powered by

T Mobile®

MOBILE APP

RODEOHOUStON app includes information on all activities happening on the grounds, parking information and maps, rodeo scores and athlete bios, shopping and dining information, social media feeds and fun camera filters.

Download our free RODEOHOUStON® app for Android and iPhone

PLAY RODEO RALLY Earn free Prizes

NEW FOR 2020: Check out the Games & Prizes section of the RODEOHOUStON mobile app to earn digital buckles and FREE prizes.

Visit different areas of the grounds and/or complete tasks, and prizes are awarded based on how many buckles you collect.

#RODEOHOUStON • rodeohouston.com
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Location
NRG Center, Suite 500 (second floor)
3 NRG Park
Houston, TX 77054

Contact
Phone: 832.667.1200
Email: media@rodeohouston.com
Website: rodeohouston.com/media
Submit photo, video and logo requests to media@rodeohouston.com.

Hours
Feb. 18 – 21 & 24 – 29: 9 a.m. – 5 p.m.
March 3 - 22: 8:30 a.m. – 7 p.m. (weekdays) and 8:30 a.m. – 5 p.m. (weekends)

Media Center Amenities
The Media Center is equipped with Wi-Fi, workstations, power outlets and refreshments.

Wi-Fi
Network Name: Rodeo Meeting
Password: 4RodeoMeeting

Interview Requests
To arrange interviews with Rodeo officials, contestants, exhibitors, volunteers, carnival provider, etc., submit your request via email to rader@rodeohouston.com.
Artist interview requests must follow the guidelines listed below.

Artist Interviews
Interviews with artists require prior approval from the artist’s management and/or publicist. Written requests must be submitted via email to media@rodeohouston.com at least 48 hours in advance of the performance.
Media Credential Pickup

» Credentials may be picked up beginning Tuesday, Feb. 18, 2020, in the Media Center during open hours.

» A valid photo ID and business identification card/media pass will be required to pick up credentials.

Individuals are required to sign for their credentials. A credentialed representative may pick up all credentials for his/her staff; this individual is responsible for the credentials once he/she has signed for them.

Policy

Media accreditation is reserved for reporters, writers, videographers, producers and photographers who work for established media outlets. Media credentials will be issued to members of the working media, including production personnel, in the radio, newspaper, digital, magazine and television industries assigned to cover the Houston Livestock Show and Rodeo™.

Freelancers, photographers, bloggers and digital journalists applying for accreditation must provide a letter of assignment from an official publisher or editor with clear assignment details, or provide a detailed explanation of planned coverage. While all applications will be reviewed and considered, the Houston Livestock Show and Rodeo reserves the right to deny any media accreditation application.

The full Media Credential Policy can be reviewed at rodeohouston.com/media.

Credential Usage

» Media credentials must be worn at all times.

» Accredited media must cooperate with the procedures at the gates and security checkpoints at NRG Park.

» Credentials are issued specifically for the person who was approved through the media accreditation process, are non-transferable, and may not be given or loaned to another person for any reason.

» Any media outlet that needs to change the name(s) of its credentialed staff must submit a written request via email to media@rodeohouston.com.

» Lost or stolen media credentials must be immediately reported to the Media Center. Credentials will be canceled, and a replacement credential may be issued.

• Media credentials provide access onto the Rodeo grounds and into the Press Box located on the eighth level of NRG Stadium.

• Media credentials provide access to the NRG Stadium Press Box, located on level 8, with entrance through the West Club Lobby, located on Kirby Dr.

• Media credentials do not provide seating at the rodeo/concert in NRG Stadium.
MEDIA CREDENTIALS

- Media credentials do not provide access to any other area of NRG Stadium.
- Arrangements must be requested and approved in advance with the Communications Department to gain access to other areas of NRG Stadium, including rodeo/concert photography.
- Requests will be evaluated on a case-by-case basis and should be sent via email to media@rodeohouston.com.

» Misuse of a media credential may result in the immediate revoking of the credential, removal from the media areas and loss of future credential privileges for his/her organization.
» The Houston Livestock Show and Rodeo reserves the right to revoke credential privileges for any reason.

Agreement for Use of Intellectual Property

The Accredited Media agrees to abide by the policies and procedures as set forth from time to time by the Houston Livestock Show and Rodeo. All materials obtained pursuant to 2020 media accreditation will be used for legitimate news coverage only. Any secondary or non-editorial commercial use of any photographs, video, audio or depictions of any activities at the Rodeo, recorded by any process and on whatever medium, Feb. 27 through March 22, 2020, is prohibited without prior consent of the Houston Livestock Show and Rodeo.

The Accredited Media agrees that i) photographs, video, audio, or other depictions of any activities at the Rodeo, recorded by any process and on whatever medium, will not be used for any purpose other than for the Accredited Media and ii) it will respect and protect the intellectual property rights of contestants, exhibitors and entertainers.

The Accredited Media agrees to use no more than 30 seconds continuous or four minutes total of moving video in any two-hour period, or more than eight minutes in any six-hour period of news broadcast. Website clips and live streaming will be limited to 30 seconds continuous moving video per individual event (concert, rodeo, etc.).

The Accredited Media acknowledge that all marks and logos and depictions of events, exhibits, competitions, concerts and presentations associated with any part of the 2020 Houston Livestock Show and Rodeo are the intellectual property of the Houston Livestock Show and Rodeo, Inc. and that any photographs, video, audio, or other depictions of any activities at the Rodeo, recorded by any process and on whatever medium, remain the property of the Houston Livestock Show and Rodeo.

The Accredited Media further acknowledges that the names NRG Park, NRG Stadium, NRG Center, NRG Arena and NRG Astrodome are registered trademarks and, as such, the names and depictions of these facilities are the intellectual property of the Harris County Sports & Convention Corporation.
Please refer to your specific pass/hangtag for more detailed instructions.
A limited number of permit parking passes are allocated to designated media outlets, with priority given to local print and broadcast outlets who are on-site covering the Houston Livestock Show and Rodeo for the duration of the Rodeo. It is the responsibility of the media outlet to distribute the parking passes to their staff prior to arriving on-site to cover the Houston Livestock Show and Rodeo. Additional parking pass requests will not be honored.

**Purple Hangtag:** The Purple Lot is located off McNee St. (Gate 15)

**Orange Hangtag:** The Orange hangtag is reserved for broadcast media outlets/broadcast vehicles only. The Orange Lot is located at NRG Parkway East (Gate 2) off Fannin St. Park in Lot 6 on the East side of NRG Center.

**News Media Street Pass:** Street Pass parking privileges are granted only to broadcast media outlets with occupied vehicles during news transmitting activities (i.e. a live broadcast). The vehicle has street parking privileges in all parking lots and drive areas in NRG Park, when engaged in a live broadcast. The Street Pass allows access to Gate 12 (North Stadium) or Gate 2 (Fannin St.) only. (Note: All live trucks must be cleared in advance with the Media team).

**Public Parking:** For additional parking options, visit rodeohouston.com/parking.

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**LOGO REQUESTS**

**Houston Livestock Show and Rodeo™ Logo Requests**

» Logos will be available for media use.

» Logo requests must be submitted via email to media@rodeohouston.com.

» Houston Livestock Show and Rodeo Brand Standards can be reviewed online at rodeohouston.com/media under Quick Links.
Location

NRG Stadium, 8th Floor

» The Press Box is located on the eighth level of the west side of NRG Stadium, along Kirby Drive.

» Enter NRG Stadium through the West VIP Lobby, located on Kirby Drive. Take the elevator to the 8th level. **Note: You must enter through the West VIP Lobby, as your media credential will not allow you to access NRG Stadium via other entry points.**

2020 Press Box Hours

March 3 - 22, 2020

» **Weekdays:** 5:45 p.m. to 10 p.m. (or end of concert)

» **Weekends:** 2:45 p.m. to 7 p.m. (or end of concert)

Press Box Guidelines

» The Press Box is a hospitality and working area for credentialed media only.

» All entrants will be required to sign in.

» Guests under the age of 21 will not be granted access to the Press Box.

» Access to the Press Box requires media credentials.

» Credentials are issued specifically for the person who was approved through the media accreditation process, are non-transferable, and may not be given or loaned to another person for any reason.

» Guest tickets to the Press Box are limited, and all requests will be evaluated on a case-by-case basis.

  • Requests for guest tickets to the Press Box (limited to one accompanying guest) must be submitted by the credentialed media representative to media@rodeohouston.com at least **48 hours in advance of the performance.**

  • If approved, the credentialed media representative will receive an email from media@rodeohouston.com with further instructions on how to access the guest e-ticket.

  • All approved guests must enter and leave with the credentialed media representative and will be required to present their guest e-ticket upon check-in at the Press Box.

  • All Press Box guests MUST be accompanied by an individual with Media Credentials.

» Seating in the Press Box is open to first-come, first-served.

» The Houston Livestock Show and Rodeo reserves the right to remove members of the media and/or their guests from the Press Box if necessary.
PHOTOGRAPHY/VIDEO

PHOTOGRAPHY AND VIDEO GUIDELINES IN NRG STADIUM

Filming of the rodeo and concerts is strictly prohibited.

ROdeo FOOTAGE

» A live media feed of the rodeo action is available each night of the rodeo. For questions regarding access to the live media feed, please contact media@rodeohouston.com.

» Specific video footage may be available to credentialed media outlets. Requests must be submitted via the online Video Footage Request Form at rodeohouston.com/media.

CONCERT FOOTAGE AND PHOTOGRAPHY

» Approximately two minutes of the concert will be streamed via the live media feed after the rodeo concludes, to be credited to the Houston Livestock Show and Rodeo. Media outlets may only use 30 seconds of this concert footage for any broadcast coverage. Media outlets that violate this policy and use more than 30 seconds of concert footage may be denied future access. Note: Concert footage availability is dependent on individual artist approval.

» Photography during the concert is limited. Only credentialed photographers granted prior approval through the Houston Livestock Show and Rodeo on behalf of the artist’s management and/or publicist will be granted access.

  • Approved photographers must follow the guidelines outlined by the artist’s management team, including photography releases, if required.

  • Photo regulations vary by each artist and are typically limited to one song. Instructions will be provided in advance to approved photographers by the Rodeo’s Media Coordinators.

  • To request approval to photograph concerts, email media@rodeohouston.com. Include name of credentialed photographer, cell phone, email, media outlet, and potential run date. Requests must be submitted at least 48 hours in advance of the concert.

» The Rodeo can provide approved photos following the performance, upon request, to be credited to the Houston Livestock Show and Rodeo.

PHOTOGRAPHY AND VIDEO GUIDELINES IN CARNIVAL

Photography and filming of the carnival is permitted, but the Media team must be notified in advance. Please notify the Media team via phone or email if you plan to take photos or film inside the Carnival to avoid any delays or disruption.
Houston Livestock Show and Rodeo™

RODEO FACTS
Visit rodeohouston.com and connect with the Rodeo online via Facebook, Twitter, Instagram and YouTube for all of the latest news.

Rodeo Roundup June 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 announcement of the Rodeo’s 2020 educational commitment of $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.

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

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.

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 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

» 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 complimentary sliced brisket plate.

Auctions
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.
Date and Time Changes

Schedule Changes
- Go Tejano Day, presented by Fiesta Mart – Sunday, March 8
- Black Heritage Day, presented by Kroger – Friday, March 13
- RODEOHOUStON® Super Shootout, presented by Crown Royal – Sunday, March 15
- RODEOHOUStON® Super Series Championship – Sunday, March 22

Family Wednesday
Free Family Wednesday NRG Park Admission for seniors, 60 and over, and children, 12 and under, until noon (previously 7 p.m.). Does not include rodeo/concert admission.

Exhibits & Attractions

Rodeo Rally
Check out the Games & Prizes section of the RODEOHOUStON mobile app to earn digital buckles and free prizes. Visit different areas of the grounds and/or complete tasks, and prizes are awarded based on how many buckles you collect.

The Social Spur
The Social Spur, the Rodeo’s new social lounge, adds an interactive social media experience for Rodeo fans. The Social Spur, located near the McNee entrance, features music, TVs, photo opportunities and engaging activations for visitors. It also offers phone charging stations, a water refill station and seating areas for attendees to relax and recharge during their visit.

Photo Opportunity & Shopping Showcase
Rodeo-goers can get a glimpse of the 2020 shopping opportunities, from clothing to home goods. New items are rotated throughout the exhibit, located inside Hall E in NRG Center. Some of the latest Rodeo fashion trends are showcased here, courtesy of the Rodeo’s retail vendors. The space is also a photo opportunity for fans to show off their own Rodeo fashion.

3-D RODEO Photo Opportunity
Attendees can commemorate their 2020 RODEOHOUStON experience in a big way with a new, larger-than-life 3-D photo opportunity, where the letters speak for themselves. Rodeo guests can wrangle their friends for an Insta-worthy close-up in front of oversized letters that spell out R-O-D-E-O.
Extreme Dogs
This amazing dog show features rescue dogs and includes all your favorite dog sports like agility, dock diving, high jump, weave pole racing, disc and tricks with a brilliant cast. The Extreme Dogs show is located outdoors in The Junction.

Born to Buck®
The Mare and Foal presentation became a RODEOHOUSTON fan-favorite when it debuted in NRG Stadium in 2017, featuring a special tribute that showcases generations of bucking horses and celebrates their athleticism and importance to the sport, and to the cowboys and cowgirls who treat them like family. The Born to Buck exhibit, located in The Junction, allows Rodeo fans to see these special animal athletes up close and gain a better understanding of their lives inside and outside of the Rodeo arena.

Balloon Art
Rodeo-goers can check out the balloon art display, located in AGVENTURE, as an artist creates a balloon-filled mural featuring a scene that will evolve during the run of the Rodeo.

AGVENTURE Park
AGVENTURE Park, located in AGVENTURE, presented by Occidental, offers a parakeet encounter, giving Rodeo-goers the opportunity to visit the walk-in aviary, interact and feed the friendly birds.

Farming Simulator
Rodeo-goers can see how their farming skills stack up against the competition. Farming Simulator is an interactive game that allows players to build their own virtual farm from the ground up. The exhibit, located on the east side of NRG Center, includes six stations where participants may test their farming skills in a timed hay stacking competition. Each competition is featured on-screen for attendees to cheer along their favorite farmer. Farming Simulator has two computer stations that feature the full-length game, so guests can get an in-depth understanding of the virtual world.

Digital Carnival Packs
Half-Price carnival packs are digital for 2020. Rodeo carnival guests will need a smartphone to access their ride/game tickets and coupons by downloading the free RODEOHOUSTON App and the Rodeo Carnival App.
New Carnival Ride


New Carnival Games

» Bottle Up: An old favorite that tests the skills and ability of the player to balance and stand up on a sloped platform.

» Top Glo: A group game that allows a player and 13 friends to compete against each other by spraying a water gun at a target, racing to the top.

New Food Vendors

» American
  • Handmade Burgers, NRG Park The Junction – J405
  • Jasper’s Rattlesnake Round Up, NRG Arena – AR600
  • The Tot Spot & Mac Shack, NRG Park The Junction – J501

» International
  • Island Noodles, NRG Park The Junction – J404

» Mexican
  • El Patio Restaurant, NRG Park Rodeo Plaza – RP75

» Snacks
  • Auntie Anne’s Pretzels, NRG Park Circle Drive – CD204

» Sweets
  • Casa de Yummy, NRG Park The Junction – J401
  • Fredericksburg Mini-Donut Co., NRG Park Circle Drive – CD205

CONTESTS

World’s Championship Bar-B-Que Contest Jr. Cook-off

The World’s Championship Bar-B-Que Contest Jr. Cook-off will be held Saturday, Feb. 29. The contest is open to the Rodeo’s 2020 World Championship Bar-B-Que Contest teams only, and 25 children ages 8-14 years old will be chosen to participate via random drawing. Youth participants will be given one steak to prepare and entries will be judged on appearance/presentation, tenderness and taste. Awards will be presented to the top three contestants.

School Art Graphic Design Poster Contest

High School students who attend a school currently enrolled in the School Art Program may compete by graphically designing an advertising poster encouraging
students to participate in the School Art Program. The top 10 designers will win cash awards, and the winning poster will be printed and distributed to schools to hang in the classrooms.

**Industrial Crafts Competition**

The Industrial Crafts Competition promotes the development of skills in industrial construction through competition. Students from Houston-area school districts will be armed with the project plan, necessary materials and tools to build a barbecue skid/smoker. Constructed projects will be displayed at the east end of NRG Center beginning Friday, March 13, and will be judged by industry experts.

**TRANSPORTATION**

**Uber & Lyft Ride Sharing**

» Drop-offs and pick-ups are in the Miller Lite Yellow Lot 38

» Entrance Gate 16B off Main St.; from the north bound lanes of Main Street is the only access to the lot. There is no left turn lane access allowed from the south bound lanes of Main Street.

**SPECIAL ACCOMMODATIONS**

**Baby Stations**

Baby Stations offer privacy and a quiet atmosphere. The facilities are climate controlled and located in the lobby of the first floor of NRG Center on the east end and inside Hall E of NRG Center near the restrooms. Baby Stations are also located outside in between NRG Stadium and NRG Astrodome, as well as a location at the exit of Fun on the Farm.

**Sensory Friendly Experience**

The Rodeo will host a Sensory Friendly Experience on Thursday, March 5 from 10 a.m. to 1 p.m. in select areas of the carnival to promote an accommodating and positive experience for all Rodeo guests with sensory sensitivities or challenges. During this time, there will be minimal lights and sounds permitted in the carnival.
## ATTENDANCE HISTORY BY YEAR

<table>
<thead>
<tr>
<th>YEAR</th>
<th>TOTAL ATTENDANCE (ALL ACTIVITIES ON THE GROUNDS)</th>
<th>PAID RODEOHOUSTON ATTENDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>2,483,193</td>
<td>1,377,477*</td>
</tr>
<tr>
<td>2016</td>
<td>2,462,030</td>
<td>1,345,983</td>
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<tr>
<td>2017</td>
<td>2,611,176*</td>
<td>1,370,263</td>
</tr>
<tr>
<td>2018</td>
<td>2,408,550</td>
<td>1,346,388</td>
</tr>
<tr>
<td>2019</td>
<td>2,506,263</td>
<td>1,337,725</td>
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</tbody>
</table>

*Attendance record
### Top Five Paid Rodeo/Concert Attendance Records

**Individual Performances**

<table>
<thead>
<tr>
<th>RANK</th>
<th>DATE</th>
<th>ATTENDANCE</th>
<th>PERFORMER(S)</th>
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<tbody>
<tr>
<td>1</td>
<td>Sunday, March 10, 2019 Go Tejano Day</td>
<td>75,586</td>
<td>Los Tigres Del Norte</td>
</tr>
<tr>
<td>2</td>
<td>Friday, March 1, 2019 Black Heritage Day</td>
<td>75,580</td>
<td>Cardi B</td>
</tr>
<tr>
<td>3</td>
<td>Sunday, March 18, 2018</td>
<td>75,577</td>
<td>Garth Brooks</td>
</tr>
<tr>
<td>4</td>
<td>Sunday, March 11, 2018 Go Tejano Day</td>
<td>75,565</td>
<td>Calibre 50</td>
</tr>
<tr>
<td>5</td>
<td>Sunday, March 19, 2017 Go Tejano Day</td>
<td>75,557</td>
<td>Banda El Recodo</td>
</tr>
</tbody>
</table>
Houston Livestock Show and Rodeo™

EVENTS & ATTRACTIONS
**Daily Recurring Activities:** Tuesday, March 3 – Sunday, March 22
Gates open at 8 a.m.

**AGVENTURE, presented by Occidental**
AGVENTURE Park (Horticulture, Parakeet Encounter, Honey Bees), Aquaponics, Balloon Art, Birthing Center, Breed Row Barn, Petting Zoo, Pony Rides, Poultry, Rabbits, Touch Tanks, Tour of Texas, We’re Small Y’all Barn:
Daily: 9 a.m. – 9 p.m.

**Milking Parlor Demonstrations:**
Monday – Friday: 9:30 a.m. – 2:30 p.m.; 4 – 6 p.m.
Saturday & Sunday: 10 a.m. – 6 p.m.

**The Junction**
*Born to Buck*: 10 a.m. to 7 p.m.
*Extreme Dogs*: 10 a.m., noon, 4 and 6 p.m.
*Fun on the Farm*: 10 a.m. to 7 p.m.
*Mutton Bustin’ presented by H-E-B*: 11 a.m. to 7 p.m.
(starts every hour; registration begins at 10 a.m.)
*Petting Zoo*: 9 a.m. to 9 p.m.
*Pig Races*: 10:30 and 11:30 a.m.; 12:30, 1:30, 3:30, 4:30, 5:30, and 6:30 p.m.

**Shopping & Dining**
*NRG Arena, NRG Center & NRG Park*: Daily: 10 a.m. to 9 p.m.
*Lone Star Market*: Daily: 2 p.m. to 9 p.m.

**Champion Wine Garden, presented by Frost Bank**
Mondays – Thursdays: 4 to 11 p.m.
Fridays: 4 p.m. to midnight
Saturdays: 11 a.m. to midnight
Sundays: 10 a.m. - 10 p.m.

**Daily Schedule**
View the complete daily schedule at rodeohouston.com or download the RODEOHOUSTON mobile app for Android and Apple devices. To receive a daily email with the Rodeo’s daily schedule of events, email media@rodeohouston.com.

**Entertainment**
After each night’s rodeo competition, a musical entertainer performs at RODEOHOUSTON.

- Weekday rodeos start at 6:45 p.m. The entertainer takes the stage at approximately 8:45 p.m. NRG Stadium gates open at 6 p.m.
- Weekend rodeos start at 3:45 p.m. The entertainer takes the stage at approximately 5:45 p.m. NRG Stadium gates open at 3 p.m.
STAR ENTERTAINER LINEUP
rodeohouston.com

WEDNESDAY

11  KANE BROWN

THURSDAY

12  CODY JOHNSON

FRIDAY

13  LIZZO

SATURDAY

14  JON PARDI

18  KHALID

19  CHRIS STAPLETON

20  MARSHMELLO

21  BRAD PAISLEY

WILLIE NELSON
Armed Forces Appreciation Day
presented by BHP

BECKY G

CHANCE THE RAPPER

MAREN MORRIS

Black Heritage Day
presented by Kroger

armedforcesappreciationday.com
Entertainer Facts

» Collectively, the 2020 entertainers have received:
  • 59 Country Music Association Awards
  • 34 GRAMMY Awards
  • 28 American Music Awards
  • 14 Academy of Country Music Awards
  • 9 Billboard Music Awards
  • 4 Latin American Music Awards
  • 2 Latin GRAMMY Awards

» 10 of the entertainers from the 2020 lineup are new to the rotating stage:
  • Midland
  • Becky G.
  • Chance the Rapper
  • Maren Morris
  • NCT 127
  • Lizzo
  • Jon Pardi
  • Gwen Stefani
  • Khalid
  • Marshmello

» 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 Wille 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 Elsik High School and the University of Houston before starting her music career.
» In 2018, Marshmello was named to Forbes 30 Under 30 list.
Houston Livestock Show and Rodeo™

AUCTIONS
The Houston Livestock Show and Rodeo junior market auctions reward young Texas 4-H and FFA students for their hard work year-round. Volunteers on the four auction committees ensure that all exhibitors who make the auction receives above-market prices for their junior market animals. Additionally, various commercial livestock sales are held during the Rodeo.

### 2020 SCHEDULE

<table>
<thead>
<tr>
<th>AUCTION</th>
<th>DATE</th>
<th>TIME</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rodeo Uncorked! Champion Wine Auction &amp; Dinner</td>
<td>March 1</td>
<td>6 p.m.</td>
<td>NRG Center, 2nd Floor</td>
</tr>
<tr>
<td>Junior Commercial Steer Sale</td>
<td>March 9</td>
<td>2 p.m.</td>
<td>NRG Arena, Sales Pavilion</td>
</tr>
<tr>
<td>Junior Market Lamb &amp; Goat Auction</td>
<td>March 13</td>
<td>noon</td>
<td>NRG Arena, Sales Pavilion</td>
</tr>
<tr>
<td>Junior Market Poultry Auction</td>
<td>March 14</td>
<td>noon</td>
<td>NRG Arena, Sales Pavilion</td>
</tr>
<tr>
<td>School Art Auction</td>
<td>March 15</td>
<td>noon</td>
<td>NRG Arena, Sales Pavilion</td>
</tr>
<tr>
<td>Junior Market Barrow Auction</td>
<td>March 20</td>
<td>noon</td>
<td>NRG Arena, Sales Pavilion</td>
</tr>
<tr>
<td>Junior Market Steer Auction</td>
<td>March 21</td>
<td>11 a.m.</td>
<td>NRG Arena, Sales Pavilion</td>
</tr>
</tbody>
</table>
Grand Champion Barrow
Exhibitor: Karley Willenborg, 14
Hometown: Waco, Texas
Club/Chapter: McLennan County 4-H
Price: $245,000 (world record)
Buyers: Jackie and Jon Hodges,
Gary Lawrence – Aura Engineering LLC,
Stronghold Companies,
and Shannon and Joe Underwood
World Record: $245,000 (2019)

Reserve Champion Barrow
Exhibitor: Sydney Crowder, 15
Hometown: Bullard, Texas
Club/Chapter: Bullard FFA
Price: $195,000 (world record)
Buyers: R.L. Walker Transport, Scott Walker,
and Sheri and Rob Walker
World Record: $195,000 (2019)

Grand Champion Broilers
Exhibitor: Logan Grimm, 18
Hometown: Tomball, Texas
Club/Chapter: Tomball FFA
Price: $220,000 (world record)
Buyers: Kristina and Paul Somerville
World Record: $220,000 (2019)

Reserve Champion Broilers
Exhibitor: Abigail Harmon, 16
Hometown: Conroe, Texas
Club/Chapter: Montgomery County 4-H
Price: $165,000 (world record)
Buyers: Jeff Aronoff, Budweiser,
Victoria and Parker Johnson, and Gregory Miller
World Record: $165,000 (2019)
Grand Champion Goat
Exhibitor: Turner Matkin, 13
Hometown: Boerne, Texas
Club/Chapter: Kendall County 4-H
Price: $183,000 (world record)
Buyers: Mary and Ken Hucherson, Anne and Chris Richardson, Kristina and Paul Somerville, and Pam and Archie Thompson
World Record: $183,000 (2019)

Reserve Champion Goat
Exhibitor: Cody Sells, 16
Hometown: Thrall, Texas
Club/Chapter: Williamson County 4-H
Price: $100,000
Buyers: John Cangelosi, Lauren and Chris Lewis, Amy and Mark Melton, and April and Scott Townsend
World Record: $147,000 (2016)

Grand Champion Lamb
Exhibitor: Jaylin Smith, 17
Hometown: Eastland, Texas
Club/Chapter: Eastland FFA
Price: $325,000 (world record)
Buyers: Mindy and Jeff Hildebrand, and the Hildebrand Family in memory of Dr. Tommy and Ruth Ann Hildebrand
World Record: $325,000 (2019)

Reserve Champion Lamb
Exhibitor: Madellyne Adams, 16
Hometown: Brownwood, Texas
Club/Chapter: Brown County 4-H
Price: $120,000
Buyers: Tammy, Peyton and Mitchell Barrier; Michelle Iversen Jeffery; KCEF Foundation – Cookie Michael; and Pamela M. Logsdon CPA
World Record: $145,000 (2015)
Grand Champion Steer
Exhibitor: Lillyan Digby, 18
Hometown: Hermleigh, Texas
Club/Chapter: Scurry County 4-H
Price: $625,000 (world record)
World Record: $625,000 (2019)

Reserve Champion Steer
Exhibitor: Ethan Drager, 15
Hometown: Bridgeport, Texas
Club/Chapter: Wise County 4-H
Price: $367,000 (world record)
Buyers: Champagne Cowgirls
World Record: $367,000 (2019)

Grand Champion Turkey
Exhibitor: Blake Koether, 14
Hometown: Sinton, Texas
Club/Chapter: Sinton FFA
Price: $190,000 (world record)
Buyers: Wade Gibson, Scott Walker, Sheri and Rob Walker, and R.L. Walker Transport
World Record: $190,000 (2019)

Reserve Champion Turkey
Exhibitor: Ty Pargmann, 16
Hometown: Atkins, Texas
Club/Chapter: Wilson County 4-H
Price: $177,000 (world record)
Buyers: Debbie Adams and Ron Logan, Nancy Kennedy and Judy and Tyson Kennedy, Mach Industrial Group, and Shirley and Randy Meyer
World Record: $177,000 (2019)
**Grand Champion Art**

*Exhibitor:* Hector Maldonado, 18  
*Hometown:* Pasadena, Texas  
*School District:* Pasadena ISD  
*Art:* colored drawing, “After the Storm Comes a Calm”  
*Price:* $240,000 (Rodeo record)  
*Buyers:* Mary and Ken Hucherson, Kristina and Paul Somerville, Jennifer and Joe Van Matre, and Lynda and Jim Winne  
*Rodeo Record:* $240,000 (2019)

**Reserve Champion Art**

*Exhibitor:* Melissa Sosa, 17  
*Hometown:* Pasadena, Texas  
*School District:* Pasadena ISD  
*Art:* painting, “Wouldn’t Change a Thing”  
*Price:* $180,000  
*Buyers:* Terry and Dr. Joe Agris, Sharon and George Buschardt, Cheryl and Gary Deitcher, and Rene and Taylor Whitaker  
*Rodeo Record:* $221,000 (2017)

**Grand Champion Wine**

*Wine:* Graham Beck Brut Rosé, Robertson NV  
*Price:* $150,000  
*Buyers:* Randa and Ray Gilliam, Kristina and Paul Somerville, Jennifer and Joe Van Matre, and Sheridan and John Eddie Williams

**Reserve Champion Wine**

*Wine:* Bodegas Muriel Reserva, Rioja DOCa, 2013  
*Price:* $120,000  
*Buyers:* Andrea and Bruce Bryant, Kathy and Gene Clark, Melinda and Pete Ruman, and The Wine Cru
Houston Livestock Show and Rodeo™

EDUCATIONAL SUPPORT
Since the Houston Livestock Show and Rodeo began in 1932, more than $500 million has been committed to the youth of Texas and education. The Rodeo has presented nearly 19,000 scholarships since the first scholarship was awarded in 1957.
Since its beginning in 1932, the Houston Livestock Show and Rodeo™ has committed more than $500 million to Texas youth and education.

<table>
<thead>
<tr>
<th>SCHOLARSHIPS</th>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td>Scholarships</td>
<td>$14,286,000</td>
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<tr>
<td>Junior Show Exhibitors</td>
<td>$8,309,250</td>
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<tr>
<td>Educational Program Grants</td>
<td>$3,746,720</td>
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<tr>
<td>Graduate Assistantships</td>
<td>$662,240</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$27,004,210</strong></td>
</tr>
</tbody>
</table>

**SCHOLARSHIPS**

**GEOGRAPHIC SCHOLARSHIPS**
- Houston Area: $7,000,000 350, $20,000 scholarships
- Area Go Texan: $1,580,000 79, $20,000 scholarships

**SPECIALTY SCHOLARSHIPS**
- Texas 4-H: $1,400,000 70, $20,000 scholarships
- Texas FFA: $1,400,000 70, $20,000 scholarships
- Achievement: $1,200,000 approximately 100, current junior & senior Rodeo scholars
- Exhibitor: $600,000 30, $20,000 scholarships
- Hildebrand Family: $300,000 approximately 15, $20,000 scholarships
- School Art: $300,000 15, $20,000 scholarships
- Military: $100,000 5, $20,000 scholarships

**FUNDED SCHOLARSHIPS**
- Vocational Scholarship Funding: $300,000 funds awarded to colleges/institutions for disbursement
- Texas A&M University College of Veterinary Medicine: $96,000 six, $16,000 scholarships
- Texas Christian University Ranch Management Program: $10,000 four, $2,500 scholarships
GRADUATE ASSISTANTSHIPS

Angelo State University
Sam Houston State University
Stephen F. Austin State University
Sul Ross State University
Tarleton State University
Texas A&M University
Texas A&M University – Commerce
Texas A&M University – Kingsville
Texas State University
Texas Tech University
West Texas A&M University

EDUCATIONAL PROGRAM GRANTS

AFA
Alley Theatre
Archway Academy
BakerRipley
Barbara Bush Houston Literacy Foundation
Baylor Research Advocates for Student Scientists
Big Brothers Big Sisters Lone Star Books Between Kids
Borderlands Research Institute – Sul Ross State University
Boys and Girls Clubs of Greater Houston
Breakthrough Houston
Brookwood Community
Camp For All
The Center for Hearing and Speech
Children’s Museum of Houston
Council on Recovery
Crime Stoppers of Houston
Cristo Rey Jesuit College Preparatory School of Houston
Girl Scouts of San Jacinto
Glassell School of Art
H.E.A.R.T – Housing, Entrepreneurship and Readiness Training
The Hobby Center Foundation
Houston Ballet Foundation
Houston Community College
Houston Grand Opera
Houston Health Foundation
Houston Hispanic Forum
Houston Police Foundation
Houston SPCA
Houston Symphony
Houston Zoo
King Ranch Institute for Ranch Management
Medilife Houston
Memorial Park Conservancy
Miracle Farm
NASA – Texas Aerospace Scholars
Neuhaus Education Center
Prairie View A&M University Project GRAD Houston
The Rise School of Houston
Sam Houston State University
Schreiner University – Western Art Academy Workshop
SIRE Therapeutic Horsemanship
Small Steps Nurturing Center
Teach For America – Houston
Texas 4-H
• State 4-H Congress
• State 4-H Leadership Conference
• Striving for Leadership
Texas A&M University:
• Beef Cattle Short Course
• Bush School of Government and Public Service
• Entrepreneurship Bootcamp for Veterans
Texas FFA Association
• National Career Development Event Support
• Leadership Development Events
• State Leadership Conference and Area Conferences
Texas Parks and Wildlife Foundation
Texas Ranger Association Foundation
Texas Tech University
Texas Wildlife Association Foundation
Theatre Under The Stars
• Community Engagement Programming
• The River Performing and Visual Arts Center
The University of Texas at Austin – UTeach
To Educate All Children – TEACH
University of Houston – Clear Lake Center for Autism and Development Disabilities
UTHealth
Writers in the Schools
Yellowstone Academy
YMCA of Greater Houston
OFFICIALS
The Executive Committee gives aid and authority to the officers and managers of the Houston Livestock Show and Rodeo. Responsible for carrying out the purposes and policies of the board of directors, the Executive Committee ensures orderly operation and management of the Rodeo as a civic and educational event.

The Executive Committee shall consist of a minimum of 11 voting members, including the chairman of the board, the past chairman of the board for each of the immediately preceding nine years and at least five members who are elected at large from the board of directors.
Each Houston Livestock Show and Rodeo vice president is elected by the board of directors at its yearly meeting following the Rodeo’s annual meeting. These vice presidents are elected for one-year terms, serving no more than three successive years.

Serving as officer in charge, each vice president handles many committee assignments. In addition to serving as a Rodeo representative, vice presidents provide vital leadership essential to keeping the Rodeo vibrant and progressive.

1st Term
- Robert Clay
- John Giannukos
- John Glithero
- Alicia Jimerson
- Chris Underbrink
- Duncan Underwood

2nd Term
- Thomas J. Baker III
- Ed DeCora
- E.R. “Butch” Guerrero
- Bill Hanna
- Emmett O. Story Jr.
- Tonya Yurgensen-Jacks

3rd Term
- Roger Camp
- J W Daubert III
- Terence H. Fontaine, Ed.D.
- Kelly J. Larkin, M.D.
- Mike Moss
- Taylor Whitaker
On June 1, 2017, the Houston Livestock Show and Rodeo board of directors elected Jim Winne as its chairman of the board.

A Rodeo member since 1980, Winne began volunteering for the organization as a member of the Calf Scramble Donors Committee, serving in many different capacities until his appointment as committee chairman in 2004. He joined the Steer Auction Committee in 2001 and earned the rookie of the year award.

In 2004, Winne was elected a Rodeo director, and from 2006 to 2008, served as a vice president and officer in charge of the Calf Scramble Arena, Calf Scramble Donors, Calf Scramble Greeters, Parade, Rodeo Contestants Hospitality, Rodeo Operations, Special Children's and Trail Ride committees. In 2014, Winne was elected as a member of the Rodeo’s Executive Committee.

“The Rodeo and the people I have met volunteering over the years hold a very special place in my heart,” Winne said. “I have spent more than 35 years in the Texas business community and have held positions on public, private and charitable boards. I look forward to utilizing those past experiences and hope to contribute to the continuing success of the Rodeo.”

With a long family history in rodeo and ranching, Winne won the 1981 Texas Rodeo Association champion bareback rider title.

Winne was a founder, chairman and CEO of Legend Natural Gas companies, and retired in 2013 after 35 years in the oil and gas industry.

He and his wife, Lynda, a member of the Calf Scramble Donors Committee, live in Fulshear, Texas. Winne has one daughter, McKenzy, who is a current Rodeo member and former member of the Jr. Rodeo Committee. She raises cattle with her father.
Brady Carruth has deep ties to the Houston Livestock Show and Rodeo™. His father, Allen H. “Buddy” Carruth, was a Rodeo president and served as chairman of the board from 1979 to 1981. His mother, Ethel Carruth, was a past chairman and passionate supporter of the Rodeo’s School Art Committee.

Carruth first became a member of the Houston Livestock Show and Rodeo in 1970. He joined the Lamb Auction Committee in 1982, working his way through the volunteer ranks to become chairman of the committee in 1996.

In 1998, he was elected a Rodeo vice president, serving as officer in charge of the Ladies’ Go Texan, Ladies’ Season Box, School Art, Special Children’s and Western Art committees. Carruth has been a member of the Rodeo’s Executive Committee since 2013 and will begin his tenure as Chairman of the Board in 2020.

“It is truly an honor to be named as the Houston Livestock Show and Rodeo chairman – elect of the board,” said Carruth. “The Rodeo has a powerful impact on Texas students, and I look forward to working with the volunteers and staff to continue the success of this great organization.”

Carruth currently serves as the president of Gulf Coast Capital Corp. and is heavily involved with several Houston-area organizations. He and his wife, Zane, live in Houston.
Joel Cowley serves as the president and chief executive officer of the Houston Livestock Show and Rodeo, where is responsible for the efforts of more than 35,000 volunteers and more than 120 full-time staff in conducting a 23-day event that draws nearly 34,000 livestock show entries and an annual attendance of more than 2.4 million. He began working at the Rodeo in 2005 as the executive director of Agricultural Exhibits and Competitions and was promoted to president and CEO in 2013. His prior experience includes working in the food service and international divisions at Certified Angus Beef LLC, serving as an extension beef cattle specialist at Michigan State University, and coaching the senior livestock judging team at Texas A&M University.

Cowley has been active on a number of boards, including the Greater Houston Convention and Visitors Bureau, the 4-H Foundation, the Texas FFA Foundation, the University of Houston Bauer College of Business, and the Super Bowl LI Community Council. He was named the 2017 Executive Communicator of the Year by the Houston Chapter of the International Association of Business Communicators. In 2019, the Houston Business Journal named Cowley one of Houston’s “Most Admired CEO’s” in the nonprofit sector. He was among 17 nonprofit leaders selected for the award, which recognized local leaders for their civic involvement and career achievement.

He holds an associate’s degree in agricultural education from Northeastern Junior College, a bachelor’s degree in animal science from Colorado State University, a master’s degree in animal science from Texas A&M University, and an MBA from Michigan State University.

Cowley resides in Richmond, Texas. He and his wife, Tammy, have two daughters.