



I 
HOT FAIR

HEART O' TEXAS
HOT
FAIR & RODEO

presented by 

Media Guide

OCTOBER 2-11

hotfair.com



ATTRACTIONS

at the Heart O' Texas Fair & Rodeo



TEXAS FARM BUREAU'S PLANET AGRICULTURE

An interactive agricultural exhibit for all ages. Open daily and located in the Extraco Creative Arts Building.

EXTRACO BANKS KIDS ZONE

Open daily. Check schedule for daily times of the events.



Mutton Bustin' Rally

There will be two Mutton Bustin' performances per day from October 3 – 11.

The Great American Pig Races

They're faster than a chicken, chubbier than a goat, round, cute and built for speed. This show is educational and exciting with audience participation, pig trivia, pig cheerleaders, speedway flags and fun prizes.



Pedal Tractor Maze *presented by*

This featured event allows kids to hop on a tractor and pedal their way to the other side.

Stick Horse Rodeo

Don't miss cowboys and cowgirls competing in a simulated rodeo performance riding their stick horses.

Sweethearts' Face Painting Booth *presented by* **Waco Tribune-Herald**

Our Heart O' Texas Fair & Rodeo Sweethearts will be painting children's faces FREE of charge!

Sudsy's Barn

It's a miniature waterpark with soap! This is a play-based, interactive hand-washing attraction. Instead of faucets water comes from large 3-D sculpted farm animals that talk.

Sealife Encounters presents Live Stingrays

This is the world's only traveling, self-contained stingray exhibit where you can safely view and touch these wonderful creatures. It's a hands-on experience you'll never forget.

H-E-BUDDY BARNYARD *presented by*



Let's Pretend Farm Time Tour *presented by*

In this show kids become farm animals, farmers and a pair of keystone-style "germ cops." With cute costumes, improvisational humor and a chicken dance thrown in for good measure a wacky flight attendant leads the audience leaping through time to learn about agriculture, 4-H and hygiene. A hand washing message has never been delivered with such memorable silliness!

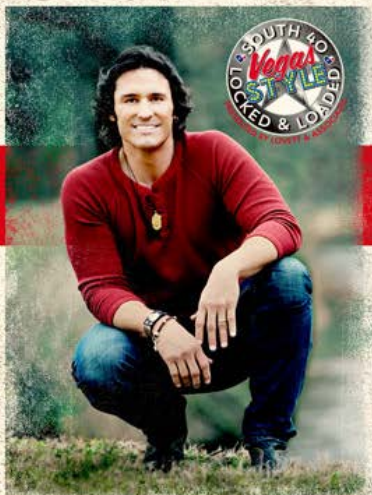
Noah's Way Exotic Petting Zoo, Pony Rides, Edzoocation

This petting zoo consists of deer, antelope, kangaroos, wallabies, llamas, alpacas, sheep, camels and exotic cattle. All animals are hand raised and love interaction with people.

W Promotions Nursery & Birthing Center

If you've never experienced livestock giving birth first hand, this is a must-see educational exhibit. Stop by to check out the expecting mothers, newborns and, if you have good timing, the miracle of birth itself.

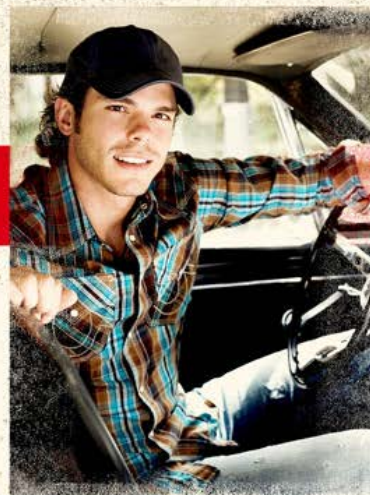




JOE NICHOLS
 Friday, October 3



KEVIN FOWLER
 with Texas JAMM Band
 Saturday, October 4



GRANGER SMITH
 with Brett Hendrix Band
 Wednesday, October 8



CASEY DONAHEW BAND
 with SaraBeth
 Thursday, October 9



THOMPSON SQUARE
 with Jamie Wilson
 Friday, October 10



CODY JOHNSON
 with Gary P. Nunn
 and Rewind Party Band
 Saturday, October 11



MUSIC ZONE PASS ONLY \$69

(50% Savings)

Enjoy six nights of heart pounding country music in the Heart O' Texas Fair & Rodeo Music Zone along with gate admission to the Fair for all six nights of concerts.



SNEAK-A-PEEK

Thursday, October 2nd

- Gate Hours:** 6 – 11 p.m.
- Gate Admission:** \$5 gate admission for ages 3 years & up (proceeds benefit the Heart O' Texas Fair & Rodeo Scholarship Fund)
- Midway Cost:** \$1 rides
- Fun Pass:** \$65 each (includes gate admission and a Midway armband for carnival rides each day of the Fair; gate admission is limited to once per day); Available at participating CEFCO Convenience Stores or at the Extraco Events Center Box Office.
- Parking:** \$5 per vehicle



I  CARNIVAL RIDES!

I  FAIR FOOD!





MILITARY APPRECIATION DAY

Friday, October 3rd

- Gate Hours:** 4 p.m. – Midnight
- Gate Admission:** *Military ID Special:* FREE gate admission with a valid Military ID (1 per ID) at the gate only
Regular Admission: \$10 (ages 13+), \$5 (ages 3-12), Free (ages 2 & under)
- Midway Cost:** \$20 Armbands with a valid Military ID (1 per ID)
\$30 Armbands (valid from 4 p.m. – Midnight)
- Fun Pass:** \$65 each (includes gate admission and a Midway armband for carnival rides each day of the Fair; gate admission is limited to once per day); Available at participating CEFCO Convenience Stores or at the Extraco Events Center Box Office.
- Parking:** \$5 per vehicle

Wine & Beer Garden: 1 – 10:30 p.m.

Music Zone

Pre-Party at 7 p.m.

Joe Nichols, 10:30 p.m.

\$26 per person (includes gate admission to the Fair)

Extraco Creative Arts & Education Building

Open from 4 – 11 p.m.

6 – 7 p.m. Pasta Art Contest (ages 4-10 years)

8 p.m. Contest Results Posted

Extraco General Exhibits Building

Open from 4 – 11 p.m.

Wild West Marketplace

The Hometown Stage

Local Talent, 5 – 11 p.m.

South 40 Locked & Loaded Vegas Style, 7 p.m.

Presented by Lovett & Associates

\$85 per person (includes gate admission to Fair, parking, dinner and beverages in the South 40 VIP area)



Livestock Show *presented by Brazos Masonry, Inc.*

Day at the Livestock Show *sponsored by Rudy's "Country Store" and Bar-B-Q*

Noon Scramble British & Continental
Beef Heifer Show

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GATE ADMISSION

Saturday, October 4th

- Gate Hours:** Noon – Midnight
- Gate Admission:** \$10 (ages 13+), \$5 (ages 3-12), Free (ages 2 & under)
- Rodeo Admission:** \$20 each for Reserved Balcony and Reserved Mezzanine Seating (all seats are reserved; there are no general admission seats); \$25 each for Reserved Box Seating
- Midway Cost:** \$20 Armbands (valid from Noon – 6 p.m.); \$30 Armbands (valid from Noon – Midnight); \$30 Armbands (valid from 5 p.m. – Midnight)
- Fun Pass:** \$65 each (includes gate admission and a Midway armband for carnival rides each day of the Fair; gate admission is limited to once per day); Available at participating CEFCO Convenience Stores or at the Extraco Events Center Box Office.
- Parking:** \$5 per vehicle

Wine & Beer Garden: 1 – 10:30 p.m.

All American ProRodeo Finals presented by Pendleton Whisky – 7 p.m.
Night at the Rodeo with CEFCO Convenience Stores



Music Zone

Pre-Party at 7 p.m.

Texas JAMM Band, 8:30 p.m.

Kevin Fowler, 10:30 p.m.

\$21 per person (includes fair admission)

The Hometown Stage

Local Talent, 2 – 11 p.m.

Special Ranch Rodeo

Presented by Andy Horn Builder & Developer

2 p.m., Extraco Coliseum

Extraco General Exhibits Building

Open from Noon – 11 p.m.

Wild West Marketplace

Ladies 101

presented by Aquila & Priscilla

Back Porch Club, 11 a.m. – 1 p.m.

\$20 per person

Extraco Creative Arts & Education Building

Open from Noon – 11 p.m.

10:30 a.m. Ag Products Identification Contest

12:30 p.m. Academic Rodeo Awards Ceremony

1 p.m. Oral Spelling Bee

4 – 6 p.m. Make & Take Craft
(ages 3-10 years, \$1 fee)

Livestock Show presented by Brazos Masonry, Inc.

Day at the Livestock Show sponsored by W Promotions

Extraco Show Pavilion

8 a.m. Junior Market Steer Show

8 a.m. Junior British & Continental Beef Heifer

8:30 a.m. Ag. Public Speaking Contest (Lion's Den)

10 a.m. Consumer Decision Making Contest
(Lion's Den)

Noon Food Challenge Contest (Lion's Den)

6 p.m. Youth Open Longhorn Cattle Show





FAITH & FAMILY DAY

Sunday, October 5th

FREE admission until 11:30 a.m. and **FREE** pancake breakfast beginning at 8:30 a.m. (while supplies last). Church service at 10 a.m. on the Hometown Stage with music beginning at 9:30 a.m.

- Gate Hours:** Noon – 11 p.m.
- Gate Admission:** \$10 (ages 13+), \$5 (ages 3-12), Free (ages 2 & under)
- Rodeo Admission:** Balcony seating included in gate admission to the Fair; \$25 each for Reserved Box Seating
- Midway Cost:** \$20 Armbands (valid from Noon – 6 p.m.); \$30 Armbands (valid from Noon – 11 p.m.); \$30 Armbands (valid from 5 – 11 p.m.)
- Fun Pass:** \$65 each (includes gate admission and a Midway armband for carnival rides each day of the Fair; gate admission is limited to once per day); Available at participating CEFCO Convenience Stores or at the Extraco Events Center Box Office.

Parking: \$5 per vehicle

Wine & Beer Garden: 1 – 10:30 p.m.

All American ProRodeo Finals presented by Pendleton Whisky – 7 p.m.



Music Zone

Music sponsored by La Ley 104.1

Hispanic Music, 6 p.m.

The Hometown Stage

9:30 a.m. – Noon

Church Service & Praise Celebration

Local Talent, Noon – 11 p.m.

Stick Horse & Pony Grand Entry at the Rodeo

Sponsored by Justin Boots Company

6 p.m., Extraco Coliseum



Extraco Creative Arts & Education Building

Open from Noon – 10 p.m.

3 – 5 p.m. Cookie Decorating Activity (ages 4-10 years)

Presented by Kristy's Kreations

Extraco General Exhibits Building

Open from Noon – 10 p.m.

Wild West Marketplace

Livestock Show presented by Brazos Masonry, Inc.

8:30 a.m. Junior Livestock Judging Contest

11 a.m. Jackpot Market Steer Show

11 a.m. Jackpot British & Continental Beef Heifer Show





SCHOOL COUPON DAY

Monday, October 6th

The first 500 people through Gate 2 will receive a FREE gift provided by KXXV News Channel 25

- Gate Hours:** 4 – 11 p.m.
- Gate Admission:** *School Coupon Special:* With a school coupon, get in free with the purchase of a \$15 armband; *Regular Admission:* \$10 (ages 13+), \$5 (ages 3-12), Free (ages 2 & under)
- Midway Cost:** \$30 Armbands without School Coupon (valid from 4 – 11 p.m.); \$15 Armbands with School Coupon (valid from 4 – 11 p.m.)
- Fun Pass:** \$65 each (includes gate admission and a Midway armband for carnival rides each day of the Fair; gate admission is limited to once per day); Available at participating CEFCO Convenience Stores or at the Extraco Events Center Box Office.
- Parking:** \$5 per vehicle
- Wine & Beer Garden:** 6 – 10:30 p.m.

The Hometown Stage
Power 108 Karaoke Night, 5 – 10 p.m.

NO All American ProRodeo Finals Tonight
Rodeo will resume on Tuesday, Oct. 7, at 7 p.m.

Extraco Creative Arts & Education Building
Open from 4 – 10 p.m.

Extraco General Exhibits Building
Open from 4 – 10 p.m.
Wild West Marketplace

NO Music Zone Tonight
Concerts will resume on Wednesday, Oct. 8

Livestock Show *presented by Brazos Masonry, Inc.*
1 p.m. Scramble Breeding Gilt Show
2 p.m. Jackpot Market Pig Show



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RIDE 'EM COWBOY DAY

Tuesday, October 7th

The first 500 people through Gate 2 will receive a FREE bag of chips provided by SYSCO

- Gate Hours:** 4 – 11 p.m.
- Gate Admission:** \$10 (ages 3+); Children ages 2 & under are free unless they want the free armband offer
- Rodeo Admission:** Balcony seating included in gate admission to the Fair; \$25 each for Reserved Box Seating
- Midway Cost:** Free armbands for everyone paying the \$10 gate admission (good for unlimited rides)
- Fun Pass:** \$65 each (includes gate admission and a Midway armband for carnival rides each day of the Fair; gate admission is limited to once per day); Available at participating CEFCO Convenience Stores or at the Extraco Events Center Box Office.
- Parking:** \$5 per vehicle
- Wine & Beer Garden:** 6 – 10:30 p.m.



All American ProRodeo Finals presented by Pendleton Whisky – 7 p.m.

The Hometown Stage
Local Talent, 5 – 11 p.m.

Extraco Creative Arts & Education Building
Open from 4 – 10 p.m.
5 – 7 p.m. Decorate Your Own Cookie
(Ages 4-10 years)

NO Music Zone Tonight
Concerts will resume on Wednesday, Oct. 8

Extraco General Exhibits Building
Open from 4 – 10 p.m.
Wild West Marketplace

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Livestock Show presented by Brazos Masonry, Inc.
Day at the Livestock Show sponsored by Waco Trib
8 a.m. Junior Market Pig Show





LADIES DAY & SENIOR CITIZEN DAY

Wednesday, October 8th

The first 500 people through Gate 2 will receive a FREE reusable grocery bag provided by H-E-B

Gate Hours: 4 – 11 p.m.

Gate Admission: *Ladies Night Special:* \$5 gate admission for all ladies (ages 3 & up); *Regular Admission:* \$10 (ages 13+), \$5 (ages 3-12), Free (ages 2 & under) *Senior Citizen Special:* \$4 (ages 55+);

Rodeo Admission: Balcony Seating included in Gate Admission to the Fair; \$25 each for Reserved Box Seating

Midway Cost: \$15 Armbands (valid from 4 – 11 p.m.)

Fun Pass: \$65 each (includes gate admission and a Midway armband for carnival rides each day of the Fair; gate admission is limited to once per day); Available at participating CEFCO Convenience Stores or at the Extraco Events Center Box Office.

Parking: \$5 per vehicle

Wine & Beer Garden: 6 – 10:30 p.m.

All American ProRodeo Finals presented by Pendleton Whisky – 7 p.m.
Night at the Rodeo with Ratliff Ready-Mix



Music Zone
WACO 100's Wednesday Night Special
Pre-Party at 7 p.m.
Brett Hendrix Band, 8 p.m.
Granger Smith, 9:30 p.m.
\$16 per person (includes fair admission)

Extraco Creative Arts & Education Building
Open from 4 – 10 p.m.
4 – 7 p.m. Senior Day Activities
5 – 7 p.m. Corn Shelling Activity (ages 3-10)

The Hometown Stage – Local Talent
Local Talent, 5 – 11 p.m.

Extraco General Exhibits Building
Open from 4 – 10 p.m.
Wild West Marketplace

Media & Sponsor Goat Roping
Extraco Banks Kids Zone, 2 p.m.

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SCHOOL COUPON DAY

Thursday, October 9th

Tough Enough to Wear Pink Night at the Rodeo
The first 500 people through Gate 2 will receive FREE ice cream provided by Blue Bell

- Gate Hours:** 4 – 11 p.m.
- Gate Admission:** *School Coupon Special:* With a school coupon, get in free with the purchase of a \$15 armband; *Regular Admission:* \$10 (ages 13+), \$5 (ages 3-12), Free (ages 2 & under)
- Rodeo Admission:** Balcony seating included in gate admission to the Fair; \$25 each for Reserved Box Seating
- Midway Cost:** \$30 Armbands without School Coupon (valid from 4 – 11 p.m.); \$15 Armbands with School Coupon (valid from 4 – 11 p.m.)
- Fun Pass:** \$65 each (includes gate admission and a Midway armband for carnival rides each day of the Fair; gate admission is limited to once per day); Available at participating CEFCO Convenience Stores or at the Extraco Events Center Box Office.

Parking: \$5 per vehicle

Wine & Beer Garden: 6 – 10:30 p.m.

All American ProRodeo Finals presented by Pendleton Whisky – 7 p.m.
Night at the Rodeo with Time Manufacturing



Music Zone

Pre-Party at 7 p.m.

SaraBeth, 8 p.m.

Casey Donahew Band, 9:30 p.m.

\$21 per person (includes fair admission)

The Hometown Stage

Local Talent, 5 – 11 p.m.

Extraco Creative Arts & Education Building

Open from 4 – 10 p.m.

5 – 7 p.m. Pumpkin Decorating Contest (all ages)

8 p.m. Contest Results Posted

Extraco General Exhibits Building

Open from 4 – 10 p.m.

Wild West Marketplace

Livestock Show presented by Brazos Masonry, Inc.

Day at the Livestock Show sponsored by Patrick's Dry Clean Super Center

8 a.m. Open Brahman Cattle Show - Heifers (followed by Bulls)

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GATE ADMISSION

Friday, October 10th

- Gate Hours:** 4 p.m. – Midnight
- Gate Admission:** \$10 (ages 13+), \$5 (ages 3-12), Free (ages 2 & under)
- Rodeo Admission:** Balcony seating included in gate admission to the Fair; \$25 each for Reserved Box Seating
- Midway Cost:** \$30 Armbands
- Fun Pass:** \$65 each (includes gate admission and a Midway armband for carnival rides each day of the Fair; gate admission is limited to once per day); Available at participating CEFCO Convenience Stores or at the Extraco Events Center Box Office.
- Parking:** \$5 per vehicle
- Wine & Beer Garden:** 6 – 10:30 p.m.

All American ProRodeo Finals presented by Pendleton Whisky – 7 p.m.
Night at the Rodeo with Member's Choice Federal Credit Union



Music Zone

Pre-Party at 7 p.m.

Jamie Wilson, 8:30 p.m.

Thompson Square, 10:30 p.m.

\$31 per person (includes fair admission)

The Hometown Stage – Local Talent

Local Talent, 5 – 11 p.m.

Extraco Creative Arts & Education Building

Open from 4 – 11 p.m.

Extraco General Exhibits Building

Open from 4 – 11 p.m.

Wild West Marketplace

Livestock Show presented by Brazos Masonry, Inc.

Day at the Livestock Show sponsored by Brazos Masonry, Inc.

- 8 a.m. Scramble American Beef Heifer Show
- 8 a.m. Jackpot Market Lamb Show
- 9 a.m. Jackpot American Beef Heifer Show
- 9 a.m. Heart O' Texas Trap Shooters Extravaganza (Waco Skeet & Trap Club)
- 1 p.m. Jackpot Market Goat Show
- 4 p.m. Open Beefmaster Cattle Show

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GATE ADMISSION

Saturday, October 11th



- Gate Hours:** Noon – Midnight
- Gate Admission:** \$10 (ages 13+), \$5 (ages 3-12), Free (ages 2 & under)
- Rodeo Admission:** \$20 each for Reserved Balcony and Reserved Mezzanine Seating; (all seats are reserved; there are no general admission seats); \$25 each for Reserved Box Seating
- Midway Cost:** \$20 Armbands (valid from Noon – 6 p.m.); \$30 Armbands (valid from Noon – Midnight); \$30 Armbands (valid from 5 p.m. – Midnight)
- Parking:** \$5 per vehicle
- Wine & Beer Garden:** 1 – 10:30 p.m.

All American ProRodeo Finals presented by Pendleton Whisky – 7 p.m.
Night at the Rodeo with Pendleton Whisky

Music Zone

Pre-Party at 7 p.m.
 Rewind Party Band, 7:30 p.m.
 Gary P. Nunn, 8:30 p.m.
 Cody Johnson, 10:30 p.m.
 \$21 per person (includes fair admission)

The Hometown Stage – Local Talent
 Local Talent, 2 – 11 p.m.

Extraco Creative Arts & Education Building

Open from Noon – 11 p.m.
 4 – 6 p.m. Make & Take Craft
 (ages 3-10 years, \$1 fee)

Extraco General Exhibits Building

Open from Noon – 11 p.m.
 Wild West Marketplace

Livestock Show, presented by Brazos Masonry, Inc.
Day at the Livestock Show sponsored by Allen Samuels Dodge-Chrysler-Jeep-Ram-Fiat

- 8 a.m. Scramble Breeding Ewe Show
- 8 a.m. Junior American Beef Heifer Show
- 9 a.m. Heart O’ Texas Trap Shooters Extravaganza
- 9 a.m. Junior Market Lamb Show
- 9 a.m. Ag Mechanics Project Judging
- 1 p.m. Junior Market Goat Show
- 3 p.m. Pre-Junior, Junior & Open Miniature Herefords
- 5 p.m. Junior Dairy Cattle Show



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