



HOUSTON LIVESTOCK SHOW AND RODEO™

2019 FACT SHEET

Visit rodeohouston.com and connect with the Rodeo online via [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#) for all of the latest news.

EVENT	DATE
Rodeo Roundup	Tuesday, Feb. 19, 2019
World's Championship Bar-B-Que Contest	Thursday, Feb. 21 – Saturday, Feb. 23, 2019
Go Texan Day	Friday, Feb. 22, 2019
Trail Rides arrive at Memorial Park	Friday, Feb. 22, 2019
Rodeo Run, presented by ConocoPhillips	Saturday, Feb. 23, 2019
Downtown Rodeo Parade	Saturday, Feb. 23, 2019
Houston Livestock Show and Rodeo™	Monday, Feb. 25 – Sunday, March 17, 2019

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

Since the Rodeo began in 1932, more than \$475 million has been committed to the youth of Texas. The Rodeo has presented nearly 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.

2019 EDUCATIONAL COMMITMENT	
Scholarships	\$14,286,000
Junior Show Exhibitors	\$8,305,250
Educational Program Grants	\$3,969,720
Graduate Assistantships	\$613,640
TOTAL	\$27,174,610

Visit rodeohouston.com/Educational-Support/Commitment for more information.

VOLUNTEERS

More than 34,000 volunteers 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.

2019 Concert Lineup

Feb. 25.....	Kacey Musgraves
Feb. 26.....	Prince Royce
Feb. 27 – Armed Forces Appreciation Day, presented by BHP.....	Brooks & Dunn
Feb. 28.....	Luke Bryan
March 1 – Black Heritage Day, sponsored by Kroger.....	Cardi B
March 2.....	Turnpike Troubadours
March 3.....	Panic! At The Disco
March 4 – First Responders Day, presented by BP.....	Old Dominion
March 5.....	Camila Cabello
March 6.....	Luke Combs
March 7.....	Tim McGraw
March 8.....	Zedd
March 9.....	Kane Brown
March 10 – Go Tejano Day.....	Los Tigres del Norte
March 11.....	Zac Brown Band
March 12.....	Kings of Leon
March 13.....	Santana
March 14.....	Chris Stapleton
March 15.....	Cody Johnson
March 16.....	Brad Paisley
March 17.....	George Strait, with special guests Lyle Lovett and Robert Earl Keen (concert only, no rodeo – grounds activities open)

Entertainer Facts

- Collectively, the 2019 entertainers have received: 110 Academy of Country Music awards, 92 Country Music Association awards, 46 GRAMMY awards, 38 American Music awards, 22 Latin Billboard Music awards, seven Latin American Music awards and three Latin GRAMMY awards.
- Twelve of the entertainers from the 2019 lineup are new to the rotating stage: Kacey Musgraves, Prince Royce, Cardi B, Turnpike Troubadours, Panic! At The Disco, Old Dominion, Camila Cabello, Luke Combs, Zedd, Kane Brown, Kings of Leon and Santana.
- The youngest RODEOHOUSTON entertainer, Camila Cabello, is 21-years-old, and the oldest RODEOHOUSTON entertainer is Carlos Santana, 71.
- Two entertainers are members of the RODEOHOUSTON Star Trail of Fame: Brooks & Dunn and George Strait.
- Kacey Musgraves, Cody Johnson, George Strait, Lyle Lovett and Robert Earl Keen are from Texas.
- Two singles by 2019 RODEOHOUSTON artists have more than 800 million streams on Spotify: "The Middle" by Zedd and "Havana" by Camila Cabello.
- Cardi B and Prince Royce are both from the Bronx in New York City, New York.
- In 2017, Prince Royce was named one of Billboard's Top Latin Artists.
- Luke Bryan is currently a judge on the reality singing competition "American Idol."
- Cardi B is the first female rapper to secure two No. 1s on Billboard's Hot 100 Chart from a debut album with "I Like It" and "Bodak Yellow."
- Tim McGraw has acted in seven Hollywood films, including "Friday Night Lights," "Country Strong" and "The Shack."
- Kane Brown is the first country artist in history to have consecutive No. 1 singles on all five Billboard country charts.
- All of Zac Brown Band's music is produced in-house, under the record label Southern Ground, which was started by the band's lead singer, Zac Brown, in 2003.
- Carlos Santana of legendary Rock and Roll group Santana, is a member of three Hall of Fames: Rock and Roll, Latin GRAMMY and GRAMMY.
- 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.
- Brad Paisley wrote or co-wrote 21 of his 24 No. 1 hit singles.
- Lyle Lovett and Robert Earl Keen are longtime friends and began performing music together while attending Texas A&M University.

RODEOHOUSTON

At RODEOHOUSTON, approximately 320 contestants compete in the Super Series and the Super Shootout®: North America's Champions, 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

- Tickets are on sale now at rodeohouston.com.
- Ticket prices start at \$20, plus a \$4 convenience fee.
- Individual Rodeo tickets can be purchased via:
 - online at rodeohouston.com;
 - via AXS mobile app, available for Android and Apple devices or;
 - in person at the NRG Park Box Office, with no service charge.
- All tickets purchased online will be delivered electronically via Flash Mobile Delivery; please allow 48 hours for delivery.
 - To access your purchased tickets, download the AXS mobile app and login with the email used to purchase tickets.

Grounds Admission

- **General Admission:** Adults (13 and over): \$15; Children (3 to 12): \$5; Children 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 general admission, buy a Rodeo ticket to enjoy the grounds plus rodeo and concert.
 - Family Wednesdays – Feb. 27 and March 6 and 13, 2019
 - Free Family Wednesday NRG Park Admission for seniors, 60 and over, and children, 12 and under, until 7 p.m. (does not include rodeo/concert admission).
 - Enjoy \$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.

FOOD STAND

Big Dogs
Candy Factor
Lemons
Sugar Shack
Corn Dog
Swain's Pizza on a Stick

\$2 FOOD ITEM

Mini Churro
Popcorn
Lemonade
Popcorn
Mini Corn Dog
Pretzel

- **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.
 - Planning to attend the grounds three or more times? Buy a 2019 Season Grounds Pass and save.

World's Championship Bar-B-Que Contest Tickets

- **General Admission:** Adults (13 and over): \$20; Children (3 – 12): \$5; Children 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.
- **Season Grounds Pass:** \$35
 - Includes daily admission to the World's Championship Bar-B-Que Contest and the Houston Livestock Show grounds. A Season Grounds Pass does NOT allow entrance into NRG Stadium for the rodeo and concert performance.
 - Planning to attend the grounds three or more times? Buy a 2019 Season Grounds Pass and save.

ECONOMIC IMPACT STUDY

During the 2019 World's Championship Bar-B-Que Contest and the Houston Livestock Show and Rodeo, the Rodeo will be conducting an economic impact study. The study is projected to be completed by the summer of 2019. The last economic impact study was completed in 2010.