

HOUSTON LIVESTOCK SHOW AND RODEO™

2025

MEDIA GUIDE

MARCH 4 - 23

RODEOHOUSTON.COM



AGRICULTURE

EDUCATION

ENTERTAINMENT

WESTERN HERITAGE

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.

93 YEARS OF LEGACY

\$630 MILLION

TO TEXAS YOUTH AND EDUCATION

Since the Houston Livestock Show and Rodeo began in 1932, more than \$630 million has been committed to the youth of Texas and education through scholarships, junior show exhibitors, educational program grants and graduate assistantships.

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Houston Livestock Show and Rodeo™

MEDIA RELATIONS



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 and Press Box guest ticket requests to media@rodeohouston.com.

HOURS

Feb. 24 – March 1: 9 a.m. – 5 p.m.

Closed March 2

March 3 – 23: 9 a.m. – 9 p.m. (weekdays) and 9 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

MEDIA RELATIONS

MEDIA CREDENTIALS

MEDIA CREDENTIAL PICKUP

- 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 and bloggers applying for accreditation must provide, if requested, a letter of assignment from an official publisher or editor with clear assignment details.

MEDIA RELATIONS

MEDIA CREDENTIALS

All outlets must 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 always worn. 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, the Media Center and into the Press Box at NRG Stadium.
 - The Press Box must be accessed through the West Club Lobby, located on Kirby Dr.
 - Media credentials do not provide seating at the rodeo/concert in NRG Stadium.
 - Media credentials do not provide access to any other area of NRG Stadium.

MEDIA RELATIONS

MEDIA CREDENTIALS

- 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 set forth by the Houston Livestock Show and Rodeo. All materials obtained pursuant to 2025 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**, March 4-23, 2025, 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 from any events in NRG Stadium in any two-hour period, or more than eight minutes in any six-hour period of

MEDIA RELATIONS MEDIA CREDENTIALS

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 2025 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.

MEDIA RELATIONS INTERVIEW REQUESTS

INTERVIEW REQUESTS

To arrange interviews with Rodeo officials, contestants, exhibitors, volunteers, carnival provider, vendor, etc., submit your request via email to msaenz@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 RELATIONS MEDIA PARKING



MEDIA RELATIONS

MEDIA PARKING

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.

The media outlet is responsible for distributing the parking passes to their staff before 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 by the Media team).

MEDIA RELATIONS

PRESS BOX

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.

HOURS

March. 4 – March 23, 2025

Weekdays: 6 to 10 p.m. (or end of concert)

Weekends: 2 to 6 p.m. (or end of concert)

GUIDELINES

- › Access to the Press Box requires media credentials unless you are a guest of an individual who is credentialed.
- › The Press Box is a hospitality and working area for credentialed media only.
- › All entrants will be required to sign in.
- › 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.

MEDIA RELATIONS

PRESS BOX

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

MEDIA RELATIONS

PHOTOGRAPHY & VIDEO

Guidelines in NRG Stadium

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 also 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.

MEDIA RELATIONS

PHOTOGRAPHY & VIDEO

- 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. Requests should be sent via email to media@rodeohouston.com.



MEDIA RELATIONS

PHOTOGRAPHY & VIDEO

Guidelines in Carnival

PHOTOGRAPHY AND VIDEO GUIDELINES IN CARNIVAL

Photography and filming of the Carnival, presented by First Community, 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™ LOGO REQUESTS

- › Logos are available for media use.
- › Logo requests must be submitted via email to media@rodeohouston.com.
- › Houston Livestock Show and Rodeo logo usage guidelines can be reviewed online at rodeohouston.com/media under Quick Links.



BROADCAST MEDIA SHOOTING GUIDELINES

All working broadcast media must inform the Houston Livestock Show and Rodeo media team when they are on property (NRG Park). The Rodeo media team will inform security and Rodeo staff. This will alleviate any issues for crews while filming during the event.

RODEO ESCORT **REQUIRED** ON GROUNDS:

- › A live shot with a live interview
- › Interviewing any Rodeo staff
- › Interviewing children (under 16)

ESCORT **NOT REQUIRED** ON GROUNDS:

- › Live shot without any live interviews
Must still inform media team about topic and location for livestock. Escort is preferred.
- › Collecting B-ROLL
- › Interviewing MOS (not live)
- › Editing or any work-related activities aside from videography
- › The Rodeo Media team needs to be notified where broadcast media will be located on the grounds if they are gathering B-ROLL or interviewing MOS (i.e. Carnival area, NRG Center, NRG Arena etc.) This way the media team can inform staff and security in that area.
Please text Marisa with location updates (713) 819-4773.

A light blue line-art silhouette of a cowboy in a riding stance, centered on a dark blue textured background. The cowboy is wearing a wide-brimmed hat and chaps. The word "FACTS" is superimposed over the cowboy's midsection.

Houston Livestock Show and Rodeo™

FACTS

A thick, horizontal orange brushstroke that spans the width of the word "FACTS", positioned directly below it.

FACTS

2025 FACT SHEET

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

World's Championship Bar-B-Que Contest

presented by Cotton Holdings Thurs., Feb. 27 – Sat., March 1, 2025

Rodeo Roundup Fri., Feb. 28, 2025

Go Texan Day Fri., Feb. 28, 2025

Trail Rides arrive at Memorial Park Fri., Feb. 28, 2025

Rodeo Run, presented by ConocoPhillips Sat., March 1, 2025

Downtown Rodeo Parade Sat., March 1, 2025

Houston Livestock Show and Rodeo™ Tues., March 4 – Sun., March 23, 2025

Opening Day, presented by Shell Federal Credit Union Tues., March 4, 2025

Armed Forces Appreciation Day,

presented by Crown Royal Wed., March 5, 2025

Black Heritage Day, presented by Kroger Fri., March 7, 2025

First Responders Day, presented by BP America Mon., March 10, 2025

Community Day, presented by TC Energy Wed., March 12, 2025

Volunteer Appreciation Day, presented by Phillips 66 Thurs., March 13, 2025

Go Tejano Day, presented by Fiesta Mart Sun. March 16, 2025

RODEOHOUSTON® Championship Sun., March 23, 2025

FACTS

2025 FACT SHEET

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.

2025 EDUCATIONAL COMMITMENT

The Rodeo is pledging a historic \$28 million to support student success in 2025—the most committed in nearly 93 years. The Rodeo's 2025 educational commitment will award \$14.7 million in scholarships, more than \$9.7 million to junior show exhibitors, more than \$3 million in educational program grants and more than \$481,000 to graduate assistantship programs across Texas.

SCHOLARSHIPS:

\$14,718,000

EDUCATIONAL PROGRAM GRANTS:

\$3,095,554

JUNIOR SHOW EXHIBITORS:

\$3,095,554

GRADUATE ASSISTANTSHIPS:

\$481,100

Since its beginning in 1932, the Rodeo has committed more than \$630 million to the youth of Texas and education.

ECONOMIC IMPACT TO GREATER HOUSTON

The 2024 Rodeo generated a total economic impact of \$326 million and total economic activity of \$597 million in Greater Houston, according to the Rodeo's 2024 Economic Impact Study, conducted by Economics Analytics Consulting, LLC. That is a 43% increase of economic impact and a 53% increase in economic activity compared to 2019.

➤ **Total Economic Impact:** \$326 million

➤ **Total Economic Activity:** \$597 million

For comparison:

➤ The College Football Playoffs in Houston had a total economic impact of \$200M.

➤ The Final Four in Houston had a total economic impact of \$270M.

➤ The total number of direct jobs (3,538) is also equivalent to the graduating class at Rice University.

Economic impact measures the economic effects of new spending in Greater Houston generated by visitors attending the 2024 Rodeo, while the economic activity provides a measure of the full economic power of the Rodeo by quantifying the total spending in Greater Houston generated by everyone who attends.

ACCESSIBILITY

Sign Language Interpreters: We will livestream sign language interpreter services every night of RODEOHOUSTON® which includes all RODEOHOUSTON events and performances in NRG Stadium. Livestream is available through a protected link streamed straight to your smart device. For questions and access regarding the livestream, please contact questions@rodeohouston.com or go to the nearest Guest Services booth the night of the Show.

RODEOHOUSTON® HALL OF FAME

Leon Coffee is the sole inductee for the second class of the Hall of Fame. Last year, Coffee rolled his barrel out for the last time at RODEOHOUSTON marking the end of an era, but not his rodeo legacy. In 2025, Coffee will trade the arena floor for the fan zone and stands, bringing his legendary charm and wit to entertain guests in new ways. His infectious spirit and larger-than-life personality will continue to be a hallmark of the event, ensuring that Coffee remains an integral part of the RODEOHOUSTON experience.

The Houston Livestock Show and Rodeo announced the RODEOHOUSTON Hall of Fame and the inaugural class of 2024. Three individuals were inducted during the RODEOHOUSTON finals in 2024; Mike Cervi, Charmayne James and Bob Tallman.

The RODEOHOUSTON Hall of Fame will recognize individuals and animals for their impact on the success and longevity of the Rodeo. Future honorees will include past and present Rodeo contractor personnel, contestants, stock and stock contractors. A temporary display can be seen inside NRG Stadium for fans to visit throughout the 20-day event. A permanent display is on the second floor of NRG Center and highlights all Hall of Fame inductees. Coffee will be inducted to the Hall of Fame on the first Sunday of the Houston Livestock Show and Rodeo.

RODEOHOUSTON PURSE INCREASE

Houston Livestock Show and Rodeo officials announced the purse payout for RODEOHOUSTON's 2025 Rodeo will increase by \$355,500, making the total payout \$2,533,500. Responding to valuable athlete feedback, increasing the total purse to \$2.5 million was a decision the Rodeo was proud to make. For each of the eight events, the total payout has now increased from \$242,000 to \$281,500. The Rodeo events include tie-down roping, bareback riding, team roping, saddle bronc riding, steer wrestling, barrel racing, breakaway roping and bull riding.

FACTS WHAT'S NEW IN 2025

There are eight Rodeo events organized into five three-day Super Series, two Semifinal rounds, two Wild Card rounds, and a Championship round. The Championship includes 10 athletes competing in each event, with the top four immediately competing in a Championship Shootout Round to determine the event champion and the now \$65,000 prize winner, a \$15,000 increase from 2024. The Houston Livestock Show and Rodeo continues to be the richest regular season rodeo.

RODEOHOUSTON'S NEW BARRELMAN

John Harrison was announced in mid-October. Harrison is one of the most accomplished barrelmen in the sport, having made 13 appearances at the National Finals Rodeo (NFR) and named PRCA Clown/Barrelman of the Year in 2024, his tenth time winning the award. Harrison also took home Comedy Act of the Year for the eighth time in 2023. Originally from Soper, Oklahoma, Harrison and his family, known as "The Clown Family," among rodeo fans and professionals, now travel across the country year-round as a group. Coffee personally handpicked Harrison, expressing confidence in his ability to captivate audiences at RODEOHOUSTON.

CHAIRMAN'S PARTY DECK, PRESENTED BY AXS

Previously known as the Chairman's Club, the exclusive spot in NRG Center is being reimagined this year! The new theme of the space will be a crossover of Cowboy Disco x Rustic. There will be live entertainment before Grand Entry begins. There will also be nightly signature cocktails inspired by entertainers. Guests can enjoy all you can eat and drink.

- › This is open to the public for ticket purchase
- › Limited number of tickets available for each evening
- › No season tickets are available for the Chairman's Party Deck

FACTS

WHAT'S NEW IN 2025

AGVENTURE, PRESENTED BY OXY

AGVENTURE, presented by Oxy, is comprised of our soil and bee exhibits. Our bee exhibit is manned by expert beekeepers who go into detail about bees and how you can become a beekeeper! The exhibits will be transformed into an interactive and educational exhibit where children (and adults) can learn the importance of bees and soil to agriculture. The attraction will keep its familiar favorites – sunflower planting and live chats with expert beekeepers however we will be adding updated ag facts, photo opportunities, and seating for our younger attendees.

NEW ART INSTALLATION

A striking 100-foot mural by Houston-based artistic duo Made X Chilly (pronounced “Made By Chilly”) will debut at this year’s Houston Livestock Show and Rodeo. Artists Chelsea Lemmons and Ileana Hamilton, known for their innovative multi-medium approach, will create this large-scale installation across from the popular Mutton Bustin’ area near the Naomi entrance to NRG Park. The mural represents a significant addition to the Rodeo’s cultural landscape and showcases local artistic talent. The mural will be unveiled on Thursday, February 27, 2025. Time is to be announced.

- › **Location:** Naomi entrance area, NRG Park
- › **Size:** Approximately 100 feet in length
- › **Artists:** Made X Chilly (Chelsea Lemmons and Ileana Hamilton)
- › **Medium:** Mixed media installation

FACTS WHAT'S NEW IN 2025

VIRTUAL CHUCKWAGON, SPONSORED BY VERIZON

The Rodeo's first ever Virtual Chuck Wagon, sponsored by Verizon, is an interactive technology experience blending Western Heritage and friendly competition into a unique, real-life game simulation for a chance to win fun prizes. Participants will saddle up, hold onto the horse's reins, and be transported onto the Rodeo dirt to compete in a two-lap virtual whirlwind race. Just like the RODEOHOUSTON® Chuck Wagon Races inside NRG Stadium, sponsored wagons will be represented in the virtual experience. Riders can track the day's winning teams on a leaderboard displayed alongside the game. This will be available to all Rodeo guests free of charge and will be located in Hall C inside NRG Center.

NEW SHOPPING

All About Dips
Branded Royalty
Crum Art
Ferrell Brands
Hogue Landscape Services
Ida Mae Home
Iron Oak Apparel
Mi Amor - Just for You
North Carolina Fudge
November Maker
Rockwell Tharp
Ryan House Candles
Spencer's Custom Wood
Texas Moon Gourmet Toffee
The Hive
Vintage Boho Bags
Weaver Livestock Supply
Yipiokia

FACTS WHAT'S NEW IN 2025

NEW FOOD VENDORS

Drizzle Cheesecakes
Mamacita's
Miabellas Coffee
Once Upon a Cone
Palmer's Hot Chicken, Catfish and Shrimp
Richie's Cheese Curd Tacos
Taco Love

SCAN FOR FULL DAILY SCHEDULE



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.

HLSR COMMUNITY COALITION

HLSR Community Coalition (HLSRCC) is a 501 (c)(4) nonprofit organization dedicated to advocating and preparing for the future of the Houston Livestock Show and Rodeo. HLSRCC is a long-term advocacy initiative focusing on agriculture, education, entertainment, and Western heritage.

It will be the voice of advocacy for the four pillars of the organization—agriculture, education, entertainment, and Western heritage—for years to come.

Visit HLSRCC.com to learn more.

Houston Livestock Show and Rodeo™

EVENTS & ATTRACTIONS





ENTERTAINER

TUESDAY

4



REBA
MCENTIRE

OPENING DAY PRESENTED BY
SHELL FEDERAL CREDIT UNION

WEDNESDAY

5



RILEY
GREEN

ARMED FORCES APPRECIATION
DAY PRESENTED BY CROWN ROYAL

THURSDAY

6



AJR

FRIDAY

7



BUN B'S
BIRTHDAY BONANZA

BLACK HERITAGE DAY
PRESENTED BY KROGER

SATURDAY

8



BAILEY
ZIMMERMAN

SUNDAY

9



CARIN
LEÓN

MONDAY

10



BRAD
PAISLEY

FIRST RESPONDERS DAY
PRESENTED BY BP AMERICA

TUESDAY

11



ZACH
TOP

WEDNESDAY

12



LAUREN
DAIGLE

COMMUNITY DAY
PRESENTED BY TC ENERGY

THURSDAY

13



JON
PARDI

VOLUNTEER APPRECIATION
DAY PRESENTED BY PHILLIPS 66

LINEUP

MARCH 4 - 23

2025

FRIDAY

14



JOURNEY

WEDNESDAY

19



OLD
DOMINION

SATURDAY

15



WARREN
ZEIDERS

THURSDAY

20



CODY
JINKS

SUNDAY

16



GRUPO
FRONTERA

GO TEJANO DAY
PRESENTED BY FIESTA MART

FRIDAY

21



PARKER
MCCOLLUM

MONDAY

17



CHARLEY
CROCKETT

SATURDAY

22



BROOKS
& DUNN

TUESDAY

18



POST
MALONE

SUNDAY

23



LUKE
BRYAN

EVENTS & ATTRACTIONS

SCHEDULE

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 9 p.m. NRG Stadium gates open at 6 p.m.

Weekend rodeos start at 2:45 p.m. The entertainer takes the stage at approximately 5 p.m. NRG Stadium gates open at 2 p.m.

ENTERTAINMENT FACTS

Nine entertainers are new to the RODEOHOUSTON stage:

- | | | |
|--------------------|------------------|--------------------|
| › Riley Green | › AJR | › Charley Crockett |
| › Bailey Zimmerman | › Warren Zeiders | › Zach Top |
| › Carin Leon | › Grupo Frontera | › Post Malone |

ADDITIONAL FACTS

- › First-time RODEOHOUSTON performers make up 45% of the lineup.
- › Country performers make up 65% of the lineup, non-country performers make up 35%.
- › Post Malone, Bun B, Grupo Frontera, Charlie Crockett, Cody Jinks, Parker McCollum, and Ronnie Dunn from Brooks & Dunn are from Texas.
- › 2025 will be Brad Paisley's 17th RODEO HOUSTON performance and Luke Bryan's 12th.
- › Riley Green has toured with Brad Paisley and Luke Bryan and most recently won his first CMA Award — Musical Event of the Year — for his collaboration with Ella Langley on "You Look Like You Love Me"

EVENTS & ATTRACTIONS

2025 RODEOHOUSTON® ENTERTAINERS

- › Reba McEntire holds one of the organization's highest honors as the first woman inducted to RODEOHOUSTON's Star Trail of Fame in 2007. Her 2025 appearance will mark her 20th performance at the Rodeo and her first time back in 11 years.
- › AJR, the multi platinum indie pop trio have generated billions of streams and earned one triple-platinum single, one double-platinum single, four platinum singles, and one platinum album.
- › A beloved presence in hip-hop since the early '90s, Bun B is a hometown Southern rap icon known for no-nonsense rhymes delivered with steely precision, who rose to fame with his group UGK.
- › Bailey Zimmerman's Album RELIGIOUSLY, which derives its name from his 3rd consecutive No.1 single, was deemed the biggest streaming country debut of all time upon its release.
- › In 2024, Carin Leon made history as the first Latin artist ever to perform at both Coachella and Stagecoach in the same year.
- › 2025 will be Brad Paisley's 17th RODEOHOUSTON performance. For nearly 25 years, his songwriting and unmatched showmanship have won him numerous awards, including three GRAMMYS, two American Music Awards, 15 Academy of Country Music Awards, and 14 Country Music Association Awards including the highly coveted Entertainer of the Year honor.
- › 2025 marks Zach Top's Debut on RODEOHOUSTON's Star Stage on the heels of his Debut Album, Cold Beer & Country Music, receiving high accolades from Rolling Stone, Billboard, and the New York Times, who praises, "the music is airtight and fluent - a demonstration of vivid coloring within hard lines."
- › Jon Pardi has long since separated himself from the pack, carving a lane that was all his own by producing, writing, and singing songs he created from the melodies up
- › Journey is one of the top selling artists of all time, with more than 80 million albums sold worldwide and a Diamond certification for their album ESCAPE. They were also named one of the greatest artists of all time, by Billboard, and their smash hit, "Don't Stop Believin'" was named one of the top songs of all time by Rolling Stone.

EVENTS & ATTRACTIONS

2025 RODEOHOUSTON® ENTERTAINERS

- Warren Zeiders is one of the buzziest up and coming stars in Country Music, quickly emerging as one of the genre's newest headliners. His debut album, PRETTY LITTLE POISON, notched him his first RIAA Double Platinum Certified Single and a NO.1 Single at Country Radio with the Album's title track.
- From the South Texas valley, Grupo Frontera is a six-member Regional Mexican group that is taking the world by storm. Having formally launched their career together in 2022 they have quickly skyrocketed to stardom via TikTok with their viral cover of "No Se Va."
- Charley Crockett's album, \$10 Cowboy, is nominated for a 2025 GRAMMY in the category of Best Americana Album
- Post Malone's break into country music featured a collaboration with Morgan Wallen on the song "I Had Some Help," which spent 6 weeks in the No. 1 spot on Billboard's Hot 100.
- Old Dominion are currently the reigning 7X ACM and 6X CMA "Group of the Year."
- Cody Jinks has amassed a loyal fanbase, having sold over 2 million tickets to date that has led Wide Open Country to dub him as "one of the most beloved and successful independent voices in country music."
- Parker McCollum is from Conroe, Texas and has been named an 'Artist to Watch' by Rolling Stone, Billboard, SiriusXM, CMT, RIAA and more with American Songwriter noting, "The Texas Native teeters on the edge of next-level superstardom."
- Brooks & Dunn continue to break records, tallying the longest-running country music residency in Las Vegas, and criss-cross North America year after year on their sold-out tours.
- Making his 12th appearance on the Star Stage, Luke Bryan has amassed a total of 24 Billion global streams, 11.5 Million global album sales and 55.3M track sales worldwide.

A stylized, light blue line-art silhouette of a cowboy is centered in the background. The cowboy is wearing a wide-brimmed hat and chaps, with his arms slightly out to the sides. The entire image has a dark blue, textured background.

Houston Livestock Show and Rodeo™

AUCTIONS

A thick, horizontal orange brushstroke underline is positioned below the word "AUCTIONS". It has a slightly irregular, hand-painted appearance.

AUCTIONS SCHEDULE

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 five auction committees ensure that all exhibitors who make the auction receive above-market prices for their junior market animals. Additionally, various commercial livestock sales are held during the Rodeo. Streaming is available for most of our auctions. Please contact Rodeo media at media@hlsr.com if you want to stream a live auction.

2025 SCHEDULE

AUCTION	DATE	TIME	LOCATION
Rodeo Uncorked! Champion Wine Auction & Dinner	Sunday, March 2, 2025	6 p.m.	NRG Center, 2nd Floor
Ranching & Wildlife	Friday, March 7, 2025	1 p.m.	NRG Arena, Sales Pavilion
Junior Market Lamb & Goat Auction	Friday, March 14, 2025	11 a.m.	NRG Arena, Sales Pavilion
Junior Market Poultry Auction	Saturday, March 15, 2025	11 a.m.	NRG Arena, Sales Pavilion
School Art Auction	Sunday, March 16, 2025	11 a.m.	NRG Arena, Sales Pavilion
Junior Market Barrow Auction	Friday, March 21, 2025	11 a.m.	NRG Arena, Sales Pavilion
Junior Market Steer Auction	Saturday, March 22, 2025	11 a.m.	NRG Arena, Sales Pavilion



Grand Champion Barrow

Exhibitor: Weston Lackey

Club/Chapter: Haskell FFA

Price: \$350,000

Donors: Gregg T. Reyes – Reytec Construction,
Lisa Blackwood & Kimberly Wilkins, Kathy & Matt
Norris, Jackie & Jon Hodges

Rodeo Record: \$375,000 (2023)



Reserve Champion Barrow

Exhibitor: Kamlynn Mason

Club/Chapter: Montgomery County

Price: \$321,000

Donors: Hodges Charity – Brooke, Erin, & Jon Jr.,
Cristina & Christopher Box, Isela & Juan Garcia,
Mark Ward & Amey French

Rodeo Record: \$321,000 (2024)



Grand Champion Broilers

Exhibitor: Kate Behnke

Club/Chapter: Fayette County 4-H

Price: \$295,000

Donors: Mach Industrial – Kathleen & Tom Mach,
Christine & Michael McWilliams, Andrea Bryant,
Higginbotham Insurance – Mark Lee & Dudley Ray
& Partners

Rodeo Record: \$300,000 (2023)



Reserve Champion Broilers

Exhibitor: Michael Jochen

Club/Chapter: Needville FFA

Price: \$115,000

Donors: Kristina & Paul Somerville

Rodeo Record: \$175,000 (2023)



Grand Champion Goat

Exhibitor: Blaze Mock

Club/Chapter: Erath County 4-H

Price: \$305,000 (Rodeo Record)

Donors: Hucherson & Townsend Family in memory of Ken Hucherson, Tammy, Peyton & Mitchell Barrier, Amy & Mark Melton, Mary Lee & Alan Stigall

Rodeo Record: \$305,000 (2024)



Reserve Champion Goat

Exhibitor: Madden Wise

Club/Chapter: Brown County 4-H

Price: \$200,000 (Rodeo Record)

Donors: J Alan Kent Development – Julie & Alan Kent, Sheri & Rob Walker, Sherry & Connard Barker, Andrea & Scott Fish

Rodeo Record: \$200,000 (2024)



Grand Champion Lamb

Exhibitor: Shepard Silvers

Club/Chapter: Junction FFA

Price: \$500,000 (Rodeo Record)

Donors: The Hildebrand Family, in honor of Jeff Hildebrand's 65th birthday

Rodeo Record: \$500,000 (2024)



Reserve Champion Lamb

Exhibitor: Stratley Strube

Club/Chapter: Tom Green County 4-H

Price: \$240,000 (Rodeo Record)

Donors: Skip Avara, Tea & Bill Pinkley, Melissa & Jimmy Guinn, Fire Safe Protection Services, LP – Lizzy & Stephen McKinney

Rodeo Record: \$240,000 (2024)



Grand Champion Steer

Exhibitor: Blaize Benson

Club/Chapter: Tom Green County 4-H

Price: \$1,000,000

Donors: Barbara & Don Jordan, Laura & Steve McNear,
Chris & Lisa Cunningham

Rodeo Record: \$1,000,000 (2022, 2024)



Reserve Champion Steer

Exhibitor: Madelyn Schickedanz

Club/Chapter: Perryton FFA

Price: \$650,000

Donors: Robert Clay & Dana Barton, John O'Shea & Pam
Carmain, Becky & Kelly Joy, Ben Berg & Diego Berg

Rodeo Record: \$675,000 (2022)



Grand Champion Turkey

Exhibitor: Kathryn Johnson

Club/Chapter: Alpha Omega Academy FFA

Price: \$125,000

Donors: Lauren & Darrell Palmer, Holly & John
Knudsen IV, Joshua Harrison, Dr. Hanna Lindskog
& Jonathan Rhoads

Rodeo Record: \$200,000 (2023)



Reserve Champion Turkey

Exhibitor: Kayla Ehler

Club/Chapter: Rockdale FFA

Price: \$100,000

Donors: Bridgette & John Grimes, Aimee & JP
Monteverde, Bobby & Robert Shockley, Ginger
Brown & Romeo Saenz

Rodeo Record: \$195,000 (2023)

2024 SCHOOL ART AUCTION CHAMPIONS

Grand Champion Art

Exhibitor: Eliza Hoffman

School District: Clear Creek ISD

Art: painting, "Warriors of the Great Spirit"

Price: \$275,000

Donors: J Alan Kent Development – Julie & Alan Kent, Kristina & Paul Somerville, Shelly, Jerome, Allie, Abbie & Cameron Mulanax, Jennifer, Joe & Bob Van Matre

Rodeo Record: \$275,000 (2023, 2024)

Reserve Champion Art

Exhibitor: Sion Joo

School District: Pearland ISD

Art: painting, "Constant Companion"

Price: \$200,000

Donors: Cheryl & Gary Deitcher, Terry and Dr. Joe Agris

Rodeo Record: \$265,000 (2022)



Houston Livestock Show and Rodeo™

EDUCATIONAL SUPPORT



EDUCATIONAL SUPPORT

2025 EDUCATIONAL COMMITMENT

EDUCATIONAL SUPPORT

The Houston Livestock Show and Rodeo scholarship program consists of more than 800 scholarships and more than \$14 million awarded in one year. Currently, more than 2,200 students are on Rodeo scholarships, attending more than 79 different Texas colleges and universities. The value of these scholarships is more than \$50 million. The Rodeo has presented nearly 22,000 scholarships valued at more than \$630 million since the first scholarship was awarded in 1957.

2025 Educational Commitment – More than \$28 million

\$14.7 MILLION+

IN SCHOLARSHIPS

\$3 MILLION+

IN EDUCATIONAL PROGRAM GRANTS

\$9.7 MILLION+

TO JUNIOR SHOW EXHIBITORS

\$481K+

IN GRADUATE ASSISTANTSHIPS

SCHOLARSHIPS

Each year, more than 800 scholarships are awarded to Texas students by the Houston Livestock Show and Rodeo.

Geographic Scholarships

Houston Area: \$7,000,000 350, four-year, \$20,000 scholarships

Area Go Texan: \$1,580,000 79, four-year, \$20,000 scholarships

Specialty Scholarships

Texas 4-H: \$1,400,000 70, four-year, \$20,000 scholarships

Texas FFA: \$1,400,000 70, four-year, \$20,000 scholarships

EDUCATIONAL SUPPORT

2025 EDUCATIONAL COMMITMENT

Achievement: \$1,200,000 approx. 100, junior & senior Rodeo scholars
Exhibitor: \$600,00030, four-year, \$20,000 scholarships
Volunteer Dependent: \$200,000 10 scholarships
Hildebrand Family: \$300,000 approx. 15, four-year, \$20,000 scholarships
School Art: \$300,000 15, four-year, \$20,000 scholarships
Military: \$100,000five, four-year, \$20,000 scholarships

Funded Scholarships

Vocational Scholarship Funding:

\$500,000 funds awarded to colleges/institutions for disbursement

Texas A&M University College of Veterinary Medicine:

\$128,000 six, one-year, \$16,000 scholarships

Texas Christian University Ranch Management Program:

\$10,000 four, one-year, \$2,500 scholarships

JUNIOR SHOW EXHIBITORS

Education extends beyond the classroom, which is why the Rodeo supports students who demonstrate leadership as members of Texas 4-H and FFA. Each year, the Houston Livestock Show draws thousands of Texas 4-H and FFA exhibitors to compete at the world's largest livestock show, each hoping to take home the coveted title of Houston Champion. Sizable prizes and premiums will be awarded to junior show exhibitors, including calf scramble contestants who participate in the 2025 Houston Livestock Show. Since 1932, \$200 million has been committed to exhibitors through premiums and calf scramble certificates.

EDUCATIONAL SUPPORT

2025 EDUCATIONAL COMMITMENT

EDUCATIONAL PROGRAM GRANTS

The Houston Livestock Show and Rodeo provides grants to 501(c)(3) charities and accredited institutions of higher education. In keeping with the mission of the Rodeo, all grant applications and awardees must benefit youth, support education, expand agricultural horizons and/or preserve and honor pioneer heritage and culture. The Houston Livestock Show and Rodeo has presented nearly \$90 million in research, grants and educational programs to more than 100 organizations and institutions in Texas.

GRADUATE ASSISTANTSHIPS

Graduate Assistantship funds are awarded to specific graduate programs at various Texas universities. Each university program administers the graduate assistantship application and selection process. Since 1932, more than \$16 million has been awarded to graduate assistantship programs in Texas.

- › 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

A stylized, light blue line-art silhouette of a cowboy is centered in the background. The cowboy is wearing a wide-brimmed hat and has his arms outstretched to the sides. The entire image has a dark blue, textured background.

Houston Livestock Show and Rodeo™

OFFICIALS

A thick, horizontal orange brushstroke underline is positioned below the word "OFFICIALS". It has a slightly irregular, hand-painted appearance.

OFFICIALS

EXECUTIVE COMMITTEE

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 chairmen 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. All past Chairmen of the Board, as of May 2001, are Executive Committee Members for life.

OFFICIALS EXECUTIVE COMMITTEE



PAT MANN PHILLIPS
CHAIRMAN OF THE BOARD



CHRIS BOLEMAN
PRESIDENT & CEO



JIM BLOODWORTH



BRADY F. CARRUTH



WARNER ERVIN



TILMAN J. FERTITTA



JUAN GARCIA



JEFFREY S. HAYES



RAY HINSLEY



WAYNE HOLLIS



**J.P. "HAP"
HUNNICUTT**



PARKER JOHNSON



DON D. JORDAN



J. ALAN KENT



KELLY J. LARKIN, M.D.



JACK A. LYONS



ED MCMAHON



CHRIS RICHARDSSON



**CHARLES R.
"BUTCH" ROBINSON**



WESLEY SINOR



JOHN O. SMITH



ROBBIE SMITH



PAUL G. SOMERVILLE



KEITH A. STEFFEK



**R.H. "STEVE"
STEVENS**



JOE VAN MATRE



**JAMES M. "JIM"
WINDHAM**



JIM WINNE

OFFICIALS

VICE PRESIDENTS

Each Houston Livestock Show and Rodeo vice president is elected by the board of directors at the yearly Election Meeting. Elected officers shall serve for a term of one year beginning on the date of their election to office or until their respective successors are elected, unless they resign or are removed by the Board of Directors. Other than a salaried officer, no officer shall serve more than three terms in the same office, provided that, in the event that a force majeure prevents the corporation from holding the Rodeo within a calendar year, then the Executive Committee, in its sole discretion, may extend the term limit to permit an officer to serve for more than three terms in the same office.

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.

OFFICIALS VICE PRESIDENTS



**WENDY LEWIS
ARMSTRONG**



GINGER BROWN



JOHNNY CAUSEY



JOHN A. GRIMES



ROBERT HODGE



STAN HORTON



RICK JONES



RUSSELL JONES



MARK KELLY



SEAN LEHANE



KRISTIE MANNING



**AMY PINKHAM
MILLER**



**AIMEE COATES
MONTEVERDE**



JAMES MORA



DAVID SMITH



DAVID STONE



**JUSTIN "TANK"
TANKERSLEY**



LANCE WELCH

OFFICIALS CHAIRMAN OF THE BOARD

PAT MANN PHILLIPS | CHAIRMAN OF THE BOARD



Pat Mann Phillips is a standout volunteer who has made significant contributions to the Houston Livestock Show and Rodeo™ since becoming a life member in 2001. In 2023, she was elected as

the Chairman of the Board and will serve a three-year tenure starting with the 2024 Rodeo. Known for her genuine, compassionate, and confident yet humble nature, Phillips brings a high level of energy, a positive attitude, and unwavering devotion to the Rodeo. Her primary goal as the newest Chairman of the Board is to collaborate with the Executive Committee to lead the Rodeo, focusing on its core mission of promoting agriculture and supporting Texas youth and education.

Phillips has an extensive history of volunteer work within the Rodeo. She has served on various committees, including the Corral Club – Suites, Directions & Assistance, Jr. Rodeo, and Special Children's committees. In 2009, she played a pivotal role as the founding chair of the Tours Committee, laying the foundation for its continued success. Her dedication to the Rodeo led to her election to the board of directors in 2012 and her subsequent appointment as a Rodeo vice president from 2016 to 2018. During her tenure, she oversaw the Transportation, Magazine, Special Children's, Agricultural

Education (formerly Ladies' Go Texan), Souvenir Program, and Communications & Special Services committees. In 2018, she earned a spot on the Rodeo's Executive Committee.

Beyond committee work, Phillips has served the Rodeo in various roles, including Corporate Secretary, member of the Lifetime Committeemen Review Board and the Educational Contributions Review Committee, chair of the Special Events Day Task Force, and the originator and founder of AG4U Day. Her outstanding commitment was recognized in 2012 when she became a Trailblazer Honoree.

Pat Mann Phillips holds a BBA in Petroleum Land Management and a BBA in Finance from Texas Tech University, where she proudly graduated as a Red Raider. With over 30 years of experience in the energy industry, she currently serves as the executive director of Energy Services for Revenade, a global management consulting firm.

In addition to their involvement with the Rodeo, Pat and Tim Phillips share a love for their ranch in Field Store, Texas, called Trinity Spirit Ranch, as well as the ongoing care and operations of their family ranch in Johnson County, Texas. Pat is also a charter member of Texas Women Venture Fund and a member and former director of Ladies of Texas Tradition. She actively participates as a mentor and board member in organizations such as Amigas Para Niños and the American Association of Professional Landmen.

OFFICIALS PRESIDENT & CEO

CHRIS BOLEMAN, PH.D. | PRESIDENT & CEO



Chris Boleman, Ph.D., was named president and CEO of the Houston Livestock Show and Rodeo™ on May 12, 2020. Dr. Boleman joined the Rodeo in 2017 as the executive director of the Agricultural Competitions and

Exhibits Division. In 2019, he was promoted to chief mission officer. A native Texan, Dr. Boleman earned a Bachelor of Science, Master of Science and Ph.D. from Texas A&M University, where he also served as Associate Professor.

As Chief Mission Officer, Dr. Boleman led the execution of all mission-related activities, including the livestock and horse shows, educational and commercial exhibits, donors, auctions, sponsorships, grants, scholarships, and other educational programs. Prior to his promotion to chief mission officer, Dr. Boleman served as executive director of the Agricultural Competitions and Exhibits Division, leading the livestock and horse show competition, auctions and wine programs.

Previous to him joining the Rodeo, Dr. Boleman served as the State Leader for Texas 4-H, where he was responsible for leading the Texas 4-H Youth Development Program with the Texas A&M AgriLife Extension Service.

In addition to his education at Texas A&M, Dr. Boleman has received the University Certificate of Completion for The Art and Science of Leadership Program at Harvard University and the Certificate of Completion for the Governor's Executive Development Program at The University of Texas.

Dr. Boleman is married to Dr. Randi Boleman, who is also heavily involved at the Rodeo. They make their home in Houston but still try and spend as much time at the family ranch in Brazos County. Dr. Boleman enjoys running, reading, writing and traveling.

RODEOHOUSTON®



broadcasts on

SPACE CITY
HOME NETWORK



KEEP AN EYE ON THE ACTION

Can't make it to RODEOHOUSTON? Catch all the Rodeo action in NRG Stadium on Space City Home Network, The Cowboy Channel and Telemundo Texas. The three networks will showcase 20 nights of RODEOHOUSTON, including the RODEOHOUSTON Super Series Semifinals, Wild Cards and Championship Rounds.

Rodeo LIKE A PRO

NO NEED TO COWBOY UP ALONE – CHECK OUT THESE 3 TIPS TO RODEO LIKE A PRO.

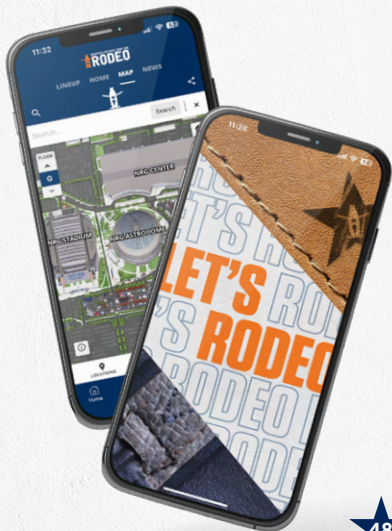
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*to TEXAS YOUTH
AND EDUCATION*

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