



March 1, 2017

It's Rodeo Time!!

Dust off your cowboy hat and boots and get ready to rodeo! Outlaw Rodeo Company is coming back to Rothwell Park in Moberly for a two-day event on Friday, June 2 and Saturday, June 3, 2017. The Randolph County Rodeo Group is bringing some good old family entertainment to Rothwell Park Rodeo Arena!

Outlaw Rodeo Company is bringing a great Rodeo event to Randolph County. Every person, young and old is sure to enjoy one of the many exciting events Outlaw Rodeo offers. Bull Riding, as well as entertaining Rodeo Clowns are sure to keep you on the edge of your seat. Following the Rodeo each night there will be live entertainment and a dance in the Beer Garden. Friday night June 3, Outlaw Jim and the Whiskey Benders will take the stage and on Saturday, June 4, the Jason Lindsey Band will finish out the Randolph County Rodeo.

Outlaw Rodeo is a member of the Missouri Rodeo Cowboys Association, National Federation of Professional Bull Riders, United Rodeo Association and Bull Riders of America. Outlaw Rodeo has been in the rodeo production business since 1988.

We are asking area businesses to consider helping sponsor the Rodeo, the Rodeo events, and Gates. You can even name your own Bull or Bronc . New this year is the opportunity to sponsor the Courtesy Carts for transporting spectators from the parking area to the arena. In return, you will have free tickets to give to your customers as well as verbal advertisements throughout your sponsored event and an ad in the program. You will also have an opportunity to hang your company banner inside the arena or on the entertainment stage.

Please look over the sponsor information and let us know by April 7, 2017 if you are interested in participating in this fun family event. Our plans include advertising in the outlying area to reach as many people as possible. If you have any questions regarding this event or sponsorship, please contact one of us and we will be more than happy to answer any of your questions

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SPONSORSHIP OPPORTUNITIES

ARENA EVENT SPONSOR - \$1,000

The Arena Event sponsor for the Rodeo is the TOP sponsor for the event who could supply vehicles to move barrels in and out of the arena. The vehicles would have dealership's advertising on them (provided by sponsor) as well as the option to display other vehicles and/or have an informational booth during the event. The Arena Event sponsors will receive verbal announcements throughout the entire Rodeo event as well as a full page ad in the Rodeo Program. The sponsor will be able to provide any other pennants or banners with their logo or product name to be hung in the arena area. Rodeo tickets will have Arena Event sponsor's logo and information printed on them. A 3'x6' banner with the sponsor's logo and information will be provided by the Rodeo Committee and displayed throughout the event. In addition, the sponsor's logo will be displayed on any other rodeo banners and posters displayed in Moberly and the surrounding areas and also at the Rodeo entrance. The Arena Event sponsor will be announced during the concert/dance in the beer garden following the rodeo and will also be announced on radio ads as the Rodeo sponsor. ***The overall sponsor will also receive 20 rodeo tickets to distribute or use. In addition, Arena Event Sponsor will receive 3 parking passes for preferred parking.***

Entertainment Sponsor – \$750

The Entertainment sponsor for the Rodeo is a TOP sponsor for the Entertainment following the rodeo. The sponsor will receive 5 verbal announcements throughout the Rodeo as well as a full page ad in the Rodeo Program. The sponsor will be able to display a 3'x6' banner provided by the rodeo committee on the entertainment stage. The sponsor will be able to hang any other pennants or banners with their logo or product name in the beer garden. Rodeo tickets will have Entertainment sponsor's logo on them. . In addition, the sponsor's logo will be displayed on any other rodeo banners and posters displayed in Moberly and the surrounding areas and also at the Rodeo entrance. The Entertainment sponsor will be announced during the entire concert/dance in the beer garden following the rodeo and announced on any radio ads as the Entertainment/Beer Garden sponsor.

The Entertainment Sponsor will also receive 15 rodeo tickets to distribute or use. In addition, Entertainment Sponsor will receive 2 parking passes for preferred parking.

Event Sponsors \$500 or \$300 to split the event with another business (SEE EVENT DESCRIPTION BELOW)

Your business banner will be hung on a gate inside the arena. The announcer will make verbal announcements for your business throughout the event that you are sponsoring. The Event Sponsors will have an ad in the program and ***will receive 10 tickets for the rodeo. Full sponsorship will include 1 parking pass for preferred parking.*** If the event is split each business would receive ***5 tickets*** each. No parking passes will be included in Split Sponsorship.

Gate Sponsors \$350

Your business banner will be hung on a gate inside the arena. The announcer will make verbal announcements for your business throughout the evening and as the gate is used. You will also have an ad in the program and receive ***5 tickets*** for the rodeo.

Courtesy Cart Sponsors \$250

Your business banner will be hung on gate inside arena and the Courtesy Cart will have a color logo of your business recognizing you as a sponsor. The announcer will make verbal announcements for your business throughout the evening. You will also have an ad in the program and receive ***5 tickets for the rodeo.***

General Sponsor \$150

Your business banner will be hung inside the arena and your business name will be announced throughout the evening as a sponsor. It will also be listed as a sponsor in the program. You will receive ***2 tickets for the rodeo.***

Name Your Bull or Bronc \$100

Pick out a unique Name for a Bull or Bronco and every time that animal leaves the chute, the announcer will call it by name and give your business a verbal announcement. (example – for a Dentist Office the animal name could be Tooth Ache)

Vendor at the Rodeo \$100

A limited amount of vendor space will be available at the event. If you would like more information about selling a service or product during the Rodeo, please ask your contact person for a separate vendor form. Food vendors will need approval on products to be sold.

OUTLAW RODEO EVENTS

Steer Wrestling - (aka bulldogging) is the quickest of the rodeo events. It requires strength, speed and timing. It is a timed event and cowboys compete against each other and the clock. Bulldoggers start out in the box (3-sided at the end of the arena). The steer is loaded into the chute. As soon as the cowboy nods his head, the steer is released. The steer wrestler catches up to the steer as quickly as possible, with help from his hazer, another cowboy riding on the other side of the steer to keep him running straight. The wrestler jumps off of his horse and grabs the steer, turning it flat onto the dirt and thus ending the run. The amount of time it takes him to complete this could be as fast as just 4 seconds.

Saddle Bronc Riding - This event grew naturally out of ranch cowboys breaking wild broncos in the late 1800s to use as working cow horses. Modern saddle bronc riding has a few modifications, mainly in equipment. Saddle Bronc saddles are lightweight and have no saddle horn. Cowboys use a long hack rein, attached to a halter on the horse's head. Saddle bronc riding relies less on strength and more on timing, finesse and skill of the rider. It's a very hard event to master. Riders must hold their boots over the horses shoulder at the first jump from the chute (called the markout rule) and they must stay on for 8 seconds. The cowboy spurs from the front shoulder of the horse back to the skirt of the saddle in an arcing motion. He must constantly lift on the hack rein to keep his seat in the saddle. With all bronc events, a fleece flank strap is buckled around the flank of the animal, just snug enough to tickle. The animals, professional athletes in their own right, feel the fleece and know it's bucking time!

Team Roping - is the only team event in rodeo. Like other rodeo events team roping grew out of the ranch chores of the past. Larger cattle would have to be constrained for branding and doctoring by two ropers due to their strength and size. Today, two cowboys (known as the header and the heeler) work together to rope the horns and the back feet of a steer. The team that finishes the fastest, wins. If they only catch one back leg, they receive a 5-second penalty to their time and if they break the barrier strip-the head start line for the steer, they are penalized 10 seconds.

Bareback Riding - is a rough and explosive rodeo event and predictably the most physically demanding of all the rodeo events. To compete, the cowboy rides with no reigns or saddle, but instead a leather rigging, which looks like a heavy piece of leather with a suitcase style handle. Riding one handed, the cowboy cannot touch the horse with his free hand and, in this event, he will lean way back onto the haunches of the horse for position. As with saddle bronc riding the mark out rule is in effect –they must have their spurs set above the shoulders when the horse jumps out of the chute or they will be disqualified. The cowboys spur the horse from shoulder to rigging, to make a qualified ride of 8 seconds. As in saddle bronc and bull riding, the animal and the rider are scored.

Barrel Racing — This event is a horse race with turns. The cowgirl's time begins as she rides her horse across the starting line in the arena. She makes a run around three upright barrels, which are in a cloverleaf pattern, and back to the starting line where the clock stops. Tipping a barrel is permitted, but if it is knocked to the ground, a five-second penalty is added to her time. Barrel racing has no judges, which means the event has no subjective points of view. Time is the determining factor.

Bull Riding — Bull riders, who might not weigh more than 150 pounds, place a flat braided rope around a bull that weighs almost 2000 pounds. The bull rope is placed around the animal, just behind its shoulders. It is then looped and threaded through itself and the cowboy wraps it around his riding hand with only his grip holding him in place. The rider relies on balance and leg strength to make the eight-second buzzer. Look for bull riders to sit up close to their bull ropes and to turn their toes out because rides are judged on the riding style of the competitor and the bucking ability of the bull.

Calf Roping — Calf roping is an authentic ranch skill that originated from working cowboys. Once the calf has been roped, the cowboy dismounts and runs down the length of the rope to the calf. When the calf is on the ground, the cowboy ties three legs together with a six-foot pigging string. Calves are given a head start, and if the cowboy's horse leaves the box too soon, a barrier breaks and a 10-second penalty is added to the roper's time. In all of the timed events, a fraction of a second makes the difference between winning and losing.

Breakaway Roping is a variation of [calf roping](#) where a calf is roped, but not thrown and tied. It is a [rodeo](#) event that features a [calf](#) and one mounted rider. The calves are moved one at a time through narrow [runs](#) leading to a chute with [spring](#)-loaded doors. The horse and rider wait in a box next to the chute that has a spring-loaded rope, known as the barrier, stretched in front. A light [rope](#) is fastened from the chute to the calf's neck, releasing once the calf is well away from the chute and releasing the barrier, which is used to ensure that the calf gets a [head start](#). Once the barrier has released, the horse runs out of the box while the roper attempts to throw a [lasso](#) around the neck of the calf. Once the rope is around the calf's neck, the roper signals the [horse](#) to stop suddenly. The rope is tied to the [saddle](#) horn with a string. When the calf hits the end of the rope, the rope is pulled tight and the string breaks. The breaking of the string marks the end of the run. The rope usually has a small bright flag at the end that makes the moment the rope breaks more easily seen by the timer. The fastest run wins.

