Horse Show Arrival 4:00 pm-5:30 pm Rockin' A Stage Concert featuring

Mike Kelly Market Lamb & Goat Check-in 4:00 pm 5:00 pm-8:00 pm American Quarter Horse Show Check-in

5:30 pm Wild West Show - Lone Star Vaulters Rockin' A Stage Concert featuring 6:00 nm-7:30 nm **Emory Quinn**

7:00 pm ProRodeo and Concert featuring **Dierks** Bentley 10:00 pm 100X Club live music

roux Club live music featuring Cody Riley Rand

Tuesday, March 15, 2011

0.00 am American Quarter Horse Show 10:00 am Market Goat Show

Rockin' A Stage Concert featuring The 2:00 pm-3:30 pm **Rankin Twins** Wild West Show - Lone Star Vaulters

4:00 pm-5:30 pm Rockin' A Stage Concert featuring The Dirty River Boys 5:00 pm-9:00 pm Miniature Hereford & Lowline Angus Arrival

5:30 pm Wild West Show - Lone Star Vaulters 6:00 pm-7:30 pm Rockin' A Stage Concert featuring Nelo 7:00 pm ProRodeo and Concert featuring Jason Derulo

100X Club live music

featuring The Rankin

10:00 nm

10:00 pm

Wednesday, March 16, 2011 American Quarter Hors

10:00 am Market Lamb Show Carnival Opens; Ride 11:00 am-5:00 pm for \$15 Rockin' A Stage Concert featuring Cody 2:00 pm-3:30 pm

4:00 pm Miniature Hereford Weigh & Frame Score Rockin' A Stage Concert featuring Backseat

6:00 pm-7:30 pm Rockin' A Stage Concert featuring Brison Bursey Band 7:00 pm ProRodeo and Concert

featuring Cody

featuring Blake Shelton 100X Club live music

Thursday, March 17, 2011

9:00 am **Lowline Angus Show** Sheep Dogs Trials 10:00 am 2:00 pm Miniature Hereford Show 2:00 pm-3:30 pm Rockin' A Stage Concert featuring Ben 3:00 pm Rodeo U presented by State Farm

4:00 pm-5:30 pm Ryan Reaver 6:00 pm-7:30 pm Rockin' A Stage Concert featuring Kyle Park 7:00 pm ProRodeo and Concert featuring Easton Corbin

10:00 pm 100X Club live music featuring Brian Burke

Friday, March 18, 2011

8:00 am-10:00 am Cattle Dog Arrival 10:00 am Cattle Dog Trials Miniature Hereford Sale 10:00 am 10:00 am-6:00 pm RAM Test Drive

11:00 am

12:00 pm-1:30 pm Rockin' A Stage Concert featuring Speed Limit 180

2:00 pm-6:00 pm Longhorn Arrival 2:00 pm-3:30 pm Rockin' A Stage Concert featuring Lohman's

Lowline Angus Sale 4:00 pm-5:30 pm Rockin' A Stage Concert featuring Kimberly Kelly

6:00 pm-7:30 pm Rockin' A Stage Concert featuring Chris Brade Band ProRodeo and Concert

featuring **Josh Turner** 100X Club live music 10:00 pm

featuring Ben Danahei

Saturday, March 19, 2011 Dia del Vaguero presented by **State Farm** 8:00 am-4:00 pm Draft Horse & Mule Arrival 10:00 am Longhorn Show

12:00 pm-6:00 pm Mariachi Aguilas

2:00 pm-3:30 pm Rockin' A Stage Concert featuring Frank **Gomez Band** 3:00 nm-3:30 nm Wild West Show - Mutton Bustin' Mania

Rockin' A Stage Concert featuring Los 4:00 pm-5:30 pm Texmaniacs United States Navy Leap Frogs Parachute Jump 6:00 pm-7:30 pm Rockin' A Stage Concert featuring Los Texas

7:00 pm ProRodeo and Concert featuring

The Band Perry 10:00 pm 100X Club live music

featuring JB & The Moonshine

Sunday, March 20, 2011

5:00 am- 12:00 pm Market Barrow Arrival 9:00 am Draft Horse & Mule Show 10:00 am Longhorn Show 10:00 am-6:00 pm RAM Test Drive 11:00 am 12:00 pm-1:00 pm BBO Cook-off Award 12:00 pm-1:00 pm Rockin' A Stage Concert featuring RAM

Battle of the Bands 2:00 pm Market Barrow Check- in 2:00 pm-3:30 pm Rockin' A Stage Concert featuring The

ProRodeo and Concert featuring **Ronnie Milsap**



featuring George Ducas Tuesday, March 22, 2011 Market Steers Show (All breeds except AOB) 9:00 am

9:00 am Market Barrow Show (York followed by 9:00 am-1:00 pm School Tours 9:00 am-2:00 pm Company A-9th Cavalry Buffalo Soldiers and

4:00 pm-5:30 pm Rockin' A Stage Concert featuring Jeremy

6:00 pm-10:00 pm 100X Club live music featuring Captain

Legendary Band

Market Barrow Show

First Ladies of Texas

Market Steer Check-in

Market Steer Classification

Rockin' A Stage Concert

ProRodeo and Concert

featuring Joe Nichols

100X Club live music

featuring Country

Current

Legendary Band

Rockin' A Stage Concert featuring JD

First Ladies of Texas 2:00 pm-3:30 pm Rockin' A Stage Concert featuring Willie Stradlin

Rockin' A Stage Concert featuring Ashley Ray 4:00 pm-5:30 pm 6:00 pm-7:30 pm Rockin' A Stage Concert featuring Johnny

7:00 pm ProRodeo and Concert featuring .loan .lett & The **Blackhearts**

10:00 pm 100X Club live music featuring Willie Stradlin Wednesday, March 23, 2011

Military Appreciation Day - Show Military ID and get Free Fairgrounds Admission 9:00 am Market Steer Show (AOB only) 9:00 am-1:00 pm School Tours 9:00 am-2:00 pm Company A-9th Cavalry

Buffalo Soldiers and First Ladies of Texas 2:00 pm-3:30 pm Rockin' A Stage Concert featuring Kyle Bennett

4:00 pm-5:30 pm Rockin' A Stage Concert featuring John D. Hale 4:00 nm Carnival Onens

6:00 pm Grand Champion Steer Selection Pre-Judge **United States Navy Leap Frogs Parachute** 6:00 pm

6:00 pm-7:30 pm Rockin' A Stage Concert featuring Mark McKinney 7:00 pm ProRodeo and Concert featuring

Clav Walker **Grand Champion** Steer Selection (during ProRodeo performance)

featuring Jeremy Steding Thursday, March 24, 2011 O'Reilly Auto Parts Day - First 1.000 People with an O'Reilly Auto

10:00 pm

Parts Receipt Receive Free Fairgrounds Admission 6:00 am-1:00 pm Junior Breeding Heifer Arrival

9:00 am-1:00 pm School Tours 9:00 am-2:00 pm Company A-9th Cavalry Buffalo Soldiers and First Ladies of Texas

100X Club live music

10:00 am Eco Art-Youth Recycling Contest 11:00 am- 3:00 pm Junior Breeding Heifer Paper Check 2:00 pm-3:30 pm Rockin' A Stage Concert featuring Aaron 4:00 pm-5:30 pm Rockin' A Stage Concert featuring

Rockin' A Stage Conc

7:00 pm ProRodeo and Concert featuring

COLOR KEY: BLUE = Town Square GREEN = 01' McDonald's Barn YELLOW = Crazy Canyon RED = Rockin' A Ranch BLACK = Luedecke Arena & Other

Rick Springfield 10:00 pm 100X Club live music featuring Aaron Navarro

Friday, March 25, 2011 Junior Breeding Heifer Show, Supreme Heifer Rockin' A Stage Concert featuring George Ducas Drive following Heifer Show (American)

School Tours Rockin' A Stage Concert featuring Captain 9:00 am-2:00 pm Company A-9th Cavalry **Buffalo Soldiers and** First Ladies of Texas

> 9:00 am-4:00 pm Youth Auction at the Bob Bullock Texas State History Museum **Opening Ceremony**

Poultry Auction 9:15 am **Rabbit Auction** 10:30 am Goat Auction 11:30 am Western Art Auction 12:00 pm **Grand Champion Steer Auction**

1:00 pm Lamb Auction 2:15 pm **Barrow Auction** 10:00 am **Eco Art-Youth Recycling Contest**

2:00 pm-3:30 pm Rockin' A Stage Concert featuring Six

4:00 pm-5:30 pm Rockin' A Stage Concert featuring Brian Burke Band

> Rockin' A Stage Concert featuring Country Current

ProRodeo and Concert featuring Loretta Lynn 100X Club live music 10:00 pm

featuring Six Market

Rlvd Saturday, March 26, 2011

Junior Breeding Heifer Show, Supreme Heifer Drive following end of Heifer Show (British/Continental Breeds)

12:00 pm-1:00 pm 4-H/FFA Livestock Judging Check-in 4-H/FFA Livestock Judging Contest 1:00 pm Rockin' A Stage Concert featuring Bill Rice Rockin' A Stage Concert featuring Rodney

Parker & 50 Peso Reward 5:00 pm 4-H/FFA Livestock Judging Awards 6:00 pm-7:30 pm Rockin' A Stage Concert

featuring Sean McConnell

7:00 pm

ProRodeo and Concert featuring Kevin Fowler

100X Club live music featuring Country Current



the Star of Texas Fair & Rodeo!







Thank you for attending



Swifty Swine Pig Races (HEB)

Watch the porky speedsters race around "Pork Chop Downs" International Speedway toward the

tasty prize of an Oreo cookie. Fun for the whole family! Daily showtimes: 10:00 am, 11:30 am, 1:30 pm, 3:30 pm, 5:30 pm, 7:30 pm.

Rockin' A Stage

If you're looking for a great spot to grab a drink, enjoy a corn dog and listen to Texas tunes, check out the Rockin' A Stage! A wide variety of entertainers will take the stage to suit everyone's musical preference. Daily showtimes: 2:00 pm, 4:00 pm, 6:00 pm.

Cowboy Music Review

Good ol' country fun with Tommy Worrel and the Diamond W crew singing classic country tunes. Daily showtime: 11:00 am.

OF McDonald's Barn

Home to the nation's 8th largest junior livestock show, Ol' McDonald's Barn features junior market animals, a horse show with goliath draft horses and the open show highlighting miniature Herefords to Longhorns, Visit the Row of Champions to see blue ribbon winners or the Avenue of Breeds to see a selection of livestock on display. Check the Schedule of Events for showtimes.



Rodeo Austin is proud to bring you the largest Carnival in Austin! You can buy a day pass or a season pass to the Carnival, to get your fill of cotton candy, the ferris wheel and challenging carnival games! Check the Schedule of Events for hours.

Hugged to 1: Famo

ProRodeo and Home to the nation's 5th largest indoor, regular season

Concert Series ProRodeo, Rodeo Austin is bringing you the toughest action

followed by a star-studded concert line-up with today's hottest musical entertainers!

Rodéo Drive

Gear up for tonight's performance and stop by Rodéo Drive to do some shopping and find the most chic fashions ranging from jewelry to clothes to cowboy boots! Open daily from 6:00 pm-10:30 pm and 2:00 pm-6:30 pm Sundays.

100X Club

The 100X Club is the place to be if you're looking for the chance to dance with a real cowboy! The Club has a nightly concert, a full bar and a live closed circuit broadcast of the ProRodeo and Concert performance. General public can enter for a small fee of \$5.00. Opens daily at 5:00 pm and 1:00 pm on Sundays.





Wild West Show

Rodeo Austin is proud to present world-renowned maguey rope artist, Tomás Garcilazo - The Charro, presenting La Charreria, horsemanship and rope skills. Daily showtimes: 2:15 pm. 4:15 pm. 6:15 pm. The Wild West Show also features shopping open daily 10:00 am-8:00 pm.

Chuck Wagons on the Trail — **A Living History**

Stroll back in time as legendery Chuck Wagon cook, Butch Dohmann, relives history, cowboys and cattle drives. Daily showtimes: 11:00 am, 12:30 pm, 2:45 pm, 4:45 pm, 6:45 pm.

Western Shoot Out

Watch as the fastest gun-slingers in town face off for a showdown reminiscent of scenes from the Wild West made famous by gunfighters like Billy the Kid, Annie Oakley, and Doc Holliday. Daily showtimes: 2:00 pm, 4:00 pm, 6:00 pm.

Betsy's General Store

Don't forget to check out Betsy's General Store that carries a wide variety of products and services to fit your shopping needs. With over 30 booths to select from, there's something for everyone! Open daily from 10:00 am-8:00 pm and extended hours through 9:00 pm Fridays and Saturdays.



Kidstown

H-E-Buddy Petting Zoo (HIEED)

Both children and adults will enjoy feeding and petting the baby deer, goats, llamas and kangaroos in our petting zoo area. Open daily 10:00 am-8:00 pm.

Pony Rides

Take a ride on a real, live rodeo pony! A kid favorite, \$4 per ride! Open daily 10:00 am-8:00 pm.

Southwest Dairy Milking Show

Learn about milking a cow during the Southwest Dairy Show. Daily showtimes: 10:30 am, 12:30 pm, 2:30 pm, 4:30 pm, 6:30 pm.

Farmer for a Day

Little ones will enjoy exploring the Farmer for a Day exhibit where they can gather apples from the tree, find freshly laid eggs in the chicken coop, pull a wagon around the farm and more! Open daily 10:00 am-8:00 pm.

Longhorn Puppet Show

T-Bone the Longhorn entertains crowds at the Longhorn Puppet Show. Daily showtimes: 12:00 pm, 7:00 pm.

Medicine Man Show

Take a step back in time with Dr. Willie Gettbedder and the crew as they perform a tale of the Old West. Daily showtimes: 1:00 pm, 5:00 pm.

Stick Horse Races

Giddy up horsey! Youngsters take a spin around the arena like a professional barrel racer. Open daily 10:00 am - 8:00 pm.