

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.

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presented by 

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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.

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

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 - 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:

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