HOUSTON LIVESTOCK SHOW AND RODEO™

2026

MEDIA GUIDE

MARCH 2 - 22 ★ 2026

RODEOHOUSTON.COM

Rodeo LIKE A PRO

DOWNLOAD THE OFFICIAL RODEOHOUSTON® MOBILE APP

powered by AXS

The RODEOHOUSTON app is your one-stop for all things Rodeo! Access tickets, view maps and check out the daily schedule – all right at your fingertips.

SCAN TO DOWNLOAD

PURCHASE CARNIVAL TICKETS

Carnival tickets can be purchased via the RODEOHOUSTON app or by visiting a ticket booth in the carnival, presented by First Community. Browse different rides, games and food options on our interactive map (available on the RODEOHOUSTON app).

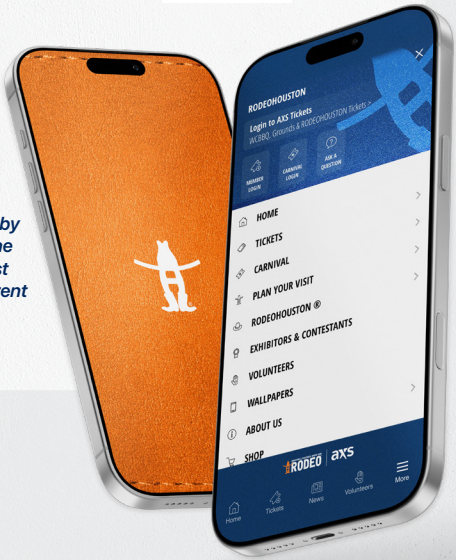

TABLE of CONTENTS

Media Relations **1**

Media Center 2

Media Credentials 3

Interview Requests 6

Media Parking 7

Press Box 9

Photography/Video 11

Writing Style Reminders 15

Facts **16**

2026 Fact Sheet 17

What's New in 2026 19

Events & Attractions **24**

Schedule 27

2026 RODEOHOUSTON® Entertainers 28

Auctions **30**

Schedule 31

Records 32

Educational Support **36**

2026 Educational Commitment 37

Officials **40**

Executive Committee 41

Vice Presidents 43

Chairman of the Board 45

President & CEO 46

Houston Livestock Show and Rodeo™

MEDIA RELATIONS

MEDIA CENTER

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

Credential pick-up begins Monday, Feb. 23
Feb. 25 – 28: 9 a.m. – 5 p.m.

Closed March 1
March 2 – 22: 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, snacks and refreshments. There is also a step and repeat for interviews. We also are providing a small, secluded room behind Media Center for podcast and radio interviews upon request. Please make a request by emailing ***media@hlsr.com.***

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

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.

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 always be 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.
  - 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 2026 media accreditation will be used for legitimate news coverage only.

MEDIA CREDENTIALS

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 2 through March 22, 2026, 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 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 2026 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.

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 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).

PRESS BOX

LOCATION

NRG Stadium, 8th Floor

- **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.
- 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.
- Complimentary dinner and drinks are provided, with drink tickets offered on select high-demand days. Tickets will be handed out upon check in at the Press Box.
- The Press Box will be closed to media on March 22 due to the concert-only performance by Cody Johnson. Press credentials will be valid for entry to NRG Park grounds only.

HOURS

March 2 – March 22, 2026
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.

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 first-come, first-served.
- No vaping or smoking in the Press Box.
- 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.

Please be respectful of volunteers working in the Press Box.

Guidelines in Concerts

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 by emailing ***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.

PHOTOGRAPHY & VIDEO

- To request approval to photograph concerts, email ***media@rodeohouston.com.*** Include the name of the 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.***

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
- Morning live shots with live interviews
- Interviewing any Rodeo staff and vendors
- Interviewing children (under 16)

ESCORT **NOT REQUIRED** ON GROUNDS:

- Live shot without any live interviews
- 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.

IMPORTANT WRITING STYLE REMINDERS

RODEOHOUSTON® – format is one word, ALL CAPS; only use when referring to events happening inside NRG Stadium. (e.g. Rodeo events, Calf Scramble, Mutton Bustin', concerts).

Houston Livestock Show and Rodeo™ – capitalized; formal name. HLSR, or Rodeo is acceptable on all subsequent references. NEVER use ampersand "&" to replace "and". Preference is Rodeo.

HLSR – all caps; acceptable on all subsequent references for Houston Livestock Show and Rodeo as an abbreviation; NEVER use HLS&R.

rodeo – lower case; generic term for the sport or event.

Rodeo, the – capitalized; acceptable on all subsequent references for Houston Livestock Show and Rodeo.

AGVENTURE – format is ALL CAPS

committee names – visit rodeohouston.com for a list of official committee names

Executive Committee – always capitalize; formal name

NRG Stadium – capitalized, DO NOT use "the" before NRG; the proper name of the football/rodeo stadium; home of RODEOHOUSTON; typically, do not use "the" before name.

star stage – not capitalized, use entire phrase on all references.

Houston Livestock Show and Rodeo™

FACTS

FACTS

2026 FACT SHEET

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

World's Championship Bar-B-Que Contest presented by Cotton Holdings	Thurs., Feb. 26 – Sat., Feb. 28, 2026
Rodeo Roundup	Fri., Feb. 27, 2026
Go Texan Day	Fri., Feb. 27, 2026
Trail Rides arrive at Memorial Park	Fri., Feb. 27, 2026
Rodeo Run, presented by ConocoPhillips	Sat., Feb. 28, 2026
Downtown Rodeo Parade	Sat., Feb. 28, 2026
Houston Livestock Show and Rodeo™	Mon., March 2 – Sun., March 22, 2026
Opening Day, presented by Shell Federal Credit Union	Mon., March 2, 2026, Gates Open at 2 p.m.
Armed Forces Appreciation Day, presented by Crown Royal	Wed., March 4, 2026
Black Heritage Day, presented by Kroger	Fri., March 6, 2026
First Responders Day, presented by BP America	Mon., March 9, 2026
Community Day, presented by TC Energy	Wed., March 11, 2026
Volunteer Appreciation Day, presented by Phillips 66	Thurs., March 12, 2026
Go Tejano Day, presented by Fiesta Mart	Sun. March 15, 2026
RODEOHOUSTON® Championship	Sat., March 21, 2026

*Family Wednesdays are held on the first and last Wednesdays of the Rodeo season: March 4 and March 18.

2026 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.

ECONOMIC IMPACT TO GREATER HOUSTON (2024 FIGURES)

The Houston Livestock Show and Rodeo:

- generates over $597 million in annual economic activity for Houston and surrounding areas.
- has an annual economic impact of $326 million.
- supports local businesses, tourism, hospitality, and agriculture.
- is not just an annual, 20-day event but also a year-round organization.
- has an equal or significantly greater impact than events such as the NFL Super Bowl, Copa América tournament, NCAA Final Four and the College Football Playoff National Championship.
  - 2024 Copa América tournament: $30 million
  - 2024 College Football Playoff National Championship: $200 million
  - 2023 NCAA Final Four: $270 million
  - 2017 NFL Super Bowl: $347 million
- has this impact annually on Greater Houston, a distinction few other organizations can match.

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.

WHAT'S NEW IN 2026

CODY JOHNSON'S CONCERT-ONLY EVENT

Multi-platform country music artist Cody Johnson will join the 94th Rodeo season for a concert only performance on Sunday, March 22, 2026.

- This will be Johnson's sixth appearance.
- This is the fourth concert only performance in RODEOHOUSTON® history.
- He's the only entertainer besides George Strait to perform on the 21st night.
- Jon Pardi and Randy Houser will be the opening artists for Johnson.
- This will mark Pardi's fourth RODEOHOUSTON performance.
- This will be Houser's first performance at RODEOHOUSTON.
- Doors to NRG Stadium will open at 5 p.m. Randy Houser will open the concert, Jon Pardi will follow, and Cody Johnson will close the evening.
- Media credentials are not valid for Press Box on March 2

The RODEOHOUSTON competition will occur through the first 20 days of the event, beginning on Monday, March 2 with Finals being held on Saturday, March 21. There is no rodeo competition scheduled before the Cody Johnson concert, however, all activities on the grounds, including shopping and dining areas, carnival, livestock and horse show competitions, and other exhibits and attractions at NRG Park, will be open to the public on Sunday, March 22.

CELEBRATING AMERICA'S 250TH ANNIVERSARY:

Various activations will be featured throughout all 21-days of the Rodeo.

NEW FINE DINING EXPERIENCE BY FERTITTA ENTERTAINMENT

The Houston Livestock Show and Rodeo is proud to announce a new fine dining experience by Fertitta Entertainment, a world-renowned hospitality company recognized for culinary excellence, innovative concepts, and immersive guest experiences. This collaboration will introduce a high-end, full-service dining destination, celebrating the bold flavors, exceptional hospitality, and Western flair that define the spirit of Houston's largest annual event.

ABOUT 1932 CATTLEMAN'S CLUB

The new 1932 Cattleman's Club will blend culinary artistry with Western sophistication. The menu celebrates the bold flavors of contemporary American cuisine.

The venue, located at NRG Park on Stadium Drive, outside of NRG Stadium's East entrance, will feature both lunch and dinner service, complemented by the children's menu designed to bring new flavors to Rodeo's youngest guests. Late-night offerings will also cater to fans looking for elevated, easy-access dining after the rodeo and concert performance.

Fertitta Entertainment is an international leader in fine dining, entertainment, and event-based hospitality. With a portfolio spanning more than 600 properties worldwide, the group brings deep expertise in delivering luxury experiences with local authenticity. They have been active partners at the Houston Livestock Show and Rodeo for over a decade. The Saltgrass pop-up booth at NRG Center has been a staple at the Rodeo for more than 15 years.

2026 RODEHOUSTON HALL OF FAME INDUCTEES

Houston Livestock Show and Rodeo™ officials are proud to welcome two rodeo legends into the 2026 RODEOHOUSTON® Hall of Fame: champion bull rider Ty Murray and legendary bucking bull Bodacious. This marks the third class of Hall of Fame inductees, further cementing their legacy in RODEOHOUSTON history.

Murray earned multiple RODEOHOUSTON Championship titles throughout his career, including All-Around Champion in 1990, 1993, 1994, and 1998, as well as Bull Riding Champion in 1990 and 1994. He was one of the last contestants to ever be crowned All-Around Champion.

Bodacious made his mark at RODEOHOUSTON inside the Astrodome in the mid-1990s. Known as the "most dangerous bull," Bodacious competed from 1992 to 1995. He retired in 1995 and has offspring that continue to compete in the sport today.

Bodacious and Murray join four previous RODEOHOUSTON Hall of Fame inductees: legendary barrelman Leon Coffee, who was the sole inductee in 2025; longtime stock contractor Mike Cervi; decorated barrel racer Charmayne James; and Bob Tallman, the voice of RODEOHOUSTON for more than 40 years, all from the inaugural 2024 class.

A temporary display can be seen inside NRG Stadium for fans to visit throughout the 21-day event. A permanent display is located on the second floor of NRG Center and highlights all Hall of Fame inductees.

KYLE OLSEN NAMED AS NEW CHIEF SHOW OPERATIONS OFFICER

Olsen brings more than 20 years of leadership experience in managing large-scale, high-profile events and complex public venues. He joined the Houston Livestock Show and Rodeo in Feb. 2018 as director of operations, where he oversaw all facets of event operations, including daily logistics, guest services, medical response, stage and production, carnival, and facilities.

Before joining the Rodeo, Olsen served as director of events and production at Gila River Arena in Glendale, Arizona, where he and his team successfully executed a diverse lineup of events—from NHL hockey games and basketball tournaments to major concerts, family shows, and national broadcasts. Olsen's career began in Houston at NRG Park (formerly Reliant Park) in 2003, working in event services. There, he supported the Houston Texans, the Grand Prix of Houston, the Offshore Technology Conference, and numerous other large-scale events.

Olsen replaces Mike DeMarco, who is retiring after 34 successful years with the Rodeo. During his tenure, DeMarco served in various roles, including chief show operations officer, executive director and operations manager. If you would like to interview Kyle Olsen, please email Marisa Saenz at **msaenz@hlsr.com.**

REIMAGINING THE JUNCTION STAGE PRESENTED BY WOODSIDE ENERGY

The Junction Stage will feature a second story with a double-decker tent design. The new upper level will include glass windows and a designated cool zone, while continuing to host daily entertainment, special-day festivities and more.

CHARRO ON THE ROAD SPONSORED BY LA MICHOACANA MEAT MARKET

Tomas Garcilazo brings his awardwinning rodeo lasso act to the grounds. La Charrería is Mexico's national sport, which features intricate horsemanship, rope artistry, and traditional attire celebrating Hispanic heritage. Performance times on the RODEOHOUSTON app, powered by AXS.

WHAT'S NEW IN 2025

NEW SHOPPING

American Grains
Archundi & Co.
Certified Hustler Apparel
Chapman Fashion
Hennessy
Howdy House Kids
Keja Jewelry
Mostly Chocolate
Novi Creations
Rock 'em (Sponsor)
Rockin' AB
Rosemary and Sage
Ryan's Woodworking
Schaefer Ranchwear (returning)
Tin Roof Home
Tru 180

NEW FOOD VENDORS

1932 Cattleman's Club
Mama Tina's Gumbo
Chute 1932

WHAT'S NEW IN 2025

DAILY SCHEDULE

View the complete daily schedule at rodeohouston.com or download the RODEOHOUSTON mobile app, powered by AXS for Android and Apple devices. To receive a daily email with the Rodeo's daily schedule of events, email media@rodeohouston.com.

SCAN FOR FULL DAILY SCHEDULE

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

RODEOHOUSTON

ENTERTAINER LINEUP ★ MARCH 2-22, 2026

MON. 2

RILEY GREEN

Opening Day presented by Shell Federal Credit Union

TUES. 3

J BALVIN

WED. 4

RASCAL FLATTS

Armed Forces Appreciation Day presented by Crown Royal

THURS. 5

RUSSELL DICKERSON

FRI. 6

LIZZO

Black Heritage Day presented by Kroger

SAT. 7

DWIGHT YOAKAM

SUN. 8

FORREST FRANK

MON. 9

LUKE BRYAN

First Responders Day presented by BP America

TUES. 10

MEGAN MORONEY

WED. 11

CREED

Community Day presented by TC Energy

RODEOHOUSTON.COM

20 26

THURS. 12

CHRIS STAPLETON

Volunteer Appreciation Day
presented by Phillips 66

FRI. 13

SHABOOZEY

SAT. 14

KELLY CLARKSON

SUN. 15

PEPE AGUILAR

Go Tejano Day
presented by Fiesta Mart

MON. 16

CROSS CANADIAN RAGWEED

TUES. 17

THE RED CLAY STRAYS

WED. 18

KOE WETZEL

THURS. 19

LAINEY WILSON

FRI. 20

PARKER McCOLLUM

SAT. 21

TIM McGRAW

SUN. 22

CODY JOHNSON

WITH
SPECIAL GUESTS
JON PARDI &
RANDY HOUSER

ENTERTAINMENT SCHEDULE

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.

COLLECTIVE AWARDS

- 9 Latin GRAMMY® awards
- 24 Billboard Music Awards
- 70 Country Music Association Awards
- 28 GRAMMY® Awards
- 30 American Music Awards
- 52 Academy of Country Music Awards

ENTERTAINER FACTS

Nine entertainers are new to the RODEOHOUSTON stage:

- Russell Dickerson
- Lizzo
- Forrest Frank
- Megan Moroney
- Creed
- Shaboozey
- Pepe Aguilar
- Red Clay Strays
- Koe Wetzel

- First-time RODEOHOUSTON performers make up 43% of the lineup.
- Country performers make up 71% of the lineup; non-country performers make up 29%.
- For the third year in a row, the lineup will include two Latin artists, J Balvin and Pepe Aguilar.
- Forrest Frank, Kelly Clarkson, Pepe Aguilar, Koe Wetzel, Parker McCollum and Cody Johnson are from Texas.
- 2026 will be Luke Bryan's 13th RODEOHOUSTON performance and Tim McGraw's 11th.
- J Balvin has sold more than 35 million records worldwide. He has won 11 Billboard Latin Music Awards, five Latin GRAMMY® Awards, five MTV Video Music Awards, and seven Latin American Music Awards, and has earned four GRAMMY® nominations from the Recording Academy.

2026 RODEOHOUSTON® ENTERTAINERS

- Rascal Flatts have 17 No. 1 hits and have sold more than 11 million concert tickets. This will be their eighth RODEOHOUSTON performance since 2001.
- Russell Dickerson was featured in the Rodeo's first-ever New York City Times Square Takeover, which previewed the 2026 RODEOHOUSTON lineup.
- Lizzo made history in 2023 when she became "the first Black woman to receive 'Record of the Year' at the GRAMMY® Awards since 1994," for the 2x-Platinum "About Damn Time."
- Dwight Yoakam is a 21-time GRAMMY® nominee and multi-GRAMMY Award winner. This will be Yoakam's first RODEOHOUSTON performance in two decades (2004).
- Forrest Frank's debut album Child of God captured his first GRAMMY nomination in 2023, a Billboard Music Award finalist spot, a No. 1 on the iTunes Overall Top Albums chart, a Dove Award nomination and more than 1 billion global streams. Billboard also named him the No. 1 Top New Christian Artist of 2023.
- Megan Moroney has been honored with Storyteller of the Year at Variety's 2025 Hitmakers celebration, the Rulebreaker Award at the 2025 Billboard Women in Music event, in addition to winning the first-ever Best Country prize at the 2025 MTV VMAs, New Female Artist of the Year at the 2024 ACM Awards, and New Artist of the Year at the 2024 CMA Awards.
- After an 11-year break, Creed reunited in 2023. The band has more than 1 billion streams across hits such as "Higher," "My Sacrifice," "One Last Breath," "With Arms Wide Open" and "My Own Prison."
- Chris Stapleton has won 11 GRAMMYs, 19 Country Music Association Awards and 21 Academy of Country Music Awards.
- Shaboozey was the only artist with multiple appearances on Beyoncé's Cowboy Carter album, which is credited with helping launch his rise to stardom. "A Bar Song (Tipsy)" holds the record for the longest-leading Hot 100 No. 1 while also topping Billboard's Hot Country Songs, Country Airplay and Mediabase/Country Aircheck charts.
- Kelly Clarkson has won three GRAMMY Awards, four American Music Awards, three MTV Video Music Awards, one MTV Movie & TV Award, two Academy of Country Music Awards, two American Country Awards and one Country Music Association Award.

2026 RODEOHOUSTON® ENTERTAINERS

- Pepe Aguilar has sold more than 13 million records worldwide. He has also won four Grammy Awards and five Latin Grammy Awards for albums like Por Una Mujer Bonita and Historias de Mi Tierra. Aguilar has additionally received 19 Premio Lo Nuestro awards and a star on the Hollywood Walk of Fame.
- Cross Canadian Ragweed released five studio albums and three live albums during their run and charted several singles on the Billboard charts, along with hit videos on CMT. This will be their first RODEOHOUSTON performance in two decades (2006).
- Red Clay Strays' first album, Made by These Moments (2024), earned them the win for Emerging Artist of the Year at the 2024 Americana Honors & Awards, their first Billboard Music Award for Top Country Group, and the 2025 ACM Award for New Duo or Group of the Year.
- Koe Wetzel has amassed 3.7 billion total streams, and his lead single "High Road" held the No. 1 spot for five weeks and became his fastest song to reach RIAA Platinum to date.
- Lainey Wilson has won 12 CMAs, 16 ACMs, is a GRAMMY winner and a member of the Grand Ole Opry. Wilson debuted at RODEOHOUSTON in 2024.
- Parker McCollum's RODEOHOUSTON debut in 2022 sold out, selling more than 73,000 tickets; That same year, he earned his first ACM Award for New Male Artist of the Year, took home "Breakthrough Video of the Year" at the 2022 CMT Music Awards and scored two back-to-back CMA Awards nominations (2022 & 2023) for New Artist of the Year.
- Tim McGraw has sold more than 106 million records worldwide and dominated the charts with 49 worldwide No. 1 singles and 19 worldwide No. 1 albums. He won 3 Grammy Awards, 19 Academy of Country Music Awards and 14 Country Music Association Awards.
- Cody Johnson starred in RODEOHOUSTON's "Welcome to the Show" song and in the Houston Livestock Show and Rodeo™'s first ever brand anthem, which debuted in early 2026; His numerous industry honors include recognition as a CMT Artist of The Year, two ACM Awards, three CMT Music Awards wins, four CMA Awards including Album of The Year (2024) for Leather, and being named "Best New Country Artist" at the iHeart Music.

Houston Livestock Show and Rodeo™

AUCTIONS

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 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.

2026 SCHEDULE

AUCTION	DATE	TIME	LOCATION
Rodeo Uncorked! Champion Wine Auction & Dinner	Sunday, March 1, 2026	6 p.m.	NRG Center, 2nd Floor
Ranching & Wildlife	Friday, March 6, 2026	1 p.m.	NRG Arena, Sales Pavilion
Junior Market Lamb & Goat Auction	Friday, March 13, 2026	11 a.m.	NRG Arena, Sales Pavilion
Junior Market Poultry Auction	Saturday, March 14, 2026	11 a.m.	NRG Arena, Sales Pavilion
School Art Auction	Friday, March 15, 2026	11 a.m.	NRG Arena, Sales Pavilion
Junior Market Barrow Auction	Saturday, March 20, 2026	11 a.m.	NRG Arena, Sales Pavilion
Junior Market Steer Auction	Saturday, March 21, 2026	11 a.m.	NRG Arena, Sales Pavilion

AUCTION RECORDS

Grand Champion Barrow

Exhibitor: Dallas Martinez
Club/Chapter: Shelby County 4-H
Price: $501,000 (Rodeo Record)
Donors: Jackie & Jon Hodges; Russell Marine, LLC; Jill & Russell Inserra; Reytec Construction – Gregg T. Reyes
Rodeo Record: $501,000 (2025)

Reserve Champion Barrow

Exhibitor: Zachery "Ky" Blount
Club/Chapter: Kerr County 4-H
Price: $360,000 (Rodeo Record)
Donors: Cristina & Christopher Box; Isela & Juan Garcia; Bridgette & John Grimes; Stronghold Limited – Dorothy & Darrel Pearson
Rodeo Record: $360,000 (2025)

Grand Champion Broilers

Exhibitor: Barney Kelley
Club/Chapter: Texas City FFA
Price: $301,000 (Rodeo Record)
Donors: Patsy & Wayne Turner; Sheri & Rob Walker; and Fatemah & Roger Camp
Rodeo Record: $301,000 (2025)

Reserve Champion Broilers

Exhibitor: Ella Porter
Club/Chapter: Evening Star 4-H
Price: $225,000 (Rodeo Record)
Donors: Mach Industrial Group – Kathleen & Tom Mach; Andrea Bryant; Christine & Micheal McWilliams; and Higginbotham & Associates – Dudley Ray & Mark Lee
Rodeo Record: $225,000 (2025)

AUCTION RECORDS

Grand Champion Goat

Exhibitor: Brisco Black
Club/Chapter: Brown County 4-H
Price: $400,000 (Rodeo Record)
Donors: Fire Safe Protection Services, LP – Lizzy & Stephen McKinney; Skip Avara; Tea & Bill Pinkley; and Anne & Chris Richardson
Rodeo Record: $400,000 (2025)

Reserve Champion Goat

Exhibitor: Stran Mayes
Club/Chapter: Parker County 4-H
Price: $200,000 (Rodeo Record)
Donors: Melissa & Jimmy Guinn II; Jill Herrera & Chris Boening; Tonya Yurgensen-Jacks & Kevin Jacks; and the Kym Coleman Education Foundation (KCEF) – Cookie Michael
Rodeo Record: $200,000 (2024, 2025)

Grand Champion Lamb

Exhibitor: Madden Wise
Club/Chapter: Brown County 4-H
Price: $450,000
Donors: The Hildebrand Family, in honor of Ruth Ann and Dr. Tommy Hildebrand
Rodeo Record: $500,000 (2024)

Reserve Champion Lamb

Exhibitor: Graham Newsom
Club/Chapter: Hale County 4-H
Price: $300,000 (Rodeo Record)
Donors: Tammy & Mitchell Barrier; Amy & Mark Melton; Mary Lee & Alan Stigall; and April & Scott Townsend – in memory of Mary Hucherson, longtime L&G Auction contributor
Rodeo Record: $300,000 (2025)

AUCTION RECORDS

Grand Champion Steer

Exhibitor: Jacob Schickedanz
Club/Chapter: Ochiltree County 4-H
Price: $675,000
Donors: Sally Flores, Belinda Flores Young, and Chay Flores Taylor, in memory of Rigo Flores, Sr.
Rodeo Record: $1,000,000 (2022, 2024)

Reserve Champion Steer

Exhibitor: Jett Hale
Club/Chapter: Miami FFA
Price: $690,000
Donors: Champagne Cowgirls and the Tutcher Family Foundation
Rodeo Record: $690,000 (2025)

Grand Champion Turkey

Exhibitor: Kelsey Johnson
Club/Chapter: Alpha Omega Academy FFA
Price: $315,000 (Rodeo Record)
Donors: Kristina & Paul Somerville; Andrea & Scott Fish; Becky & Kelly Joy; and J Alan Kent Development – Julie & Alan Kent
Rodeo Record: $315,000 (2025)

Reserve Champion Turkey

Exhibitor: Stetson McKinley
Club/Chapter: Lake Creek FFA
Price: $220,000 (Rodeo Record)
Donors: Billy Parker; Aimee & JP Monteverde; Cheryl & Dr. Barry W. Heaton; and Big Country Outdoors – Heather & Sean Congdon
Rodeo Record: $220,000 (2025)

2025 SCHOOL ART AUCTION CHAMPIONS

Grand Champion Art
Exhibitor: Sophie Zhou
School District: Private School
Art: painting, "Nurture"
Price: $276,000 (Rodeo Record)
Donors: Kristina & Paul Somerville; J Alan Kent Development – Julie & Alan Kent; Jennifer, Joe & Bob Van Matre; and Shelly, Jerome, Allie, Abbie & Cameron Mulanax
Rodeo Record: $276,000 (2025)

Reserve Champion Art
Exhibitor: Hyewon (Joy) Park
School District: Fort Bend ISD
Art: painting, "Night at the Arena"
Price: $200,000
Donors: Cheryl & Gary Deitcher; Hogue Landscape Services – Laura & Matthew Hogue; Terry & Dr. Joe Agris; and Lisa Scheller
Rodeo Record: $265,000 (2022)

Houston Livestock Show and Rodeo™

EDUCATIONAL SUPPORT

2026 EDUCATIONAL COMMITMENT

EDUCATIONAL SUPPORT

The Houston Livestock Show and Rodeo scholarship program consists of more than 800 scholarships and more than $15 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 $660 million since the first scholarship was awarded in 1957.

2026 Educational Commitment – More than $30 million

$15.1 MILLION+
IN SCHOLARSHIPS

$3 MILLION+
IN EDUCATIONAL PROGRAM GRANTS

$11.2 MILLION+
TO JUNIOR SHOW EXHIBITORS

$523K+
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

Achievement: $600,000 ..... Approx. 30, current junior & senior Rodeo scholars, $20,000 scholarships

Exhibitor: $300,000 ..... 15, four-year, $20,000 scholarships

Volunteer Dependent: $100,000 ..... 10 scholarships, $20,000 scholarships

Hildebrand Family: $300,000 ..... approx. 15, four-year, $20,000 scholarships

School Art: $300,000 ..... 15, four-year, $20,000 scholarships

Military: $100,000 ..... five, 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 ..... eight, one-year, $16,000 scholarships

Texas Christian University Ranch Management Program:
$10,000 ..... four,one-year, $2,500 scholarships

2026 EDUCATIONAL COMMITMENT

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 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

Houston Livestock Show and Rodeo™

OFFICIALS

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.

PAT MANN PHILLIPS
CHAIRMAN OF THE BOARD

WESLEY SINOR
CHAIRMAN-ELECT OF THE BOARD

JIM BLOODWORTH

ROGER CAMP

BRADY F. CARRUTH

WARNER D. ERVIN

JUAN GARCIA

JEFF HAYES

JEFF HILDEBRAND

PARKER JOHNSON

DON D. JORDAN

ALAN KENT

KELLY J. LARKIN, M.D.

JACK A. LYONS

ROBBIE SMITH

JIM WINNE

LIFETIME MEMBERS

TILMAN J. FERTITTA

WAYNE HOLLIS

J.P. "HAP" HUNNICUTT

ED MCMAHON

CHRIS RICHARDSON

CHARLES R. "BUTCH" ROBINSON
Past Chairman of the Board

JOHN O. SMITH
Past Chairman of the Board

PAUL G. SOMERVILLE
Past Chairman of the Board

KEITH A. STEFFEK

R.H. "STEVE" STEVENS

JOE VAN MATRE

JAMES M. "JIM" WINDHAM

LIFETIME EXECUTIVE COMMITTEE APPOINTMENT

RAY HINSLEY

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

STACY STIDHAM ANDERSON

JOHNNY CAUSEY

MARTHA CEBALLOS

STAN HORTON

RUSSELL JONES

MARK KELLY

SEAN LEHANE

KRISTIE MANNING

AMY PINKHAM MILLER

AIMEE COATES MONTEVERDE

NANCY MOTLEY

ROBERT PIKE

MICHAEL SACHS

JIM SARTWELLE III

DAVID SMITH

DAVID STONE

JUSTIN "TANK" TANKERSLEY

LANCE WELCH

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.

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 and currently serves on the board of directors. 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.

2026

$660 MILLION

TO TEXAS YOUTH AND EDUCATION

SINCE 1932