

HEART O' TEXAS



FAIR & RODEO

presented by **H-E-B**

2020

PRE-SALE CAMPAIGN

August 3 – September 17, 2020

Our mission is to produce events for education, entertainment and agricultural experiences at the premier multi-use facility while giving back through youth scholarships and a positive economic impact to Central Texas.

Table of Contents

Letter from the Heart O' Texas Fair & Rodeo Chairman	3
Open Texas Guidelines	4
2020 Pre-Sale Campaign.....	5
<i>Leadership, Structure, Meeting Dates, & Blitz Schedules</i>	
What is for sale?	6
<i>Sample Order Form</i>	
Product Descriptions / Packages	7-29
Luck of the Draw Fundraiser & Continuing Education	7-8
Tickets	9
Running with the Bulls Race	10-11
Spurs & Spikes Golf Tournament	12-13
Rodeo Packages.....	14-15
Livestock Show Packages	16-17
Calf Scramble Packages	18-20
Frequently Asked Questions	21
Sales Incentive Program.....	22-23
<i>Rewarding Your Hard Work with a Trip and Protected Lists</i>	
Protected List	



presented by 

Board of Directors

Mike Lewis

Chairman of the Board

Tanner Moore
Chairman-Elect

Mike Tawater
Secretary

Dan Ingram
Treasurer

Brent Neuhaus
Immediate Past Chairman

Wes Allison
President/CEO

Directors:
Ray Allen

Liz Barton

James Bates

Jake Coleman

Matt D. Fatheree

Matt P. Fatheree

Jenn Felton

Perry Felton

James Geeslin

Lindsey Geeslin

David Groschke

Stephanie Jackson*

Jessica Juarez

Chris Kincaid

Ron Knowles

Sloan Kuehl

Dusty Lynch

Emily McElreath

Bob Mock

Tom Morgan

Bud Munroe

Debbie Parker-Fair

David Post

Ted Teague

Tanya Walls

Diane Walters*

Trey Warren

Charles Wiley

Rob Wolaver

T.J. Zawacki*

*Executive Board Member

4601 Bosque Boulevard
Waco, Texas 76710
Telephone: (254) 776-1660
FAX: 776-1667
www.hotfair.com
Dear Committeemen,

This year marks the 10th anniversary of the Pre-Sale Campaign, which has proven to be the best insurance policy we can have for the Heart O' Texas Fair & Rodeo. When you sell tickets and sponsorships in advance, you are not only helping to ensure the success of the greatest event in McLennan County, but also our two biggest scholarship fundraisers: Luck of the Draw and South 40 Outdoor Expo. You are to be congratulated for making these events a success. The following comparison is further proof of your commitment to this program over the last 10 years:

- ✓ 2010 Total Sales – \$324,186.00
- ✓ 2019 Total Sales – \$595,135.00

As you can see, you have increased sales by 184% over the last 9 years! Some of the greatest selling points in this campaign is simply stated in our mission statement: the mission of the Heart O' Texas Fair & Rodeo is to produce events for **education**, **entertainment** and **agricultural** experiences at the premier multi-use facility while giving back through youth **scholarships** and a positive **economic impact** to Central Texas.

- **Education** – More than \$300,000 in **scholarships** annually!
- **Entertainment** – Rodeo, Mutton Bustin', and much more!
- **Agriculture** – Livestock Show celebrating 68 years giving more than \$60,000 annually in **scholarships**!
- **Economic Impact** – Over \$47 million annually!

The new initiative for 2020 is "Raising the Standard" in all we do. For the Heart O' Texas Fair & Rodeo, this will mean converting it from an event to a destination. This is a pretty lofty goal but will easily be accomplished with your continued support, dedication and commitment. Many thanks to our 2020 Pre-Sale Campaign Leaders, Chairman Sheila Zawacki and Vice Chairman Ray Allen, and more than 500 dedicated committeemen. You truly are the "Heart O' Texas."

Good luck to everyone in reaching your sales goals for 2020.

#raisingthestandard #hotfair20

Thanks for all you do,



Mike Lewis
Chairman of the Board

Open Texas

All items in this catalog are subject to change based on Open Texas Guidelines as outlined by the Governor's office, county and city officials.

If an event is canceled, the purchaser or sponsor will have the option to donate their purchase amount to the Heart O' Texas Fair & Rodeo Scholarship Fund, or request a full refund.

Any changes made to these packages and events can be located on our website at: www.hotfair.com.

Heart O' Texas Fair & Rodeo 2020 Pre-Sale Campaign

CAMPAIGN LEADERSHIP

Chairman

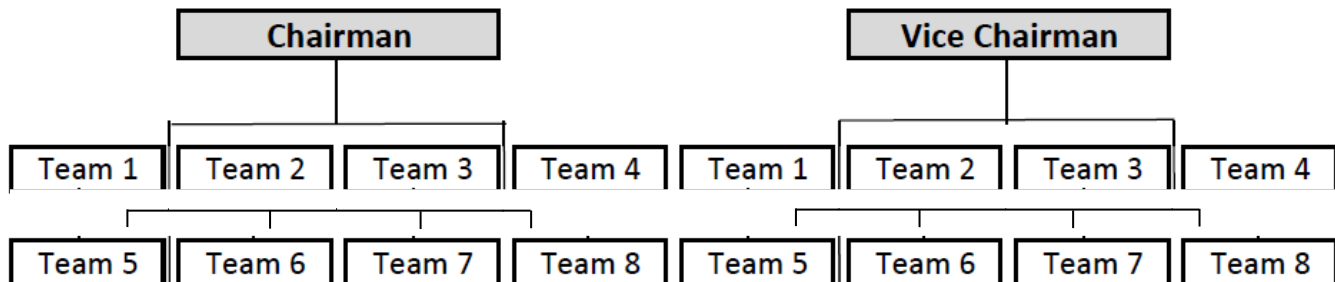
Sheila Zawacki – sheila@bentwoodrealty.com

Vice Chairman

Ray Allen – rayallen66@yahoo.com

CAMPAIGN LEADERSHIP STRUCTURE

(Team numbers are subject to change)



MEETING DATES & TIMES

Due to Open Texas Guidelines, there will not be any scheduled Pre-Sale Campaign Rallies for 2020.

All tickets and packages must be entered into the online system and payment received by Thursday, September 17, 2020 at 5:00 p.m.

If you have any questions please contact:

Rachel Holle
254-224-8288
rachel@hotfair.com

Dustin Coufal
254-224-8284
dustin@hotfair.com

2020 Heart O' Texas Fair & Rodeo Pre-Sale Campaign ORDER FORM
Please complete entire form & turn in top sheet and payment to the Fair Office

Name/Business Name: _____ Mailing Address: _____ Email Address: _____ Payment Type: <input type="checkbox"/> Cash <input type="checkbox"/> Check # _____ Signature: _____	Contact Person: _____ City: _____ State: _____ Zip Code: _____ Telephone Number: (____) _____ <input type="checkbox"/> Credit Card # _____ Exp. Date: _____ CVV # (on back of card) _____
--	---

Committeeman: Please have my order <input type="checkbox"/> Mailed to the above address <input type="checkbox"/> I will pick up my order and deliver it Sold By: _____	Phone: _____
---	---------------------

The Luck of the Draw Fundraiser & Continuing Education				Livestock Show Packages	Quantity	Price	Total
Individual Ticket w/Insurance	X	\$ 150	= \$	Class Contributor	X	\$ 250	= \$
Gun Raffle Ticket	X	\$ 25	= \$	Buckle Contributor	X	\$ 400	= \$
Gun Raffle Ticket Package	X	\$ 100		T-Shirt Sponsor	X	\$ 500	= \$
Sponsor a Student	X	\$ 1,000	= \$	Barn Signage	X	\$ 1,000	= \$
Gold Star Sponsor	X	\$ 2,000	= \$	Reserve Division Scholarship	X	\$ 300	= \$
Diamond Sponsor	X	\$ 3,000	= \$	Division Champion Scholarship	X	\$ 600	= \$
Tickets and Memberships				Reserve Grand Champ. Scholarship	X	\$ 1,200	= \$
One HOT Rodeo or One HOT Bullfight	X	\$ 40	= \$	Grand Champion Scholarship	X	\$ 2,400	= \$
(Preferred Night _____)				Calf Scramble Packages			
One HOT Rodeo or One HOT Bullfight	X	\$ 60	= \$	Silver Donor	X	\$ 400	= \$
(Preferred Night _____)				Gold Donor	X	\$ 700	= \$
One HOT Rodeo or One HOT Bullfight	X	\$ 75	= \$	Platinum Donor	X	\$ 1,000	= \$
(Preferred Night _____)				(Preferred Night _____)			
One HOT Rodeo or One HOT Bullfight	X	\$ 100	= \$	Hard-Luck Scramble Donor	X	\$ 1,000	= \$
(Preferred Night _____)				(Preferred Night _____)			
Running with the Bulls Race	Quantity	Price	Total	Calf Scramble Team	X	\$ 2,000	= \$
Apparel Sponsor	X	\$ 150	= \$	Chute-Out Supporter	X	\$ 1,500	= \$
Mile Marker Sponsor	X	\$ 500	= \$	Chute-Out Donor	X	\$ 2,000	= \$
Hydration Station	X	\$ 1,000	= \$	(Preferred Night _____)			
Awards Sponsor	X	\$ 1,000	= \$				
Presenting Sponsor	X	\$ 3,000	= \$				
Spurs & Spikes Golf Tournament							
Spurs & Spikes Golf Tournament Team	X	\$ 400	= \$				
Cooler Bag Sponsor	X	\$ 650	= \$				
Hole Sponsor	X	\$ 650	= \$				
Specialty Hole Sponsor	X	\$ 750	= \$				
Golf Cart Sponsor	X	\$ 1,500	= \$				
Gift Sponsor	X	\$ 1,500	= \$				
Presenting Sponsor	X	\$ 3,500	= \$				
Rodeo Packages							
Ropin' Rodeo Giveaway	X	\$ 300	= \$				
Rodeo LED Screen	X	\$ 1,000	= \$				
Souvenir Rodeo Cup Sponsor	X	\$ 3,000	= \$				
Rodeo Advertising Package	X	\$ 3,250	= \$				
Total Amount Column 1: \$ _____				Total Amount Column 2: \$ _____			
Total Amount Column 1: \$ _____				Total Amount Column: \$ _____			

LUCK OF THE DRAW FUNDRAISER

Virtual Fundraiser

In 2019, the Heart O' Texas Fair & Rodeo awarded close to \$300,000 in scholarships and to date, more than \$3.25 million has been committed to the youth of Central Texas! The Luck of the Draw Fundraiser is a key component in underwriting these scholarships. The Scholarship Fundraiser details are as follows:

- Drawing will be held virtually.
- Only three hundred (300) raffle tickets will be sold
- First ticket drawn wins \$100 VISA gift card
- 299th ticket wins \$1,000 in VISA gift cards
- Last ticket drawn wins \$10,000 in VISA gift cards
- All tickets include insurance: when your number is drawn, an additional ticket will be returned to the hopper one (1) time.
 - Additional Payout:
 - These drawings/prizes are conducted with the tickets drawn out of the main drawing.
 - Level 1: First 100 tickets drawn out of main pot: 1 ticket drawn out of side pot will win a \$250 VISA gift card. Tickets are discarded after.
 - Level 2: Tickets drawn out of main pot 101 – 200: 1 ticket drawn out of side pot will win a \$500 VISA gift card. Tickets are discarded after.
 - Level 3: Tickets drawn out of main pot 201 – 300: 1 ticket drawn out of side pot will win a \$750 VISA gift card. Ticket are discarded after.
 - Level 4: Tickets drawn out of main pot 301 – 400: 1 ticket drawn out of side pot will win a \$1,000 VISA gift card. Tickets are discarded after.
 - Level 5: Tickets drawn out of main pot 401 – 598: 1 ticket drawn out of side pot will win a \$2,500 VISA gift card. Tickets are discarded after.

Individual Ticket with Insurance - \$150 (A total of 300 tickets will be sold)

- One (1) ticket to the Luck of the Draw Fundraiser with insurance

GUN/CONCEALED CARRY PURSE RAFFLE

- Five (5) guns and two (2) concealed carry purses for a total of seven (7) items to be raffled off
- 325 total tickets will be sold for the drawing
- Drawing will be done virtually, and the date will coincide with the Luck of the Draw Fundraiser
- Seven (7) tickets will be drawn out to determine the winner of each of the seven (7) items.

Gun/Concealed Carry Purse Raffle - \$25

- One (1) ticket for the chance to win

Gun/Concealed Carry Purse Raffle Package- \$100

- Five (5) tickets for the chance to win

CONTINUING EDUCATION

Sponsor a Student - \$1,000

- Recognized as a 2020 Scholarship Contributor
- Two (2) invitations to the Annual Scholarship Banquet (Spring/Summer 2021)
- Name listed as a scholarship contributor on the 2020 Coliseum TV Screens

Gold Star Sponsor - \$2,000

- Recognized as a 2020 Scholarship Contributor
- Two (2) invitations to the Annual Scholarship Banquet (Spring/Summer 2021)
- Name listed as a scholarship contributor on the 2020 Coliseum TV Screens
- Four (4) reserved balcony seats to each performance of One HOT Rodeo and One HOT Bullfight

Diamond Sponsor - \$3,000

- Recognized as a 2020 Scholarship Underwriter
- Two (2) invitations to the Annual Scholarship Banquet (Spring/Summer 2021)
- Scholarship given on your behalf at the annual scholarship banquet.
- Opportunity to meet your student at the annual banquet
- Name listed as a scholarship underwriter on the 2020 Coliseum TV Screens
- Eight (8) reserved balcony seats to each performance of One HOT Rodeo and One HOT Bullfight

TICKETS

Tickets

All rodeo tickets will be sold in pods of: two (2), three (3), four (4), & six (6). These tickets will be issued via email ONLY.

One HOT Rodeo OR One HOT Bullfight Ticket Package - \$40

- Ticket price day of is \$50, savings of \$10
- Two (2) reserved balcony seats for selected performance of One HOT Rodeo (October 10th, 11th, 15th, 16th, 17th) or One HOT Bullfight (October 18th)
 - *Must select performance date on the order form*
 - Best seat available to be assigned
 - Does not include parking
 - Not valid any other day

One HOT Rodeo OR One HOT Bullfight Ticket Package - \$60

- Ticket price day of is \$60, savings of \$15
- Three (3) reserved balcony seats for selected performance of One HOT Rodeo (October 10th, 11th, 15th, 16th, 17th) or One HOT Bullfight (October 18th)
 - *Must select performance date on the order form*
 - Best seat available to be assigned
 - Does not include parking
 - Not valid any other day

One HOT Rodeo OR One HOT Bullfight Ticket Package - \$75

- Ticket price day of is \$100, savings of \$25
- Four (4) reserved balcony seats for selected performance of One HOT Rodeo (October 10th, 11th, 15th, 16th, 17th) or One HOT Bullfight (October 18th)
 - *Must select performance date on the order form*
 - Best seat available to be assigned
 - Does not include parking
 - Not valid any other day

One HOT Rodeo OR One HOT Bullfight Ticket Package - \$100

- Ticket price day of is \$150, savings of \$50
- Six (6) reserved balcony seats for selected performance of One HOT Rodeo (October 10th, 11th, 15th, 16th, 17th) or One HOT Bullfight (October 18th)
 - *Must select performance date on the order form*
 - Best seat available to be assigned
 - Does not include parking
 - Not valid any other day

RUNNING WITH THE BULLS 5K & 1 MILE RACE

Sunday, October 11, 2020

Bring your herd and run with the bulls at the 3rd Annual Heart O' Texas Fair & Rodeo Running with the Bulls Fun Run and 5K Race! Enjoy an easy one-mile fun run or try your time in the 5K. All proceeds benefit the Heart O' Texas Fair & Rodeo Scholarship Fund. To sign up for the race, visit: <https://runsignup.com/Race/TX/Waco/RunningwiththeBulls>

Apparel Sponsor - \$150

- Recognized as an Official Sponsor of Running with the Bulls
- Logo to be placed on the race shirt
- Opportunity to place item in participant goodie bags
 - *Item must be provided by sponsor*
 - *Must be mutually agreed upon*
 - *Number of items TBD*
- Logo listed on Sponsor Board

Official Mile Marker Sponsor of the Running with the Bulls 5K Race - \$500 (Limit 3)

- Recognized as an Official Sponsor of Running with the Bulls
- Official Sponsor of one-mile marker of the 5K race
 - *Signage to be placed on the one of three-mile markers*
 - *Submit your artwork in a high resolution .pdf or .jpg format to Rachel Holle rachel@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Link and logo on race website page on hotfair.com
- Logo listed on Sponsor Board
- Opportunity to place item in participant goodie bags
 - *Item must be provided by sponsor*
 - *Must be mutually agreed upon*
 - *Number of items TBD*

Hydration Station - \$1,000 (Limit 1)

- Recognized as an Official Sponsor of Running with the Bulls Hydration Station
- Official Sponsor of the Hydration Station tent halfway through the 5K race
 - *Waters and tent setup to be provided by sponsor*
 - *Number of waters TBD*
- Link and logo on race website page on hotfair.com
- Logo listed on Sponsor Board
- Logo on t-shirts
- Opportunity to place item in participant goodie bags
 - *Item must be provided by sponsor*
 - *Must be mutually agreed upon*
 - *Number of items TBD*

Awards Sponsor - \$1,000 (Limit 1)

- Recognized as Official Sponsor of Running with the Bulls
- Sponsor to design and provide awards to be given to contestants
 - *Award design to be mutually agreed upon*
 - *Number of awards to be mutually agreed upon*
- Announcer mentions in conjunction with Awards Ceremony
- Opportunity to present awards
- Opportunity to place item in participant goodie bags
 - *Item must be provided by sponsor*
 - *Must be mutually agreed upon*
 - *Number of items TBD*
- Logo on Sponsor Board
- Logo on t-shirts

(Running with the Bulls Race – Continued on Next Page)

Presenting Sponsor - \$3,000

- Recognized as the Official Presenting Sponsor of Running with the Bulls 5K & 1-Mile Race
- Name and/or logo placement on all media associated with the event
- Logo will be on the custom Back Number for the 1-Mile and the 5K races
 - *Must be worn by all participants*
- Three (3) 8' x 3' signs throughout the race course
 - *Submit your artwork in a high resolution .pdf or .jpg format to Rachel Holle rachel@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Link and logo placement on the HOTFR website
- Opportunity for employee activation during the Event
- Announcer mentions throughout the duration of the race
- Six (6) race entries to be given away on the HOTFR social media channels, on behalf of Sponsor
 - *Minimum of two (2) social media posts*
 - *Posts to be mutually agreed upon*
- Opportunity to place one (1) item in contestant goodie bags
 - *Item must be provided by sponsor*
 - *Must be mutually agreed upon*
 - *Number of items TBD*
- Logo listed on Sponsor Board
- Logo on t-shirts

SPURS & SPIKES GOLF TOURNAMENT

October 12, 2020

Starting at 1 p.m. at Cottonwood Creek Golf Course

Spurs & Spikes Golf Tournament Team - \$400 (Limit 18)

- Four (4) man scramble

Cooler Bag Sponsor - \$650 (Limit 5)

- Company logo on the cooler bag to be given out to the contestants
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Company logo on the Sponsor Board
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Opportunity to have one (1) team in the golf tournament
 - *Must notify Charva Ingram charva@hotfair.com by September 1st*
 - *Four (4) man scramble, plus rodeo celebrity if available*

Hole Sponsors - \$650 (Limit 15)

- Company name and/or logo on Sponsor Board
- One (1) sign at the designated tee box
 - *Submit your artwork in a high resolution .pdf or .jpg format to Rachel Holle rachel@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Opportunity to have one (1) team in the golf tournament
 - *Must notify Charva Ingram charva@hotfair.com by September 1st*
 - *Four (4) man scramble, plus rodeo celebrity if available*
- Activation opportunity at the Event
 - *To be mutually agreed upon*

Specialty Hole Sponsor - \$750 (Hole-In-One, Longest Drive, Closest to the Pin) (Limit 3)

- Company name and/or logo on Sponsor Board
- Recognized as either the Hole-in-One, Longest Drive or Closest to the Pin Sponsor for designated hole
- One (1) sign at the designated hole
 - *Submit your artwork in a high resolution .pdf or .jpg format to Rachel Holle rachel@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Opportunity to have one (1) team in the golf tournament
 - *Must notify Charva Ingram charva@hotfair.com by September 1st*
 - *Four (4) man scramble, plus rodeo celebrity if available*
- Activation opportunity at the Event
 - *To be mutually agreed upon*

Golf Cart Sponsor - \$1,500 (Limit 1)

- Recognized as the Golf Cart Sponsor of the Spurs & Spikes Golf Tournament
- Company name and/or logo on Sponsor Board
- One (1) sign on the head golf cart of each team
 - *Submit your artwork in a high resolution .pdf or .jpg format to Rachel Holle rachel@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*

(Spurs & Spikes Golf Tournament – Continued on Next Page)

Gift Sponsor - \$1,500 (Limit 1)

- Recognized as the Gift Sponsor of the Spurs & Spikes Golf Tournament
 - *Logo exposure on one-hundred- fifty (150) gifts*
 - *Gifts co-branded with provider's logo and the Heart O' Texas Fair & Rodeo logo*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Company name and/or logo on Sponsor Board
 - *Submit your artwork in a high resolution .pdf or .jpg format to Rachel Holle rachel@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*

Presenting Sponsor - \$3,500 (Limit 1)

- Recognized as the Official Presenting Sponsor of the Spurs & Spikes Golf Tournament
 - *Name/logo used in conjunction with the Spurs & Spikes Golf Tournament logo*
 - *Brand exposure includes, but not limited to: event advertising, T-shirts, signage, etc.*
- Company name and/or logo on Sponsor Board
- Two (2) 8' X 3' signs at the Event
 - *Submit your artwork in a high resolution .pdf or .jpg format to Rachel Holle rachel@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Name and/or logo on the Extraco Events Center marquees during the month of September and October 2020
 - *Located on Bosque Blvd. and Lake Air Dr.*
- Opportunity to have one (1) team in the golf tournament
 - *Four (4) man scramble*



RODEO PACKAGES

The One HOT Rodeo, presented by AIP Energy, is a PRCA sanctioned rodeo that takes place during the Heart O' Texas Fair & Rodeo. During each performance, you'll be able to see top PRCA contestants compete in each of the seven events for their share in cash and prizes. Fairgoers can enjoy a reserved balcony seat every night for \$20 if purchased in advance and \$25 day of. Rodeo performances are October 10th – 11th and 15th – 17th.

Ropin' Rodeo Giveaway - \$300, plus a \$100 Gift Card provided by business

- Rodeo Announcer mention
- Listing on the Electronic Rodeo Day Sheet
- \$100 gift card to be given away during one (1) of the five (5) Rodeo performances
 - *Gift card to be delivered to Fair Office (4601 Bosque Blvd. Waco, Texas 76710) on or before Thursday, September 3rd*

Rodeo LED Screen - \$1,000 (Limited Availability)

- Logo exposure on the Rodeo LED Screen prior to and after the Rodeo
- Four (4) reserved balcony seats to each One HOT Rodeo performance and the One HOT Bullfight
 - Tickets will be emailed to the sponsor.

Souvenir Rodeo Cup Sponsor - \$3,000 (Limit 4)

- Package valued at \$4,000; a savings of \$1,000
- Recognized as an Official Sponsor
- Recognized as an Official Souvenir Rodeo Cup Sponsor
 - *Logo included on Souvenir Rodeo Cups*
 - *More than 750 Souvenir Rodeo Cups to be provided by the Heart O' Texas Fair & Rodeo*
 - *Cups distributed free to rodeo attendees with the purchase of a large beverage*
- Logo placement in conjunction with Souvenir Rodeo Cup Signage
 - *One (1) sign at each of the four (4) concession stand areas*
- One (1) sign in the Coliseum (Balcony level)
 - *Submit your artwork in a high resolution .pdf or .jpg format to Rachel Holle rachel@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Name and/or logo placement on TV screens located throughout the Extraco Coliseum Concourse
 - *Duration: September 1 - October 31, 2020*
 - *Submit your logo in a high resolution .pdf or .jpg format to Madalynn Kainer sponsorships@hotfair.com*
- Four (4) reserved balcony seats per Rodeo performance and One HOT Bullfight
 - *October 10th, 11th, 15th, 16th, 17th and 18th*
 - *Best seat available to be assigned*
- Five (5) one-day parking passes

(Rodeo Packages – Continued on Next Page)

Rodeo Advertising Package - \$3,250 (Limited Availability)

- One (1) sign in the Coliseum (*Balcony level*)
 - *Submit your artwork in a high resolution .pdf or .jpg format to Rachel Holle rachel@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Name and/or logo placement on TV screens located throughout the Extraco Coliseum Concourse
 - *Duration: September 1 - October 31, 2020*
 - *Submit your logo in a high resolution .pdf or .jpg format to Madalynn Kainer sponsorships@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Six (6) reserved balcony seats per Rodeo performance and One HOT Bullfight
 - *October 10th, 11th, 15th, 16th, 17th and 18th*
 - *Best seat available to be assigned*
- Ten (10) one-day parking passes



PRESENTED BY  AAP
Keeping You Ahead of the Curve

LIVESTOCK SHOW PACKAGES

The Heart O' Texas Livestock Show, presented by Bar None Country Store, draws an audience of owners, breeders, future business and agricultural leaders, and animal enthusiasts from across the state. It provides FFA and 4-H members the opportunity to exhibit their livestock projects with the chance to earn a scholarship. Top placing individuals are awarded a scholarship through the Heart O' Texas Fair Continuing Education Program. Your continued financial support of this program is a worthwhile investment in this group of hard working, deserving and dedicated Texas youth.

Interesting Facts about the Heart O' Texas Livestock Show

- - More than 5,000 livestock projects come through the Extraco Show Pavilion during the Heart O' Texas Livestock Show.
 - Heart O' Texas Livestock Show participants range in ages from 8 – 19.
 - Entries come in from counties all over the great state of Texas.

Partnership Packages

Class Contributor - \$250

- Name listed on Livestock Show Supporter Board

Buckle Contributor - \$400

- Name listed on Livestock Show Supporter Board
- One (1) buckle awarded on behalf of your business

T-Shirt Sponsor - \$500

- Name listed on Livestock Show Supporter Board
- Name on Livestock exhibitor t-shirts
 - *One line of text; thirty-five (35) character maximum including spaces*
- Opportunity to place a promotional item in Livestock exhibitor goodie bags (750 count)

Barn Signage - \$1,000

- Recognition as an Official Supporter of the Livestock Show
- Two (2) 8' X 3' signs in the Extraco Show Pavilion
 - *Submit your artwork in a high resolution .pdf or .jpg format to Rachel Holle rachel@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Opportunity to place a promotional item in Livestock exhibitor goodie bags (750 count)
- Name listed on Livestock Show Supporter Board

Scholarship Underwriters

Show support for the youth involved in 4-H and FFA organizations. These students travel from across the state of Texas to exhibit their projects in Waco during the Heart O' Texas Livestock Show in hopes of receiving blue ribbons, big banners and large scholarships. These organizations lay the foundation for long-term success by helping members develop career, leadership and life skills. Throughout the Livestock Show, \$60,000 in scholarships will be awarded. Don't miss the chance to have your business underwrite these scholarships – and let these deserving youth know you support them.

Reserve Division Champion Scholarship - \$300

- Recognized as a Reserve Division Champion Scholarship Donor
 - *Scholarship awarded on behalf of your business*
- Announcer mention in conjunction with the scholarship presentation
- You may present scholarship at the show

Division Champion Scholarship - \$600

- Recognized as a Division Champion Scholarship Donor
 - *Scholarship awarded on behalf of your business*
- Announcer mention in conjunction with the scholarship presentation
- You may present scholarship at the show

Reserve Grand Champion Scholarship - \$1,200 (Limit 7)

- Recognized as a Reserve Grand Champion Scholarship Donor
 - *Scholarship awarded on behalf of your business*
- Announcer mention in conjunction with the scholarship presentation
- You may present scholarship at the show

Grand Champion Scholarship - \$2,400 (Limit 7)

- Recognized as a Grand Champion Scholarship Donor
 - *Scholarship awarded on behalf of your business*
- Announcer mention in conjunction with the scholarship presentation
- You may present scholarship at the show

CALF SCRAMBLE PACKAGES

PLEASE INCLUDE COMPLETE CONTACT INFORMATION FOR ALL CALF SCRAMBLE PACKAGES SOLD! ALL TICKETS TO THE PERFORMANCE WILL BE EMAILED TO THE SPONSOR!

The Calf Scramble, presented by Brazos Masonry, Inc., takes place each night of the One HOT Rodeo. In the Calf Scramble, 20 determined 4-H and FFA members compete with one another to coax, catch and halter one of 12 calves across the winner's line within an allotted period of time. The successful scramblers receive a certificate to aid in the purchase of a heifer, lamb, goat or swine to be raised and shown at the Heart O' Texas Livestock Show the following year.

Interesting Facts about the Heart O' Texas Calf Scramble Program

- °
 - In 2019 there were approximately 150 Calf Scramble participants during the Rodeo performances.
 - Calf Scramble participants range in ages from 13 – 17.
 - Participants come from counties all over the great state of Texas including, but not limited to:
 - Bell, Bosque, Coryell, Falls, Hill and McLennan

Silver Donor - \$400

- Calf Scramble donors are welcome to visit Calf Scramble Participation Room on selected nights prior to the start of the Rodeo.
- Two (2) invitations to scramble performance
 - ***Must select performance date on the order form.***
 - ***All tickets will be emailed to the sponsor.***
- One (1) one-day parking pass
- Listed on our website as an official sponsor of the Calf Scramble event
- Receive thank you letter(s) from designated scrambler
 - ***Please include complete contact information on order form.***
- Listed on the Calf Scramble Donor Board
 - ***Located inside Calf Scramble Participation Room***

Gold Donor - \$700

- Calf Scramble donors are welcome to visit Calf Scramble Participation Room on selected nights prior to the start of the Rodeo.
- Four (4) invitations to scramble performance
 - ***Must select performance date on the order form.***
 - ***All tickets will be emailed to the sponsor.***
 - ***Best seat available to be assigned***
- One (1) one-day parking pass
- Listed on our website as an official sponsor of the Calf Scramble event
- Receive thank you letter(s) from designated scrambler
 - ***Please include complete contact information on order form.***
- Listed on the Calf Scramble Donor Board
 - ***Located inside Calf Scramble Participation Room***

(Calf Scramble Packages – Continued on Next Page)

Platinum Donor - \$1,000 (Limit 10 per night – total of 50 available)

- Calf Scramble donors are welcome to visit Calf Scramble Participation Room on selected nights prior to the start of the Rodeo.
- Four (4) invitations to scramble performance
 - ***Must select performance date on the order form.***
 - ***All tickets will be emailed to the sponsor.***
 - ***Includes one (1) one-day parking pass.***
- Recognized on Electronic Rodeo Day Sheet as Platinum Donor on selected night
- Receive thank you letter(s) from designated scrambler
 - ***Please include complete contact information on order form.***
- Listed on the Calf Scramble Donor Board
 - ***Located inside Calf Scramble Participation Room***

Hard-Luck Scramble Donor - \$1,000 (Limit 2 per night – total of 10 available)

- Opportunity to select individual scrambler on selected night
 - ***Must select a night on the order form.***
 - ***All tickets will be emailed to the sponsor.***
 - ***Nights awarded on a first-come, first-served basis. Limited availability on either Saturday performance of the One HOT Rodeo (Saturday, October 10th & 17th)***
- Recognized as a Donor upon selection of Hard-Luck Scrambler
- Calf Scramble donors are welcome to visit Calf Scramble Participation Room on selected nights prior to the start of the Rodeo.
- Calf Scramble donors are welcome to visit Calf Scramble Participation Room on selected nights prior to the start of the Rodeo.
- Four (4) invitations to scramble performance
 - ***Must select performance date on the order form.***
 - ***All tickets will be emailed to the sponsor.***
 - ***Includes one (1) one-day parking pass.***
- Listed on our website as an official sponsor of the Calf Scramble event
- Receive thank you letter(s) from designated scrambler
 - ***Please include complete contact information on order form.***
- Listed on the Calf Scramble Donor Board
 - ***Located inside Calf Scramble Participation Room***

Calf Scramble Team - \$2,000 (Limit 25)

Calf Scramblers will be assigned a team. Every team member that catches will receive a point for their team. The team with the most points at the end of the Heart O' Texas Fair & Rodeo will be named the winner. Each team member of the winning team will receive an additional \$100 to use towards their project.

- Name placement on team (contestant) t-shirts
- Nightly announcer mentions in conjunction with Calf Scramble
- Link and logo placement on Calf Scramble webpage
- Calf Scramble donors are welcome to visit Calf Scramble Participation Room on selected nights prior to the start of the Rodeo.
- Ten (10) invitations to scramble performance
 - ***Must select performance date on the order form.***
 - ***All tickets will be emailed to the sponsor.***
 - ***Includes five (5) one-day parking passes.***
 - ***Best seat available to be assigned***
- Listed on the Calf Scramble Donor Board
 - ***Located inside Calf Scramble Participation Room***

(Calf Scramble Packages – Continued on Next Page)

One HOT Chute-Out

One HOT Chute-Out, presented by Brazos Masonry, Inc., is a new competition to the Calf Scramble Program. The top three (3) contestants from each scramble performance (a total of 15) will qualify to scramble again and will automatically receive an upgraded Purchase Certificate of \$1,000 upon scrambling. The top five (5) who catch at the Chute-Out will earn an additional \$500 for a total Purchase Certificate of \$1,500. This certificate goes towards the purchase of a heifer, lamb, goat or swine to exhibit at the 2021 Heart O' Texas Livestock Show!

Chute-Out Supporter - \$1,500

- Calf Scramble donors are welcome to visit Calf Scramble Participation Room on Sunday night, prior to the start of the Calf Scramble Shootout.
- Invitation to the Chute-Out Donor Reception at the conclusion of One HOT Chute-Out
- Opportunity to present awards to the One HOT Chute-Out participants
- Four (4) invitations to scramble performance
 - ***All tickets will be emailed to the sponsor.***
 - ***Includes one (1) one-day parking pass.***
- Listed on One HOT Bullfight electronic day sheet
- Receive thank you letter(s) from designated scrambler
 - ***Please include complete contact information on order form.***
- Listed on the Chute-Out Donor Board
 - ***Located inside Calf Scramble Participation Room***

Chute-Out Donor - \$2,000

- Calf Scramble donors are welcome to visit Calf Scramble Participation Room on Sunday night, prior to the start of the Calf Scramble One HOT Shootout.
- Invitation to the Chute-Out Donor Reception at the conclusion of One HOT Chute-Out
- Opportunity to present awards to the top five (5) One HOT Chute-Out Participants
- Opportunity to be on the dirt of the arena floor during the One HOT Chute-Out for top five presentations
- Four (4) invitations to scramble performance
 - ***All tickets will be emailed to the sponsor.***
 - ***Includes one (1) one-day parking pass.***
- Listed on One HOT Bullfight Electronic day sheet
- Receive thank you letter(s) from designated scrambler
 - ***Please include complete contact information on order form.***
- Listed on the Chute-Out Donor Board
 - ***Located inside Calf Scramble Participation Room***

FREQUENTLY ASKED QUESTIONS

When is the One HOT Rodeo?

- *October 10, 11, 15-17, 2020*

When is the One HOT Bullfight?

- *October 18, 2020*

When is the Heart O' Texas Livestock Show?

- *September 30- October 18, 2020*

What if I want to customize my package?

- *Items listed in this catalog are the only items available through the Pre-Sale. If someone would like to purchase something not listed, volunteers must contact Dustin Coufal at the Fair office.*

How much does the Heart O' Texas Fair & Rodeo give away in scholarships each year?

- *Over \$300,000 is given to livestock show participants and high school graduates from McLennan and surrounding counties.*

When can I pick-up my sold packages?

- *A Heart O' Texas Fair & Rodeo staff member will contact the volunteer when the package is ready for pick-up. All rodeo tickets will be emailed to the purchaser.*

Do I get to pick my reserved seats for the Rodeo?

- *Tickets will be assigned to the best available seats at the time the order is filled.*

When will I receive the Calf Scramble Packages I sold?

- *Calf Scramble packages are sent directly to the person who purchased them two (2) weeks prior to the Fair.*

Are my reserved seats going to be in the same place each night?

- *Your reserved balcony seats are subject to change each night. Seat location will be printed on each night's ticket.*

Will my reserved seats be next to each other?

- *Yes. As long as they are ten (10) or less and ordered on the same order form. If a group is larger than ten (10), seats will be broken up into groups not exceeding ten (10) per grouping based on the Open Texas guidelines.*

If you have any further questions, please feel free to contact us at:

Rachel Holle

254-224-8288

rachel@hotfair.com

Dustin Coufal

254-224-8284

dustin@hotfair.com

INCENTIVES

Campaign Rewards

The Heart O' Texas Fair & Rodeo will recognize all sellers for their hard work in the Pre-Sale Campaign.

- The campaign e-newsletter will include current team totals, top sellers and top teams.
- Top sellers may qualify for the Campaign Retreat in the spring of 2021.
- The "Thank You Edition" of the campaign e-newsletter will recognize all teams, team captains and volunteers. It will feature pictures and results and will be sent to over 500 recipients.

Incentive Program

Volunteers have the opportunity to choose one of three great Campaign incentive programs – cash incentives, a campaign trip, or donation. All three can be earned throughout the Campaign and are based on cash sales. Each volunteer will have the option to choose which incentive program they would like to participate in.

Cash Incentives Option – will be presented at the conclusion of pre-sale.

Campaign Trip Option – volunteers may qualify for the campaign trip for their sales in Category 1.

Donate to Scholarship Fund – incentives earned throughout the program will be donated to the Heart O' Texas Fair & Rodeo Scholarship Fund on your behalf. All cash incentives not picked up by December 31, 2020 will be donated back to the scholarship fund.

Please note:

- *If you are working toward the trip and do not meet the goal or you earn the trip and are unable to attend, you will be awarded based on the Cash incentive options schedule.*
- *Cash incentives/donations will be calculated based on orders turned in on or before Thursday, September 17th. Orders received after the incentive deadline will not be counted towards your incentive/donation credit.*

Teams Captains

Leadership is eligible for incentives, cash or donation, when their team goals are met or if they too meet the requirements for cash sales.

Please note: *Cash incentives/donations will be calculated based on orders turned in on or before Thursday, September 17th. Orders received after the incentive deadline will not be counted towards your incentive/donation credit or your team's goal.*

Things to Remember

- **Cash Incentives and/or Campaign Planning Retreat are non-transferable.**
- **In the event that the Fair & Rodeo is cancelled, the Executive Committee will make the call on how incentives will be paid out to committeemen.**
- Pay close attention to those listed on the protected lists, as they cannot be contacted without prior approval. If you have any questions about someone listed, please contact Rachel Holle at 254-224-8288.
- Only the items sold during the duration of the 2020 Pre-Sale Campaign will count towards the Cash Incentive Program or the Campaign Planning Retreat.
- Only the items listed on the order form are for sale; there will be no substitutions allowed.
- **Incentives will be paid after the pre-sale program ends.**

VOLUNTEER CASH INCENTIVES

Category 1 Individual Incentive

The Luck of the Draw Fundraiser
Continuing Education
Tickets

Running with the Bulls Race
Spurs & Spikes Golf Tournament
Rodeo Packages

Livestock Show Packages
Calf Scramble Packages

	Campaign Cash Option		Campaign Trip Option	
Total Sales	Incentive	Cumulative Value	Incentive	Cumulative Value
\$250	Campaign T-Shirt	-	Campaign T-Shirt	-
\$500	\$25	\$25	-	-
\$1,000	\$50	\$75	-	-
\$1,500	\$100	\$175	-	-
\$2,500	\$125	\$300	-	-
\$3,500	\$175	\$475	-	-
\$4,500	\$175	\$650	-	-
\$6,000	\$175	\$825	-	-
\$7,500	\$175	\$1,000	Campaign Trip	Trip (for Two)
\$8,500	\$200	\$1,200	\$200	Trip (for Two) + \$200
\$9,500	\$200	\$1,400	\$200	Trip (for Two) + \$400
\$10,500	\$200	\$1,600	\$200	Trip (for Two) + \$600
\$11,500	\$200	\$1,800	\$150	Trip (for Two) + \$750
\$12,500	\$200	\$2,000	\$150	Trip (for Two) + \$900
\$13,500	\$200	\$2,200	\$150	Trip (for Two) + \$1,050
\$14,500	\$200	\$2,400	\$150	Trip (for Two) + \$1,200
\$15,500	\$200	\$2,600	\$150	Trip (for Two) + \$1,350
\$16,500	\$200	\$2,800	\$150	Trip (for Two) + \$1,500
\$17,500	\$200	\$3,000	\$150	Trip (for Two) + \$1,650
\$18,500	\$200	\$3,200	\$150	Trip (for Two) + \$1,800
\$19,500	\$200	\$3,400	\$150	Trip (for Two) + \$1,950
\$20,500	\$200	\$3,600	\$150	Trip (for Two) + \$2,100

- ♥ You will choose either the Cash Option or the Trip Option.
- ♥ You will be credited for checks, cash or credit card purchases turned in with a completed order form. The amount turned in must equal the total sale.
- ♥ Credit will not be issued for declined credit cards. If an order form is submitted with the request to call for credit card information, credit will not be given until credit card information is received and processed.
- ♥ If a check is returned NSF, the Heart O' Texas Fair & Rodeo reserves the right to adjust a committeeman's sales total and may request incentives already distributed for sale to be returned, if payment is not received from the customer.
- ♥ A 1099 Form will be issued for all awards over \$600, including the trip.
- ♥ Excludes non-approved, non-cash sales.

TEAM CAPTAINS

Category 2 Incentives

Team Captains are eligible for the following incentives when their team goal is met:

A. Meeting Team Goal	B. Meeting Campaign Goal
1.0% of Total Team Production in Category No. 1	1.0% of Total Team Production in Category No. 1

- ♥ Excludes non-approved, non-cash sales.
- ♥ A 1099 Form will be issued for all awards over \$600.
- ♥ **Please note:** Cash incentives/Donations will be calculated based on orders turned in on or before Thursday, September 17th. Orders received after the incentive deadline will not be counted towards your incentive credit or requirement.

**Cash incentives not picked up by December 31, 2020 will be donated to the
Heart O' Texas Fair & Rodeo Scholarship Fund.**

Extraco Events Center Protected List 2020

102.5 The Bear	Derksen Buildings	On the Road Again Camper Repair
104.9 The Beat	DMAR Concrete	Packless Industries
92.9 Shooter FM	DuPuy Oxygen & Supply	Patrick's Dry Clean Super Center
95.9 The Ranch	Enviro Serv	Pendleton Whisky
9Round	Equine Performance Vet	Pendley Party Productions & Rentals
106.7 The Eagle	Equipment Depot	Pioneer Steel & Pipe
Ace Fence & Supply	ESPN Central Texas	Placements Unlimited
Acension Providence	Extraco Banks	Power 108
Action Fire Pros	Extraco Technology	Premier ER & Urgent Care
AHERN Rentals	Fairfield Inn	QTI Promotions and Apparel
AIP Energy	FB Porter	Rabroker
Allen Samuels Dodge-Chrysler-Jeep-Ram-Fiat	Fitzgerald Landscaping	Ram Rodeo
Allergan	GENCO Federal Credit Union	Reliant Energy
Alliance Bank	Gilliam Contracting	Riesel Fuel Services
Alterra Home Loans	Grande Communications	Robinson Greenhouse
American Classifieds	Griff's Restaurant	Rosatis
American Medical Response	Hammerjax	Rudy's "Country Store" & Bar-B-Q
AMR	Hampton Inn & Suites Waco South	Saffire
Aquila & Priscilla Tent Makers	HARRELL Group Real Estate	Shipley's Do-Nuts
AT&T	HEB	Sleep Inn & Suites
Backyard Bar, Stage & Grill	Hilton Garden Inn	Spitzer Animal Health
Bailey Insurance & Risk Management	Hilton Hotel & Resort	StayInnWoodway.org
Barnett Contracting	Hobby Lobby	STRATA
Bar None Country Store	HOLT Cat	Sturdisteel
Baylor Lariat	Hooray for Families	Sullivan Supply
Ben E. Keith/Bud Light	In-N-Out Burger	Sunbelt Rental
Best Western Woodway South	Integ	SYSCO
Big 95 KBGO	Integrity Builders Supply	Swift
Blue Bell	Jason's Deli	Tarleton State University
BKD	JHL Construction	TCP Catering
Boot Barn	Jimmy John's	Texas Farm Bureau
Bounds Commercial Construction	JobLink	Texas State Technical College (TSTC)
Bowen Electric	John Erwin Construction	Tex-Star Equipment
Brazos Masonry, Inc.	Justin Boots	The Trane Company
Brazos Oral Surgery	KCEN-HD Channel 6	The First National Bank of Central Texas
Bush's Chicken United LLC	KWKT Fox 44 & Estrella TV	Time Manufacturing Company
Buzbee Feed & Seed	KWOW La Ley - FM 104.1	Tito's Vodka
Capital Farm Credit	KWTX Channel 10	T-Mobile
Capstone Mechanical	KWTX-FM 97.5	Total Placements
Captain Billy Whizzbangs	KXXV News Channel 25	TownePlace Suites
Cargill, Inc.	La Fiesta	Tractor Supply
Carleen Bright Arboretum	Lamar	United Ag
Caterpillar	Level 1	United Rentals
Cavender's Boot City	Locals Love Us	US 105
CEFCO Convenience Stores	Lochridge - Priest, Inc.	VanTran
Cen-Tex Roof Systems	LoneStar Ag Credit	Vermeer Waco
Central National Bank	Lynch Ag Insurance Services, Inc.	W Promo
City of Lacy Lakeview	Manitou Group	Waco 100
City of Waco - Waco in the Heart of Texas	Marco's Pizza	Waco Tribune Herald
Coca-Cola	Mattress Firm	Waitr
Community Bank & Trust	McAlister's Deli	Weaver Show Supply
Cottonwood Air	McLennan Community College	Whataburger Restaurants LLC
CTWP	Members Choice Federal Credit Union	Wolfe Wholesale Florist, Inc.
CZ Companies	Merck Animal Health	World Lift Trucks
Darden Construction	Montana Silversmiths	Wrangler
DARR Equipment Co.	National United Banks	WW Livestock Systems

*Exclusive/Non Compete categories include but are not limited to the following: Automobile Dealerships, Hotels, General Grocery Stores, Super Stores and Land Line, TV and Internet Service Providers. Examples include but are not limited to: Wal-Mart, Brookshire's, Brookshire Bros., IGA, Sam's, Target, Time Warner, Dish Network and Direct TV distributors.

The above protected sponsors are not to be contacted without staff approval. If you have a relationship with one of the above businesses and wish to pursue a sponsorship, please contact Charva Ingram at charva@hotfair.com.

Failure to do so will result in no credit.

COMMITTEEMEN PROTECTED LIST

Company	Protected By	BOD, Committeemen or Sweetheart
1st National Bank Bosque County	Bud Munroe	BOD
1st National Bank of Central Texas	Mackie Bonner	Committeemen
1st National Bank of Central Texas	Dan Ingham	BOD
1st National Bank of Central Texas	Chris Elliott	BOD
3B - Clarence & Mackenzie Bodiford	David Groschke	Committeemen
5 J Dance Hall	Rosemary Bradburn	Committeemen
5-J Feed & Farm Supply	Bo Jones	Committeemen
ABC Roofing	Ray Allen	BOD
ABC Supply	Ray Allen	BOD
Affiliated Auto Glass	Sloan Kuehl	BOD
Air Impressions, Inc.	Kaitlyn Capps	Sweetheart
Allen Samuels Dogde Chyrsler Jeep Ram Fiat	Ted Teague	BOD
Allen Samuels House of Travel	Bambi Eskew	Committeemen
Alliance Bank of Central Texas	Patti Johnson	Committeemen
Alterra Home Loans	Sandra Miller	Committeemen
Amanda Cunningham, Realtor Coldwell Banker Apex	Bambi Eskew	Committeemen
Aquanauts Custom Pool & Spa	Brian Fair	Committeemen
Atmos Energy	Renea Gaston	Committeemen
Award Specialties	Allyson Pechacek	Sweetheart
Backyard Bar, Stage & Grill	Todd Furse	Committeemen
Barnett Contracting	Matt D. Fatheree	BOD
Baxter Hearing Specialists	Laurie French	Committeemen
Baylor Alpha Phi	Emily McElreath	BOD
Beard Kultgen Brophy Bostwick & Dickson, PLLC	Sloan Kuehl	BOD
Bellmead BINGO	Jimmy Gaskin	Committeemen
Bellmead BINGO	Taylor Moss	Committeemen
Benchmark Mortgage	Adam Goldenberg	Committeemen
Bentwood Realty	Gabriella Galvan	Sweetheart
Big Bear Roofing & Construction	Hannah Lewis	Sweetheart
Big Creek Construction	Denver Keyes	Committeemen
Bill Haddox Insurance	Taylor Moss	Committeemen
Black Acre Title Company	Adam Ledlow	Committeemen
Bo Jones Construction, Inc.	Bo Jones	Committeemen
Brazos Masonry, Inc.	Mackie Bounds	Committeemen
Brazos Feed & Supply	Michelle Warren	Committeemen
Brazos Oral & Facial Surgery	Tanner Moore	BOD
Buffalo Livestock Marketing	Misty Groschke	Committeemen
Bush's Chicken United, LLC	Annette Elliott	Committeemen
Cabela's	Wayne Bonner	BOD
Cabela's	Donna Morgan	Committeemen
Camille Johnson Realtors	Mara Hering	Committeemen
Camp Gladiator	Bo Jones	Committeemen

COMMITTEEMEN PROTECTED LIST

Company	Protected By	BOD, Committeemen or Sweetheart
CCA Cen Tex Chapter	Lori Alambar	Committeemen
Centex Aerospace Inc.	Jimmy Hancock	Committeemen
CenTex Hispanic Chamber	Jonathan Olvera	Committeemen
Cen-Tex Roof Systems	Taylor Moss	Committeemen
Central National Bank	Ronnie Parks	Committeemen
Chatfield Electric	Diane Walters	BOD
Chevrolet of West	Tracy Toten	Committeemen
China Spring Collision	Justin Hancock	Jr. Committeeman
Citizens State Bank - Whitney Branch	Tommy Morriss	Committeemen
City Tire & Battery	Matt D. Fatherree	BOD
Clark Heating & Air Conditioning, LLC	Holly Wolaver	Committeemen
Classic Environmental Services	Hannah Lewis	Sweetheart
Clayton Homes	Holly Wolaver	Committeemen
Climbing Bear Tree Service	Hannah Lewis	Sweetheart
Cohn & Gregory	Amber Alderete	Committeemen
Colliver Services	Wayne Gartman	BOD
Complete Car Services	Sharon Chastain	Committeemen
Conner's Crushed Stone	Connie Tindle	Committeemen
Connie Tindle - Texas Farm Bureau Insurance Agent	Connie Tindle	Committeemen
Core Lifting Products	Todd Furse	Committeemen
Cottonwood Creek Veterinary Hospital	Debbie Parker-Fair	Committeemen
CRC Show Pigs	Andrea Allen	Committeemen
Crestview RV	Stephanie Jackson	BOD
Cromwell Cattle Company	David Groschke	Committeemen
CT Waco Federal Credit Union	Dave Whitby	Committeemen
Darick Chabot - Falls Co. Farm Bureau	Misty Groschke	Committeemen
DMAR Concrete Contractors	Roy Toten	Committeemen
Doug Easland Group of Waco	Todd Furse	Committeemen
Douglass Nissan of Waco	Sharon Chastain	Committeemen
Dr. Kerry Irons	Robert Wolaver	Committeemen
Eagle Systems, Inc.	Ron Knowles	BOD
Educators Credit Union	Kylee Howard	Sweetheart
El Rio Western Wear	Jessica Juarez	BOD
Englander/PCA	Sheila Zawacki	Committeemen
Fair Heating & Air Conditioning	Brian Fair	Committeemen
Faulkenbery Construction	Sharon Chastain	Committeemen
First National Bank of Evant	Randy McClinton	Committeemen
Gibbs Outdoor & Recreational	Bryan Carter	Committeemen
Gibbs Outdoor & Recreational	Sharon Chastain	Committeemen
Girl Scouts of Central Texas	Tanya Whitlow	Committeemen
Golden Corral	Jessica Juarez	BOD
Grande Cares	Todd Furse	Committeemen
Graphic Garage	Ray Allen	BOD

COMMITTEEMEN PROTECTED LIST

Company	Protected By	BOD, Committeemen or Sweetheart
Greater Waco Chamber of Commerce	Diane Walters	BOD
Groschke Show Cattle	David Groschke	Committeemen
H4 Ranches	Melissa Fatheree	Committeemen
H & B Packing	Tanner Moore	BOD
Haley Baker Breeding and Consulting	Alex Warren	Committeemen
Hamilton Commission Company	Bud Munroe	BOD
Harrell Realty	Ron Knowles	BOD
Harrell Realty Management	Holly Knowles	Committeemen
Hat Creek Burgers	Sharon Chastain	Committeemen
Heart O' Texas Federal Credit Union	Holly Knowles	Committeemen
Heart of Texas Electric Cooperative	Laurie French	Committeemen
Hillin Cattle Company	Denise Hillin	Committeemen
Hillin Sand & Gravel, Inc.	Carl Hillin	BOD
Hinds Jewelry	Stephanie Jackson	BOD
Hobb Bonded Fibers	Stacie Lathern	Committeemen
Hogg Electric	Wayne Bonner	BOD
Hogg Electric	Taylor Moss	Committeemen
Home Abstract & Title Company	Sloan Kuehl	BOD
Homeowners Network	Wayne Gartman	BOD
Home State Insurance	Ron Knowles	BOD
Hubbard Livestock Market	Bud Munroe	BOD
Hunterwood Apartments	Cora Saunders - Kimble	Committeemen
Ideal Self Storage	Tanner Moore	BOD
Impact Fire	Sheila Zawacki	Committeemen
Incommons Bank	Regina Martinez	Committeemen
Irrigation Supply Inc.	Todd Furse	Committeemen
Jack of All Trades	Tanya Walls	BOD
JDH Designs	Sharon Chastain	Committeemen
Jennifer Grant Family Dentistry	Karen Kirkpatrick	Committeemen
Jessup Housing	Robert Wolaver	Committeemen
JHL Construction	Mike Lewis	BOD
Jim Turner Chevrolet	Diane Walters	BOD
JMB Fishing Foundation	Ashley Tompkins	Committeemen
JMS Russel	Mischa Campbell	Committeemen
John Erwin General Contractor	Wayne Gartman	BOD
Jurgensen Pump	TJ Zawacki	BOD
Kalina Plumbing	Sue Savoie	Committeemen
Kasparian Underground	Matt P. Fatheree	BOD
Keith Ace Hardware	Tommy Morriss	Committeemen
Kerr Waste Services, LLC	Todd Furse	Committeemen
Knife River Co.	Jimmy Hancock	Committeemen
K's Body Shop	Debbie Parker-Fair	Committeemen
KT Miller Supply	Keith Smart	Committeemen

COMMITTEEMEN PROTECTED LIST

Company	Protected By	BOD, Committeemen or Sweetheart
La Fiesta Resturant	Todd Furse	Committeemen
Lake Air Animal Hospital	Brian Fair	Committeemen
Landscape Supply	Michelle Warren	Committeemen
Langerman Foster Engineering, Co.	Jimmy Hancock	Committeemen
Law Office of Jacob G. Straub	Emily McElreath	Committeemen
Lehmann Farms	Todd Furse	Committeemen
Lewis Insurance Group	Hannah Lewis	Sweetheart
Linebarger Goggan Blair & Sampson	Linda Wollard	Committeemen
Linkage Credit Union	Karen Kirkpatrick	Committeemen
Lochridge Priest	Diane Walters	BOD
Lochridge Priest MEP	Diane Walters	BOD
Lonestar AG Credit	Adam Ledlow	Committeemen
Lone Star Tavern and Steakhouse	Diane Walters	BOD
Lowes of Waco	Diane Walters	BOD
Lynch Ag Insurance Services	Dusty Lynch	BOD
M Lipsitz & Co Ltd.	Rose Schroeder	Committeemen
M P Electric	Sue Savoie	Committeemen
Madden Manufacturing	Ray Allen	BOD
Magnolia Ranch - Wedding Venue	Hannah Herman	Sweetheart
Magnolia Realty - Megan Fisher	David Groschke	Committeemen
Mallard Green Corp.	Sue Savoie	Committeemen
Mark Terry Plumbing	Wayne Gartman	BOD
Marlin Veterinary	Misty Groschke	Committeemen
Marstaller Motors	Taylor Moss	Committeemen
Martin Marietta Ready Mix	Debbie Parker-Fair	Committeemen
MCC Highlander Ranch	Stephanie Maulsby	Committeemen
McLennan Community College	Holly Wolaver	Committeemen
McLennan County Farm Bureau	Laurie French	Committeemen
McLennan County Rural Transit District	Jana Svacina	Committeemen
Mike Collins DDS	Ray Allen	BOD
Mike Staas Services	Diane Walters	BOD
Miracle Method	Brian Fair	Committeemen
Mitchell Construction	Debbie Parker-Fair	Committeemen
Montgomery Construction	Ray Allen	BOD
Moody Ag Boosters	Mike Alton	Committeemen
Moonlight Acres	Laurie French	Committeemen
Moreno Ranches Inc.	Pasquale Swaner	Committeemen
Morgan Plumbing, Inc.	Donna Morgan	Committeemen
Myers Cattle Company	Sue Savoie	Committeemen
N W Optimist Club	Laurie French	Committeemen
National United	Wayne Gartman	BOD
Neemer Electric	Wayne Gartman	BOD
Nelco, Inc.	Diane Walters	BOD

COMMITTEEMEN PROTECTED LIST

Company	Protected By	BOD, Committeemen or Sweetheart
Nicole Omo, State Farm Insurance	Scott Omo	Committeemen
North West Opotimist Club	Bambi Eskew	Committeemen
NWS	Tom Morgan	BOD
Oasis Heating and Cooling	Lisa Rendon	Committeemen
Orscheln Farm & Home	Lyndsey Shook-Maggard	Committeemen
Overhead Door Company of Waco	Ray Allen	BOD
Packaging Corp. of America	Sheila Zawacki	Committeemen
Packaging Corp. of America/CTC	Sheila Zawacki	Committeemen
Pakis, Giotes, Page & Burleson, PC	Karen Kirkpatrick	Committeemen
PALS Home Health	Tyler Martin	Committeemen
Perseus Realty LLC	Angie Goette	Committeemen
Pharr Construction	Hannah Lewis	Sweetheart
Phils Trailer Sales	Wes Dowd	Committeemen
Pickup Outfitters	Jessica Juarez	BOD
Pineco Tractor & Equipment	Jimmy Hancock	Committeemen
Placements Unlimited	Wayne Gartman	BOD
Premier Metal Works, LLC	Matt D. Fatheree	BOD
Prince Leasing Company	Newman Richards	Committeemen
QuickHIT Fitness Lab of Waco	Debbie Parker-Fair	Committeemen
RAMS Mechanical	Ray Allen	BOD
Ranchworx	Kelly Marberry	Committeemen
RDO Equipment	Honey Bays	Committeemen
Redco Industrial	Chris Elliott	BOD
Richard Karr Motors	Roy Toten	Committeemen
Ritchies Western Wear	Rylee Ritchie	Sweetheart
Robert Stem, Jr. Attorney at Law	Emily McElreath	BOD
Robinson Drive Animal Hospital	Patti Johnson	Committeemen
RV Source	Beth Plumlee	Committeemen
Sherwin Williams Paint	Roy Toten	Committeemen
Shipley Donuts	Michelle Warren	Committeemen
Shipp Belting Company	Chase Sligh	Committeemen
Slovacek Sausage	Chris Elliott	BOD
Slovacek Sausage	Linda Wollard	Committeemen
Smelscer Plumbing	Sue Savoie	Committeemen
Southwest Maintenance	Laurie French	Committeemen
Startex Propane	Dan Ingham	BOD
State Farm Insurance - Kevin Krause	Robert Wolaver	Committeemen
Stifel	Clint Weaver	Committeemen
STRATA Trust Company	Stacy Fikes	Committeemen
Summit Electric	Sheila Zawacki	Committeemen
Swaner Brahmans	Pasquale Swaner	Committeemen
Sykora Family Ford, Inc.	Roy Toten	Committeemen
Team Waitley, Realtors	Thomas Waitley	Committeemen

COMMITTEEMEN PROTECTED LIST

Company	Protected By	BOD, Committeemen or Sweetheart
Tejas Logistics	Tanya Walls	BOD
Tennison Appraisals, Kevin Goates	Karson Goates	Jr. Committeeman
Tex-Ken Ranch	Marli Moore	Sweetheart
Texas First State Insurance Agency	Stephanie Jackson	BOD
Texas Materials	Jimmy Hancock	Committeemen
Texas Tech University	Robert Wolaver	Committeemen
Texas Tire Outlet	Hannah Lewis	Sweetheart
Texas Urban Enterprises	Tanner Moore	BOD
TFE	Brandy Mynar - Olson	Committeemen
TFNB Your Bank for Life	Brian Fair	Committeemen
The Little Gym of Waco	Brandy Mynar - Olson	Committeemen
Thigpen Livestock Company	Jimmie Munroe	Committeemen
Thrivent Financial	Barbara Cook	Committeemen
Tightlines	Bryan Carter	Committeemen
Time Manufacturing	David Post	BOD
Towners Custom Air	Ron Knowles	BOD
TSTC	Robert Wolaver	Committeemen
Tusa Show Cattle	David Groschke	Committeemen
Tymco Inc	Roy Toten	Committeemen
Uncle Dan's BBQ & Ribhouse	Sue Savoie	Committeemen
United Ag & Turf	Brent Neuhaus	BOD
Waco Center for Youth	Mark Elkins	Committeemen
Waco Chamber of Commerce	Diane Walters	BOD
Waco Custom Marketplace	Wayne Gartman	BOD
Waco Custom Meats	Wayne Gartman	BOD
Waco Foundation Repair	Todd Furse	Committeemen
Waco Glass & Mirror	Tanner Moore	BOD
Waco Grins Pediatric Dentistry	Karen Kirkpatrick	Committeemen
Waco Jewelers	Kim Beatty	Committeemen
Waco Jewelers	Sue Savoie	Committeemen
Waco Livestock Auction	Bud Munroe	BOD
Waco Professional Fire Fighters Association	Tim Anderson	Committeemen
Waco Towing	Chris Elliott	BOD
Wales Crane & Rigging	Todd Furse	Committeemen
Walker Partners, LLC	Kyle Schulze	Committeemen
Ward & Moore Insurance Services	Karen Gartman	Committeemen
Wardlaw Claims Service	Jimmy Hancock	Committeemen
WE Electric	Ron Knowles	BOD
Wes Hillin Trucking	Caroline Traylor	Sweetheart
West Feeds	Justin Hancock	Jr. Committeeman
West Livestock Auction	Bud Munroe	BOD
Westdale Capital	Sloan Kuehl	BOD

The above protected sponsors are not to be contacted without staff approval. If you have a relationship with one of the above businesses and wish to pursue a sponsorship, please contact Rachel Holle at rachel@hotfair.com.

Must sale at least \$400 each year in order to stay on this list.

Failure to do so will result in no credit.