

# MEDIA/PRESS GUIDE



**Performance #1 – Friday, March 27, 2020 – 7:30 pm**

**Performance #2 – Saturday, March 28, 2020 – 7:30 pm**

**Performance #3 – Sunday, March 29, 2020 – 2:00 pm**

## **Cave Creek Memorial Arena Rodeo Grounds**

**37201 N 28<sup>th</sup> St**

**Cave Creek, AZ 85331**

**For additional media/press information please contact:**

**Sue Kern-Fleischer at [sue@publicizethis.com](mailto:sue@publicizethis.com) or 602-810-1404**



## **2020 CAVE CREEK RODEO DAYS**

**CAVE CREEK IS PROUD OF ITS WESTERN HERITAGE**

Dear Press and Media,

It is our pleasure to provide this brief press kit to introduce you to the Annual Cave Creek Rodeo Days.

We the Cave Creek Rodeo Days Board are dedicated to bringing Cave Creek the most professional PRCA Rodeo to our state. Our success is due to a strong board of directors with vision and stamina. Our membership is comprised of talented men and women who take the sport of professional rodeo to heart as a way of life and lifestyle. We - as a dedicated organization to the western lifestyle of Cave Creek - welcome you to the Annual Cave Creek Rodeo Days PRCA Rodeo.

We are excited to share our passion and enthusiasm for world class Professional PRCA Rodeo to all our friends and rodeo family in the great state of Arizona.

This media/press guide will give you vital, usable information about the Cave Creek Rodeo Days, the contestants and the sponsors who support has helped us continue the legacy of professional rodeo in Cave Creek, Arizona.

Thank you for your time and your interest...enjoy Cave Creek's best Professional PRCA Rodeo!

Best regards,

The Cave Creek Rodeo Days Board of Directors



## 2020 CAVE CREEK RODEO DAYS

The mission of the Cave Creek Rodeo Days is to maintain the highest level of professional rodeo event, and to preserve and promote our Western Heritage in Cave Creek to benefit the businesses, the communities in the Sonoran Desert.

### 2020 FACT SHEET

**When:** March 27 – March 29, 2020

**Where:** Memorial Arena Rodeo Grounds, 37201 N 28<sup>th</sup> St, Cave Creek, AZ 85331

**Directions:** Off of Carefree Highway, go north on 32<sup>nd</sup> St., turn left onto E. Cloud Road, Take the 1<sup>st</sup> right onto N 28<sup>th</sup> St. Destination is at the north end of 28<sup>th</sup> St.

**Why:** Cave Creek Rodeo Days started in 1977 and has energized the community, bringing major economic benefits and the nation's leading rodeo contestants in to showcase their talents.

**Attendance:** In 2019, over 12,000 people went through the gates for the 3-day performance.

**Rodeo:** Once again Cervi Championship Rodeo will be the stock contractor for the Cave Creek Rodeo Days. As a team, the Cervi family oversees and participates in every aspect of rodeo production from preserving sought-after bloodlines, to directing the audience experience at the arena floor. In 2019, the Cave Creek Rodeo Days had a payout of \$61,099 and because of its continued success we have been able to increase the amount every year.

**Rodeo Theme Night's:** Friday, March 27, Tough Enough to Wear Pink, Saturday, March 28, Rodeo Colors Night, Purple & Turquoise, Sunday, March 29, Wrangler National Patriots Day, Red/White/Blue day.

**Awards:** Justin Best Footing Award 1<sup>st</sup> Place 2017, Justin Best Footing Award 2<sup>nd</sup> Place 2018. The Justin Best Footing Awards<sup>®</sup> program focuses on the health and well being of the animal athlete. Not only does the program keep animal athletes performing at the top level, but it also recognizes the hard work and time rodeo committees put into making their ground as safe as possible for the barrel horse and all rodeo livestock.

**General Admission:** Tickets are \$27.00 per person, per performance. The General Admission area has a capacity of 2500+ with handicap seating available and direct access to shop our vendors.

**Ranchero Club:** Tickets are \$55.00 per person, per performance. The Ranchero Club has a maximum capacity of 220 people. The Ranchero Club includes special seating, two beverage tickets, Ranchero bar, complementary food served at each performance and admission to the General Admission area to shop our vendors. In addition to the experience, during each performance there are special drawings to win a Yeti cooler worth a value of \$300.00+.

**Stockman's Club:** Tickets are \$150.00 per person, per performance. Stockman's Club has a maximum capacity of 300 people. Stockman's Club is an enhanced experience including special seating, unlimited beverages, host bar and a complimentary buffet served at each performance, and admission to the General Admission area to shop our vendors.

**Chute 6:** Tickets are \$200.00 per person, per performance. Chute 6 has a maximum capacity of 20 people. Chute 6 includes special seating, unlimited beverages, host bar, a complimentary buffet served at each performance in Stockman's Club and admission to the General Admission area to shop our vendors.

**SkyBox:** Tickets are \$200.00 per person, per performance. Skybox has a maximum capacity of 18 people. Skybox includes special seating, unlimited beverages, host bar, a complimentary buffet served at each performance in Stockman's Club and admission to the General Admission area to shop our vendors.

**Attire:** Put on your favorite hat and boots! Festive cowboy attire is **always welcome**, but not required. A light jacket or sweater is recommended if joining us in the evening.

**Weather:** The rodeo will be held unless it is potentially dangerous for the contestants and/or livestock.

**Clear Bag Policy:** Any bag larger than the permissible size is prohibited, unless credentialed personnel carrying such belongings have been thoroughly searched. Visit our website [www.cavecreekrodeo.com](http://www.cavecreekrodeo.com) for more details.



**Although we love our furry friends... this event is a dog free event, except properly credentialed service animals.**





## **2020 CAVE CREEK RODEO DAYS**

### **Letter From The President**

Welcome to the 2020 Cave Creek Rodeo Days! We hope you are as excited to be here as we are! The Rodeo is now in its 43rd year and promises to be as exciting as ever! Annually the WPRA awards 4 rodeo's a best footing award sponsored by Justin Boots. We are pleased to announce that Cave Creek Rodeo Days received the 1<sup>st</sup> Place Justin Best Footing Award for the 2017 season and received the 2<sup>nd</sup> Place Justin Best Footing Award for the 2018 season!

As always, we have many people to thank so let us start with our sponsors, advertisers, local businesses and the community and our dedicated Fans! WITHOUT YOU THIS RODEO WOULD NOT HAPPEN, and we appreciate the loyalty you have shown to the Cave Creek Rodeo Days annually! Without your support we would not have the financial ability to do this. New sponsors and advertisers are always welcome, so if you are looking for a great way to gain exposure, advertise and support the rodeo at the same time, please talk to us. You can connect with us at [www.cavecreekrodeo.com](http://www.cavecreekrodeo.com), [info@cavecreekrodeo.com](mailto:info@cavecreekrodeo.com) or call us at 480-304-5634.

I also want to shout out to our MEMBERS and VOLUNTEERS! These dedicated individuals are 100% necessary to make this event happen. Cave Creek Rodeo Days has more than 160 volunteers from its Board of Directors to the person who helped you park your car. ALL of our volunteers donate their time to ensure the Town of Cave Creek has this wonderful event. If you see or meet one out there, PLEASE THANK THEM! Without them this outstanding event would not happen. It is very hard to get people to dedicate so many hours of their free time, without compensation, to put on such an elaborate event!

Cave Creek Rodeo Days is a non-profit 501(c) (3) corporation dedicated to keeping the Western Heritage alive in Cave Creek, Arizona. It is run by a volunteer Board of Directors who spend countless hours planning and producing the rodeo with no financial compensation. The Board sincerely hopes you enjoy the Cave Creek Rodeo Days, Professional PRCA Rodeo.

Thank you for your continued support!

Sincerely,  
Beth Cornell, President



# **2020 CAVE CREEK RODEO DAYS**

## **DEMOGRAPHIC INFORMATION**

The Cave Creek Rodeo Days draws thousands of visitors annually to Cave Creek, Arizona during the three-day event, creating a noticeable influx of consumers in the area.

Cave Creek, Arizona has a population of 5,476 with a median household income of \$76,149. The median property value is \$465,500.

The Cave Creek Rodeo Days is entering the 43rd year in Cave Creek. Marketing statewide continues to be a critical element to developing fan excitement.

The Professional Rodeo Company Association (PRCA) headquartered in Colorado Springs, is the largest and oldest rodeo-sanctioning body in the world. Annually, the PRCA sanctions about 600 top-of-the-line multiple-event rodeos on the continent, in about 38 states and three or four Canadian provinces.

According to the Professional Rodeo Cowboys Association Inc. (PRCA), rodeo is one of the fastest growing sports in the U.S.

- More than 36 million people identify themselves as fans of Pro Rodeo, and many of them attend PRCA-sanctioned rodeos around the country annually. According to the Sports Business Daily, rodeo is seventh in overall attendance for major sporting events, ahead of golf and tennis.
- All PRCA rodeo events involve livestock, and the care of those animals fall on the stock contractors who buy or breed them, raise them, feed them, provide medical care when necessary and transport them safely between rodeos.
- The PRCA's 6.3 million loyal attendees across the U.S. are about 49 percent male and 51 percent female, 51 percent have household income of \$50,000 and more than 67 percent own their own homes.
- Unlike most other professional sports, most contestants are paid salaries regardless of how well they do, cowboys generally pay to enter each rodeo. In 2016, the PRCA's membership included 4,692 cowboys, who comprise the majority of the association's roster. The PRCA includes one \$6-million earner, four \$3 million earners and more than 100 million-dollar earners, yet most of its competing members participate in fewer than 30 rodeos per year.



## **2020 CAVE CREEK RODEO DAYS**

### **Cave Creek Memorial Arena Rodeo Grounds**

37201 N 28<sup>th</sup> St

Cave Creek, AZ 85331

**JUSTIN BEST FOOTING AWARD 1ST PLACE 2017**

**JUSTIN BEST FOOTING AWARD 2<sup>nd</sup> PLACE 2018**



### **“RODEO UNDER THE STARS”**

**Cave Creek’s Memorial Arena Rodeo Grounds is a year-round rodeo facility. Cave Creek Rodeo Days has utilized the arena for 43 years. New bleachers were added in 2013, 2015, and 2017 with a capacity of 2500+ people (handicap seating available). Equestrian homes border the rodeo facility.**

**Each year Stockman’s Club, Ranchero Club, Chute 6 and the SkyBox host over 600 people and consist of the patronage, of our rodeo fans, from throughout the country.**