



HOUSTON LIVESTOCK SHOW AND RODEO™

2020 FACT SHEET

MARCH 3 – 22, 2020

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EVENT	DATE
Rodeo Roundup	Tuesday, Feb. 25, 2020
World’s Championship Bar-B-Que Contest, presented by Comcast Business	Thursday, Feb. 27 – Saturday, Feb. 29, 2020
Go Texan Day	Friday, Feb. 28, 2020
Trail Rides arrive at Memorial Park	Friday, Feb. 28, 2020
Rodeo Run, presented by ConocoPhillips	Saturday, Feb. 29, 2020
Downtown Rodeo Parade	Saturday, Feb. 29, 2020
Houston Livestock Show and Rodeo™	Tuesday, March 3 – Sunday, March 22, 2020

MISSION STATEMENT

The Houston Livestock Show and Rodeo™ promotes agriculture by hosting an annual, family-friendly experience that educates and entertains the public, supports Texas youth, showcases Western heritage and provides year-round educational support within the community.

EDUCATIONAL COMMITMENT

The Houston Livestock Show and Rodeo has exceeded \$500 million in its total commitment to support Texas youth and educational programs since 1932, following the recent announcement of the Rodeo’s 2020 educational commitment of more than \$27 million. The Rodeo has presented more than 19,000 scholarships since the first scholarship was awarded in 1957. Currently, more than 2,300 students are on Rodeo scholarships, attending more than 80 different Texas colleges and universities. The value of these scholarships is more than \$50 million. Visit rodeohouston.com/Educational-Support/Commitment for more information. Visit rodeohouston.com/Educational-Support/Commitment for more information.

VOLUNTEERS

A volunteer base of 35,000 individuals are the driving force behind the Houston Livestock Show and Rodeo. These individuals dedicate their time and efforts, serving on 108 different committees, to position the Houston Livestock Show and Rodeo as the world’s largest event of its kind.

ENTERTAINMENT

After each night’s rodeo competition, a musical entertainer performs at RODEOHOUSTON. Performers from nearly all genres of music have entertained RODEOHOUSTON fans since the first star, Gene Autry, took the stage in 1942. Visit rodeohouston.com/About-Us/History/Past-Entertainers to see past RODEOHOUSTON performers.

2020 Concert Lineup

Tuesday, March 3.....	Midland
Wednesday, March 4 – Armed Forces Day presented by BHP.....	Willie Nelson
Thursday, March 5.....	Becky G
Friday, March 6.....	Chance the Rapper
Saturday, March 7.....	Maren Morris
Sunday, March 8 – Go Tejano Day presented by Fiesta Mart.....	Ramon Ayala

Monday, March 9 – First Responders Day presented by BP.....	Chris Young
Tuesday, March 10.....	NCT 127
Wednesday, March 11.....	Kane Brown
Thursday, March 12.....	Cody Johnson
Friday, March 13 – Black Heritage Day presented by Kroger.....	Lizzo
Saturday, March 14.....	Jon Pardi
Sunday, March 15 – Super Shootout presented by Crown Royal.....	Dierks Bentley
Monday, March 16.....	Keith Urban
Tuesday, March 17.....	Gwen Stefani
Wednesday, March 18.....	Khalid
Thursday, March 19.....	Chris Stapleton
Friday, March 20.....	Marshmello
Saturday, March 21.....	Brad Paisley
Sunday, March 22 – RODEOHOUSTON Super Series Championship.....	Luke Bryan

Entertainer Facts

- Midland’s Cameron Duddy collaborated with Bruno Mars for his “24K Magic” music video.
- The youngest RODEOHOUSTON solo entertainer Khalid is 22-years-old and the oldest RODEOHOUSTON solo entertainer is Willie Nelson, 86.
- Kane Brown is the first country artist in history to have consecutive No. 1 singles on all five Billboard country charts.
- Chris Stapleton began his career in the music industry first as a songwriter, penning hits for some of the leading entertainers in the music industry including George Strait, Patty Loveless, Miranda Lambert and Adele.
- Gwen Stefani served as a celebrity coach on the reality singing competition “The Voice.”
- Cody Johnson, Maren Morris and Willie Nelson are from Texas, and the band Midland was founded in Dripping Springs, Texas. Khalid has also called El Paso, Texas, home since he was a junior in high school.
- Jon Pardi was recognized in 2019 for earning more than one billion streams on Pandora.
- Chris Young broke into the country music scene in 2006 when he won the reality singing competition “Nashville Star.”
- Luke Bryan is signed on as a judge for the 2020 season of the reality singing competition “American Idol.” Keith Urban also served as a judge for seasons 12 – 15.
- Brad Paisley wrote or co-wrote 21 of his 24 No. 1 hit singles.
- RODEOHOUSTON Go Tejano Day performer, Ramon Ayala, began playing the accordion at just six years old.
- NCT 127 is the first K-pop group to perform at the Rodeo. They also made history as the first K-pop group ever to perform at the annual Macy’s Thanksgiving Day Parade®.
- Keith Urban was named the CMA Awards® “Entertainer of the Year” in 2018.
- Becky G released her debut studio album, “Mala Santa,” in October 2019.
- Dierks Bentley has created 19 No. 1 singles throughout his career.
- Chance the Rapper released three successful mixtapes prior to releasing his first full album.
- Lizzo attended Elsie High School and the University of Houston before starting her music career.
- In 2018, Marshmello was named to Forbes 30 Under 30 list.

RODEOHOUSTON

At RODEOHOUSTON, approximately 320 contestants compete in the Super Series and the Super Shootout® presented by Crown Royal. Together, the competitions’ total payout is \$2.17 million. RODEOHOUSTON includes 20 days of action-packed championship rodeo competitions.

TICKETS

Individual Rodeo Tickets

- 2020 individual Rodeo tickets for all 20 performances are on sale now at rodeohouston.com.
- Ticket prices start at \$20, plus a \$4 convenience fee.

Grounds Admission

- **General Admission:** Adults (13 and over): \$15; Children (3 to 12): \$5; Children age 2 and under: free
 - Includes admission to NRG Park, but does NOT allow entrance into NRG Stadium for the rodeo and concert performance.
 - For just \$5 more than the adult general admission ticket, buy a Rodeo ticket, and enjoy the grounds, plus rodeo and concert in NRG Stadium.
 - **Family Wednesdays**
 - Free Family Wednesday NRG Park Admission for seniors, 60 and over, and children, 12 and under, **until noon**. (does not include rodeo/concert admission).
 - \$2 rides and games from 11 a.m. to 4 p.m., along with a \$2 food or drink item at select food stands in the Junction Carnival.
- **Season Grounds Pass:** \$35
 - Includes daily admission to the World's Championship Bar-B-Que Contest and the Houston Livestock Show grounds. A Season Pass does NOT allow entrance into NRG Stadium for the rodeo and concert performance.

World's Championship Bar-B-Que Contest Tickets, presented by Comcast Business

- **General Admission:** Adults (13 and over): \$20; Children (3 – 12): \$5; Children age 2 and under: free
 - Includes admission to barbecue contest, including the concerts at the Miller Lite stage at The Garden, and admission to the carnival, Saloon and Chuck Wagon, plus a complimentary sliced brisket plate.

AUCTIONS

AUCTION	DATE
Rodeo Uncorked!® Champion Wine Auction	Sunday, March 1, 2020 – 6 p.m.
Junior Market Lamb & Goat Auction	Friday, March 13, 2020 – noon
Junior Market Poultry Auction	Saturday, March 14, 2020 – noon
School Art Auction	Sunday, March 15, 2020 – noon
Junior Market Barrow Auction	Friday, March 20, 2020 – noon
Junior Market Steer Auction	Saturday March 21, 2020 – 11 a.m.