



CALIFORNIA RODEO SALINAS

SPONSOR RECAP 2019



SPENT HERE

STAYS HERE

SOME OF THE NON-PROFIT RECIPIENTS

HARTNELL LITTLE LEAGUE

MONTEREY BAY FASTPITCH

FOUNDATION FOR MONTEREY
COUNTY FREE LIBRARIES

THE ERNIE CAMACHO FOUNDATION

CALIFORNIA CIRCUIT FINALS RODEO

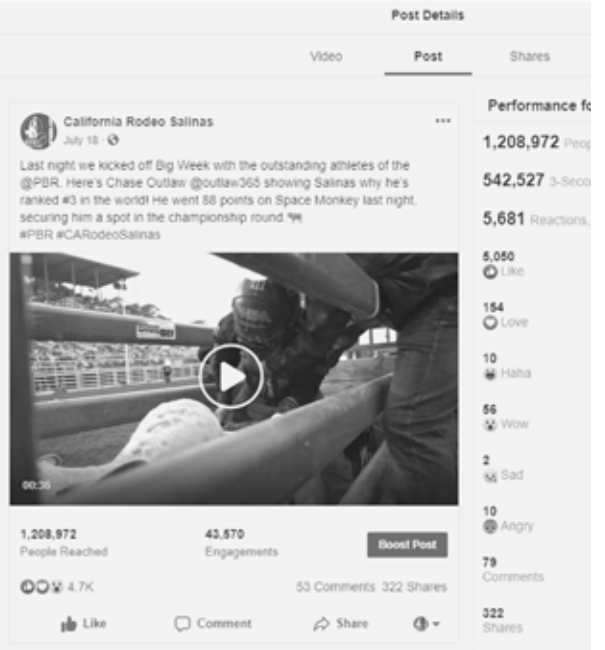
SUN STREET CENTERS

MONTEREY COUNTY SOCCER - ECFC SALINAS

THE CALIFORNIA RODEO ASSOCIATION IS A NOT-FOR-PROFIT ORGANIZATION THAT STRIVES TO PRESERVE AND PROMOTE THE TRADITIONS OF THE CALIFORNIA RODEO SALINAS AND THE WEST.

WE SUPPORT THE COMMUNITY AND OTHER NON-PROFIT ORGANIZATIONS THROUGH THE STAGING OF THE ANNUAL CALIFORNIA RODEO SALINAS AND OTHER YEAR-ROUND OPERATIONS OF THE SALINAS SPORTS COMPLEX.

THROUGH DONATION OF OUR FACILITY, VENDING AND FUNDRAISING OPPORTUNITIES DURING RODEO AND OTHER EVENTS, THE CALIFORNIA RODEO ASSOCIATION RETURNS OVER \$530,000 ANNUALLY TO LOCAL NON-PROFITS.



ATTENDANCE

TIM MCGRAW	16,000
RODEO SPONSOR TENT ATTENDANCE	6,578
CONTESTANTS 7/17 - 7/21	574
PROFESSIONAL BULL RIDING - 7/17	10,418
FOUR DAYS OF RODEO 7/18 - 7/21	52,097
GRAND TOTAL ATTENDANCE 7/12 - 7/21	85,667



SOCIAL MEDIA

FACEBOOK LIKES	38,250 UP 7.9%
INSTAGRAM FOLLOWERS	7,276 UP 55.30%
TWITTER FOLLOWERS	8,383 UP 2.01%

INSTAGRAM 10K GIVEAWAY INITIATIVE

AS PART OF OUR OVERALL MARKETING STRATEGY FOR THE 2019 CALIFORNIA RODEO SALINAS, WE IMPLEMENTED A STRATEGIC GROWTH CAMPAIGN FOR THE EVENT'S INSTAGRAM PAGE.

OUR STRATEGY ON THE ACCOUNT GROWTH CENTERED AROUND A PRIZE GIVEAWAY THROUGH INSTAGRAM. WE CONTACTED FANS & SPONSORS OF THE RODEO THROUGH DIRECT MESSENGER ASKING THEM TO CONSIDER SHARING THE 10K GIVEAWAY POST.

1,800 NEW FOLLOWERS DURING THE 5-DAY GIVEAWAY

257% MORE USERS REACHED

718% INCREASE IN TOTAL IMPRESSIONS

18.6K NEW PROFILE VISITS & 560 WEBSITE CLICKS





California Rodeo Salinas

Published by Mandy Roth Linquist 121 · July 13 ·

California (Rodeo) loves you, too! 🤠🎸🎶



Tim McGraw is in Salinas, California

July 12 ·

Man, I love California!! Tharx for having us California Rodeo Salinas

EVENT HIGHLIGHTS

PRODUCED BY THE CALIFORNIA RODEO AND DAVID DREW PRODUCTIONS. PRESENTED BY TAYLOR FARMS.

TIM MCGRAW ROUNDED UP THE COWBOYS, COWGIRLS AND COUNTRY FANS OF SALINAS TO KICK OFF BIG WEEK WITH A BANG

CONCERT SPONSORS ENJOYED A VIP EXPERIENCE WITH TWO INTIMATE TENTS ON THE FLOOR, EXCLUSIVE BATHROOM ACCESS AND A PRIVATE STANDING FLOOR AREA IN FRONT OF THE STAGE.

16,000 PEOPLE FILLED THE SALINAS SPORTS COMPLEX TO ROCK OUT TO TIM'S PERFORMANCE.



TIM MCGRAW

FRIDAY, JULY 12

SALINAS SPORTS COMPLEX

RODEO HOSPITALITY



SPONSOR TENT UPDATES

THE SPONSOR COMMITTEE IS COMMITTED TO CONTINUALLY REVISING OUR SPONSOR HOSPITALITY TENT TO BRING YOU THE BEST EXPERIENCE ON THE RODEO CIRCUIT.

THIS YEAR, WE BENT OUR RULES TO ALLOW SPONSORS TO LEAVE THE HOSPITALITY AREA WITH ONE DRINK PER PERSON THROUGHOUT THE RODEO PERFORMANCES. BY DOING SO, WE ENCOURAGED SPONSORS TO ENJOY THEIR BEVERAGES AS THEY PERUSED VENDOR SPACES ON THE MIDWAY AND IN THE MALL, VISIT WITH FRIENDS OUTSIDE OF THE SPONSOR HOSPITALITY TENT AND ENJOY THE RODEO FROM THE COMFORT OF SECTION 10 IN THE GRANDSTANDS.

PLANS FOR PEDESTRIAN BRIDGE

THE SPONSORSHIP TEAM AND THE CALIFORNIA RODEO ASSOCIATION ARE EXCITED TO INTRODUCE THE BRIDGE EXPANSION WHICH WILL INCLUDE THE NEW SOUTH GRANDSTANDS SPONSOR-ONLY, ALL-ACCESS BAR, EXCLUSIVE SEATING FOR SPONSORS ABOVE THE CATCH PENS WITH BATHROOM FACILITY OPTIONS IN THE SAME GRANDSTANDS. THE RENDERINGS ABOVE ARE JUST THE START OF THIS EXPANSION PLAN!

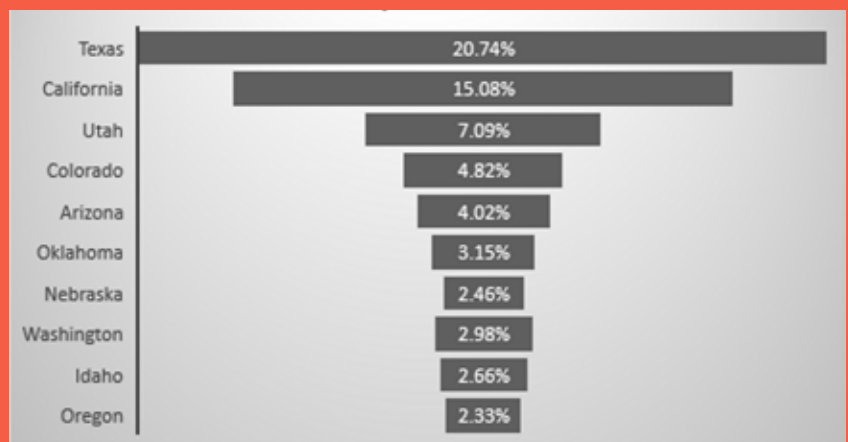


WRANGLER NETWORK COVERAGE 2019

THE CALIFORNIA RODEO SALINAS WAS STREAMED LIVE ON THE WRANGLER NETWORK SATURDAY, JULY 20TH AND SUNDAY, JULY 21ST.

THIS COVERAGE GIVES THE RODEO INTERNATIONAL EXPOSURE AS FANS TUNE IN FROM ALL OVER THE WORLD TO WATCH. THE WRANGLER NETWORK IS THE ONLY ONLINE NETWORK BUILT EXCLUSIVELY FOR THOSE LIVING THE WESTERN LIFESTYLE. THEIR TEAM ARRIVES IN SALINAS EARLY AND CREATES SPOTLIGHT STORIES ABOUT OUR TOWN, OUR EVENT AND OUR VOLUNTEERS. THE PLATFORM IS FUNDED BY WRANGLER, ONE OF OUR LONG-TIME, LOYAL SPONSORS AND WE ARE THANKFUL FOR THE EXPOSURE THE CALIFORNIA RODEO SALINAS RECEIVES AND FOR WRANGLER'S DEDICATION TO EDUCATING PEOPLE ABOUT WESTERN TRADITIONS WHICH HELPS TO PRESERVE THEM.

TOP AGES & STATES



**TOTAL WEB & SOCIAL VIEWS
2,367,455**



California Rodeo Salinas – Saturday

Live video coverage from Salinas, California; Saturday, July 20th. The California Rodeo Salinas is one of the top 20 Professional Rodeos in the United States and the largest in California. Known in the rodeo world for our big arena and beautiful buckles, we are most proud of being a not-for-profit organization that gives back over \$400,000 each year to local non-profits.



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RODEO EVENT HIGHLIGHTS

WITH ATTENDANCE OVER 58,600, CONTESTANTS FROM AROUND THE GLOBE COMPETED FOR A COVETED "SALINAS" BUCKLE.

FULL RESULTS OF THE WINNERS CAN BE FOUND AT [HTTP://WWW.CARODEO.COM/PAGE.ASPX?NAME=EVENTRESULTS](http://www.carodeo.com/page.aspx?name=eventresults).

9TH ANNUAL PRODUCE MASCOT RACE

The Ag Against Hunger Friday night performance was presented by Church Brothers Farms. A highlight of the night is the produce mascot race, where Church Brothers Farms "Jolly Green Giant" raced against other produce mascots and took their 2nd consecutive race win. Second place went to Pacific International Marketing's "Buster Broccoli" and third place went to Taylor Farms' "Choppy." A "salad sandwich," of mascots from Church Brothers Farms, Dole Fresh Vegetables, Ocean Mist Farms, Pacific International Marketing, Taylor Farms, The Nunes Company, and Vilmorin-Mikado all helped raise over \$9,000 for Ag Against Hunger. A special thanks to Monterey Peninsula Surgery Centers, the presenting sponsor, and Montana Silversmiths for donating the buckle.



CONGRATULATIONS TO CJ DEFOREST JR ON HIS BACK-TO-BACK ALL-AROUND CHAMPIONSHIPS!
THANK YOU TO DARRICK HOSKINS WITH MY CARS FOR DONATING THE ALL-AROUND SADDLE.



CHUCK WAGON RACES



2019 brought the fast-paced action of Chuck Wagon racing to the California Rodeo Salinas. This thrilling event showcased three horse drawn carriages racing through the arena. Sponsors were given the opportunity to brand a wagon with their logo in each race. Congratulations to Denham Services for winning the overall race, California Towing won 2nd, and Coastal Tractor won 3rd!



**THANK YOU
RODEO
SPONSORS**



WE WOULD NOT BE ABLE TO PUT ON THESE GRAND EVENTS EACH YEAR WITHOUT SPONSORSHIP SUPPORT.

THANK YOU TO EACH SPONSOR, WHETHER YOU'RE A LONGTIME SUPPORTER OR BRAND NEW IN 2019, YOU HELPED PUT ON ANOTHER SUCCESSFUL RODEO AND EVERYONE HERE AT THE CALIFORNIA RODEO IS LOOKING FORWARD TO SEEING YOU BACK FOR THE 2020 PERFORMANCE.

SAVE THE DATE

PBR JULY 15TH, 2020 & CALIFORNIA RODEO JULY 16-19, 2020