

HOUSTON LIVESTOCK SHOW AND RODEO™



FEB. 27 - MARCH 17, 2024

MEDIA GUIDE

RODEOHOUSTON.COM

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.

THE HOUSTON LIVESTOCK
SHOW AND RODEO IS
PROUD TO HAVE COMMITTED



**\$600
MILLION**

TO TEXAS YOUTH AND
EDUCATION SINCE 1932

Since the **Houston Livestock Show and Rodeo** began in 1932, more than **\$600 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

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

Feb. 19 – 24: 9 a.m. – 5 p.m.

Closed Feb. 25

Feb. 26 – March 17: 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.
- » For Corral Club drink tickets, the media must provide proof of ID and sign a waiver to accept the tickets. Each credentialed individual can receive up to 10 free drink tickets for Corral Club.
 - Corral Club drink tickets are available in the Media Center and will be provided by the Media Center Manager.

MEDIA CREDENTIALS

Policy

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

Freelancers, photographers, bloggers and digital journalists applying for accreditation must provide a letter of assignment from an official publisher or editor with clear assignment details.

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.
 - 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.

MEDIA RELATIONS

MEDIA CREDENTIALS

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 2024 media accreditation will be used for legitimate news coverage only.

Any secondary or non-editorial commercial use of any **photographs, video, audio or depictions of any activities at the Rodeo, recorded by any process and on whatever medium**, Feb. 27 through March 17, 2024, 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 2024 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, etc., submit your request via email to pipken@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



Please refer to your specific pass/hangtag for more detailed instructions.

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

Feb. 27 – March 17, 2024

- » **Weekdays:** 6 to 10 p.m. (or end of concert)
- » **Weekends:** 2 to 6 p.m. (or end of concert)

of the media and/or their guests from the Press Box if necessary.

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.
- » 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

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.
 - 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.

Photography and Video Guidelines in Carnival

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

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

HLSR ESCORT **REQUIRED** ON GROUNDS:

- » A live shot with a live interview
- » Morning live shots with live interviews
- » Interviewing any HLSR staff
- » Interviewing children (under 16)
- » If media needs assistance setting up interviews for finding someone to interview

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

HLSR Media team needs to know 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 HLSR media team can inform staff and security in that area.

Houston Livestock Show and Rodeo™

FACTS

FACTS

2024 FACT SHEET

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

Rodeo Uncorked! Roundup & Best Bites Competition	Sunday, Feb. 18, 2024
World's Championship Bar-B-Que Contest	
presented by Cotton Holdings	Thursday, Feb. 22 – Saturday, Feb. 24, 2024
Rodeo Roundup	Friday, Feb. 23, 2024
Go Texan Day	Friday, Feb. 23, 2024
Trail Rides arrive at Memorial Park	Friday, Feb. 23, 2024
Rodeo Run, presented by ConocoPhillips	Saturday, Feb. 24, 2024
Downtown Rodeo Parade	Saturday, Feb. 24, 2024
Houston Livestock Show and Rodeo™	Tuesday, Feb. 27 – Sunday, March 17, 2024
Opening Day, presented by Texas Capital	Tuesday, Feb. 27, 2024
Armed Forces Appreciation Day,	
presented by Crown Royal	Wednesday, February 28, 2024
Black Heritage Day, presented by Kroger	Friday, March 1, 2024
First Responders Day, presented by BP America	Monday, March 4, 2024
Community Day, presented by TC Energy	Wednesday, March 6, 2024
Volunteer Appreciation Day, presented by Phillips 66	Thursday, March 7, 2024
Go Tejano Day, presented by Fiesta Mart	Sunday, March 10, 2024
RODEOHOUSTON® Championship	Sunday, March 17, 2024

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.

2024 Educational Commitment

The Houston Livestock Show and Rodeo has committed more than \$27.4 million to support Texas youth and statewide educational programs in 2024. The Rodeo's 2024 educational commitment awards more than \$14.6 million in scholarships, more than \$9.5 million to junior show exhibitors, \$2.6 million in educational program grants and more than \$484,000 toward graduate assistantship programs.

2024 Educational Commitment

- » Scholarships: \$14.6M+
- » Junior Show Exhibitors: \$9.5M+
- » Educational Program Grants: \$2.6M
- » Graduate Assistantships: \$484K+
- » Graduate Assistantships: \$464K+

2024 FACT SHEET

Since its beginning in 1932, the Rodeo has committed more than \$600 million to the youth of Texas and education.

Economic Impact to Greater Houston

The 2019 Rodeo generated a total economic impact of \$227 million and total economic activity of \$391 million in Greater Houston, according to the Rodeo’s 2019 Economic Impact Study, conducted by Economics Analytics Consulting, LLC.

- » Total Economic Impact: \$227 million
- » Total Economic Activity: \$391 million

Economic impact measures the economic effects of new spending in Greater Houston generated by visitors attending the 2019 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. We will also be conducting a new economic impact study in 2024. Committees who are involved in this study have already received information regarding their involvement.

Entertainment

The following entertainers will perform on the RODEOHOUSTON stage in NRG Stadium, Feb. 27 – March 17.

Tuesday, Feb. 27 • Opening Day, presented by Texas Capital	Blake Shelton
Wednesday, Feb. 28 • Armed Forces Appreciation Day, presented by Crown Royal	Carly Pearce
Thursday, Feb. 29	for King + Country
Friday, March 1 • Black Heritage Day, presented by Kroger	50 Cent
Saturday, March 2	Hardy
Sunday, March 3	Ivan Cornejo
Monday, March 4 • First Responders Day, presented by BP America	Hank Williams Jr.
Tuesday, March 5	Oliver Anthony
Wednesday, March 6 • Community Day, presented by TC Energy	Jelly Roll
Thursday, March 7 • Volunteer Appreciation Day, presented by Phillips 66	Luke Bryan
Friday, March 8	Major Lazer
Saturday, March 9	Lainey Wilson
Sunday, March 10 • Go Tejano Day, presented by Fiesta Mart	Los Tigres del Norte
Monday, March 11	Whiskey Myers
Tuesday, March 12 • All American Takeover	Bun B
Wednesday, March 13	Nickelback
Thursday, March 14	Zac Brown Band
Friday, March 15	Jonas Brothers
Saturday, March 16	Brad Paisley
Sunday, March 17 • RODEOHOUSTON Finals	Eric Church

FACTS

2024 FACT SHEET

TICKETS

Tickets for the 2024 performances are available at rodeohouston.com.

DISCOUNTED WEDNESDAYS

Family Wednesday: March 13

Free admission for seniors over 60 and children 12 and under until noon.

BOGO rides and games in the Junction Carnival area until 4 p.m.

Discounted food & beverage at three stands until 4 p.m. (all \$3)

Community Day: March 6

Free admission for all guests until noon.

Same discounts as above.

FACTS

NEW IN 2024

RODEOHOUSTON Hall of Fame

Schedule Changes

The Houston Livestock Show and Rodeo™ announced the RODEOHOUSTON Hall of Fame and the inaugural class of 2024. Three individuals will be inducted during the RODEOHOUSTON finals on Sunday, March 17, 2024. The 2024 inductees are 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.

WEBSITE AND APP

Brand New RODEOHOUSTON Website and App

The Houston Livestock Show and Rodeo website and app had a major refresh, and not only does it have a much more updated look, but it has useful, consolidated information to make everyone's experience at the Rodeo seamless.

Please download the new RODEOHOUSTON app from your app store. It has an interactive map to help guests on the Rodeo grounds, logins for carnival, grounds and show tickets, livestreaming capabilities and of course,

frequently asked questions to help you navigate your visit. The interactive map will be available on the app Feb. 22.

ACCESSIBILITY

Momentum Refresh Mobile Restroom

New for this year, we are offering a safe and comfortable personal care space for those with mobility limitations and their caregivers. This groundbreaking facility sets a new standard by providing a range of inclusive features, including an adjustable adult-size changing table, a ceiling hoist for safe transfers, adjustable sink/grab bars, toilet with bidet and a dedicated team of trained professionals to inform guests about the amenities and clean the space between uses. We're committed to ensuring a safe and dignified environment, eliminating barriers so everyone can fully enjoy the event. The Momentum Refresh mobile restroom can be found in the Junction restroom area. Orange Lot, between Fun on The Farm and NRG Center.

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.

Attractions & Activities

New Shopping

- » Angry Minnow Vintage
- » B and B Glass Studio
- » Breggy Bomb Carolina
- » Pickle Company Clayton & Crume Copper
- » Kettle Popcorn
- » Dakota West Leathers
- » Double Trouble Boutique
- » HEYDUDE
- » Laura Lively
- » Lucky Ranch Style
- » Snakebite Creative Design
- » Stonewick
- » Texas Therasoles
- » The Barrel Road
- » The Original Windmill Ceiling Fan Co
- » VNTG SPLY
- » Yellow Rose Tack and Supplies

New Foods

- » **Asian Streetness** – Wonton Nachos
- » **Big Fat Bacon** – Bacon Bourbon Caramel Cheesesteak on a Stick, Chocolate Bacon on a Stick
- » **Cajun Cowboy** – Louisiana Crawfish Cheese Fries, Churro Fries
- » **Casa De Yummy** – **Quite** Queso Nachos, Horchata con Cafe
- » **Corndog With No Name** – Brunch Pops
- » **Fields of Corn** – Mexican Street Popcorn
- » **FRIED WHAT !?** – Lemon Cake Bar
- » **Joe's Crab Shack** – Red Beans and Rice with Seafood
- » **MiaBellas Wood Fired Pizza** – BBQ Bacon Bourbon Wood-Fired Pizza
- » **Paradise Burgers** – Paradise Maple Waffle Burger
- » **Pioneer Wagon** – Caramel Apple Cowboy Churro on a Stick
- » **Red Barn Biscuits** – Caramel Apple Cinnamon Biscuit
- » **Saltgrass Steakhouse** – Chili Mac Attack Potato
- » **Stubby's Cinnamon Rolls** – Sinny Centers
- » **Teahouse Tapioca and Tea** – Popcorn Chicken, Dragon Fruit Tea
- » **Texas Sized Pizza/Burger & Chili Shack** – Corny Cakes, Loaded Fries Pizza
- » **The Original Minneapple Pie** – MinneCookieDough Pie
- » **The Skillet at The Ranch** – Deep Fried Cowboy Croissant, Bacon on a Stick with Truffle Honey, Chicken Fried Steak on a Stick
- » **Waffle Chix** – Oreo Brownie Blast, Chicken in a Waffle on a Stick
- » **Yoakum Packing Co** – Fried Brisket Mac & Cheese

New Food Vendors

- » Big Fat Bacon
- » MiaBella's Wood Fired Pizza
- » The Skillet at The Ranch
- » Waffle Chix

New Carnival Midway Foods *(Among the Highlights)*

- » **Cheeto Cheese Chicken on a Stick:** Two pieces of extra crispy, juicy fried chicken, dipped in melted cheddar cheese and rolled in crunchy hot Cheetos, then finished off with pickles.
- » **Hot Cheeto Cheese Pickle Pizza:** New York style pizza with a ranch dill sauce, topped with mozzarella cheese, extra crispy sliced dill pickles, and finished with flaming hot Cheetos and a drizzle of ranch dill sauce.
- » **Nashville Hot Chicken Tots:** Crispy tater tots tossed in a spicy, butter garlic sauce and topped with Biggy's Nashville hot chicken and juicy pickles.
- » **Barbalicious Float:** A handcrafted bubblegum soda topped with cotton candy and whipped cream, then finished with sprinkles and a pink and white lollipop.
- » **Texas Torpedo:** An explosion of delicious Texan favorite flavors, these spicy jalapeños are stuffed with beef brisket and cream cheese and wrapped in bacon.
- » **Texas BBQ Slice:** Texas size slice topped with BBQ pulled pork, onion, pickled jalapeno & ranch drizzle
- » **Pickle Split:** Sliced dill pickle spears topped with dolewhip, tajin sprinkled Ice Cream
- » **Chicken on a Stick:** Twix on a stick twisted in ice cream, topped with white chocolate, rolled in frosted flakes and drizzled with strawberry syrup
- » **Texas Tommy Dog:** All beef Jumbo hot dog wrapped in bacon & topped with nacho cheese
- » **Sonoran Dog:** All beef hot dog, bacon wrapped and topped with grilled onion and jalapenos, diced tomatoes, mustard and cilantro mayo
- » **Takis Corn on the Cob:** Takis topped on Corn on cob or in a cup
- » **Salsa Verde Tostielote Style in a bag:** Tostitos bag salsa verde chips on top of corn on cob or in a cup
- » **Peaches & Cream Funnelcake:** Peaches & whipped cream topped on a fresh funnel cake
- » **Churro Sundae Funnelcake:** Ice Cream Sundae topped with churros and choice of sundae toppings



New Carnival Games

- » **Pusheen:** A tubby tabby cat who became famous through her animated comics and GIFs, as well as through her widely used animated stickers on social media.
- » **Joker 360:** A giant 16-seat pendulum swings clock- and counterclockwise, up, and over and back again, offering an exhilarating g-force experience complete with tunes loved by all generations. Riders will experience thrilling high speeds and free-falling sensations simultaneously.

Volunteer Appreciation Day, presented by Phillips 66

The Rodeo is turning the spotlight on its unsung heroes like never before with the inaugural Volunteer Appreciation Day on March 7, 2024. Events include a “Boots and Bubbly Brunch”, a volunteer talent show and a special presentation inside NRG Stadium (see the daily schedule for more details).

Drone Show, presented by ExxonMobil

Immerse yourself in Rodeo magic with a stunning drone light show and fireworks extravaganza! Watch as 400 drones paint the night sky with formations that capture the essence of our Western Heritage, every Saturday and Sunday at 8 p.m.

MOBILE APP



Download our free RODEOHOUSTON® app for Android and iPhone.

Let's Rodeo, y'all! The RODEOHOUSTON app is your go-to when attending your favorite event from Feb. 27 - March 17. Our digital Visitor's Guide will ensure you're ready for the action before you arrive at NRG Park — purchase or access your tickets, load up on carnival packs and find out about all the festivities.

Whether you're joining us in-person or livestreaming from home, the RODEOHOUSTON app has all you need right at your fingertips.



Download the app today!



For general Rodeo questions, scan the QR code.



NEW FEATURES INCLUDE

ALL-NEW HOME PAGE WITH ADDED FUNCTIONALITY AND VISUALS

3D INTERACTIVE MAP OF THE GROUNDS

QUICK ACCESS TO THE DAILY SCHEDULE, PARKING UPDATES, AND MORE

RODEOHOUSTON ATHLETE SCORING AND BIOS

MOBILE ACCESS TO LIVESTOCK AND CONTESTANT RESULTS

Houston Livestock Show and Rodeo™

**EVENTS &
ATTRACTIONS**

DAILY RECURRING ACTIVITIES

Feb. 27 - March 17

Gates open at 8 a.m. every day.

AGVENTURE presented by 

Daily: 9 a.m. - 9 p.m.

Birthing Center, Breed Row Barn, Honey Bees, Horticulture, Milking Parlor, Parakeet Encounter, Petting Zoo, Pony Rides, Poultry, Rabbits, We're Small Y'all Barn

Milking Parlor Demonstrations:

Monday – Friday: 9:30 a.m. – 2:30 p.m.; 4 – 6 p.m.

(demonstrations every hour 9 a.m. to 2 p.m. and every hour 4 to 6 p.m.)

Saturday & Sunday: 10 a.m. – 6 p.m.

(demonstrations every hour 10 a.m. to 12 p.m. and every hour 2 to 6 p.m.)

Carnival presented by 

Daily: until midnight

Opening hours vary each day. Please see the daily schedule for details.

Champion Wine Garden presented by  Frost

Monday – Thursday: 4 to 11 p.m.

Friday: 2 p.m. to midnight

Saturday: 11 a.m. to midnight

Sunday: 10 a.m. to 10 p.m.

The Junction

Born to Buck presented by  : 10 a.m. to 9 p.m.

Extreme Dogs: 11 a.m., 1, 4 and 6 p.m.

Fun on the Farm: 10 a.m. to 7 p.m.

The Junction Carnival: Monday – Friday: 11 a.m. to midnight


Saturday & Sunday: 10 a.m. to midnight

Mutton Bustin*, presented by 

11 a.m. to 7 p.m. (starts every hour)

**free to view, additional fees apply to participate.*

Petting Zoo: 10 a.m. to 9 p.m.

Pig Races sponsored by  : 11:30 a.m.; 12:30, 1:30, 3:30, 4:30, 5:30, and 6:30 p.m.

Shopping & Dining

Daily: 10 a.m. to 9 p.m.

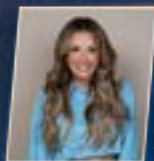
The Hideout

Daily: 6 p.m. to midnight

Topo Chico Hard Seltzer's Oasis 

Miller Time Bar 

Coca-Cola Ice House 



TUESDAY, FEB. 27

BLAKE SHELTON

OPENING DAY
presented by Texas Capital

WEDNESDAY, FEB. 28

CARLY PEARCE

ARMED FORCES APPRECIATION DAY
presented by Crown Royal

THURSDAY, FEB. 29

for KING + COUNTRY

FRIDAY, MARCH 1

50 CENT

BLACK HERITAGE DAY
presented by Kroger

SATURDAY, MARCH 2

HARDY

SUNDAY, MARCH 3

IVAN CORNEJO

MONDAY, MARCH 4

HANK WILLIAMS JR.

FIRST RESPONDERS DAY
presented by BP America

TUESDAY, MARCH 5

OLIVER ANTHONY

WEDNESDAY, MARCH 6

JELLY ROLL

COMMUNITY DAY
presented by TC Energy

THURSDAY, MARCH 7

LUKE BRYAN

VOLUNTEER APPRECIATION DAY
presented by Phillips 66

FRIDAY, MARCH 8

MAJOR LAZER

SATURDAY, MARCH 9

LAINEY WILSON

SUNDAY, MARCH 10

LOS TIGRES DEL NORTE

GO TEJANO DAY
presented by Fiesta Mart

MONDAY, MARCH 11

WHISKEY MYERS

TUESDAY, MARCH 12

BUN B

ALL AMERICAN TAKEOVER

WEDNESDAY, MARCH 13

NICKELBACK

THURSDAY, MARCH 14

ZAC BROWN BAND

FRIDAY, MARCH 15

JONAS BROTHERS

SATURDAY, MARCH 16

BRAD PAISLEY

SUNDAY, MARCH 17

ERIC CHURCH

EVENTS & ATTRACTIONS

ENTERTAINER FACTS

Entertainer Facts

- » 10 entertainers are new to the RODEOHOUSTON® stage
 - Carly Pearce
 - 50 Cent
 - Hardy
 - Ivan Cornejo
 - Oliver Anthony
 - Jelly Roll
 - Lainey Wilson
 - Whiskey Myers
 - Nickelback
 - Major Lazer
- » First-time RODEOHOUSTON performers make up 50% of the lineup. Country performers make up 60% of the lineup, non-country performers make up 40%.
- » Oliver Anthony released the single “Rich Men North of Richmond” independently in 2023, which debuted at number 1 on the Billboard Hot 100, making Anthony the first artist to debut atop the chart without any prior charting history in any form.
- » 50 Cent has a champagne called Le Chemin du Roi, which won Grand Champion Best of Show at the 2023 Rodeo Uncorked! International Wine Competition.
- » Hardy and Lainey Wilson toured together in Fall 2023.
- » This will be Hank Williams Jr.’s ninth performance at RODEOHOUSTON, but first since 2001.
- » Los Tigres del Norte has sold over 32 million albums and is one of the most recognized groups in the norteño genre.
- » Brad Paisley wrote or co-wrote 21 of his 24 No. 1 hit singles.
- » Bun B has been a co-teacher of a hip hop and religion course at Rice University.
- » This will be Brad Paisley’s 16th performance at RODEOHOUSTON.
- » Brad Paisley wrote or co-wrote 21 of his 24 No. 1 hit singles.
- » This will be Brad Paisley’s 15th performance at RODEOHOUSTON.



Houston Livestock Show and Rodeo™

AUCTIONS

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 HLSR media at media@hlsr.com if you want to stream a live auction.

2024 SCHEDULE

AUCTION	DATE	TIME	LOCATION
Rodeo Uncorked! Champion Wine Auction & Dinner	Feb. 25	6 p.m.	NRG Center, 2nd Floor
Ranching and Wildlife	March 1	1 p.m.	NRG Arena, Sales Pavilion
Junior Market Lamb & Goat Auction	March 8	11 a.m.	NRG Arena, Sales Pavilion
Junior Market Poultry Auction	March 9	11 a.m.	NRG Arena, Sales Pavilion
School Art Auction	March 10	11 a.m.	NRG Arena, Sales Pavilion
Junior Market Barrow Auction	March 15	11 a.m.	NRG Arena, Sales Pavilion
Junior Market Steer Auction	March 16	11 a.m.	NRG Arena, Sales Pavilion

AUCTIONS

RECORDS



Grand Champion Barrow

Exhibitor: Sage Bearden

Hometown: Bullard, Texas

Club/Chapter: Crowell FFA

Price: \$375,000 (Rodeo Record)

Donors: Gregg Reyes – Reytec Construction, Sabra Smith, Kathy & Matt Norris, and Lisa Blackwood

Rodeo Record: \$375,000 (2023)



Reserve Champion Barrow

Exhibitor: Zachery “Ky” Blount

Club/Chapter: Kerr County 4-H

Price: \$320,000 (Rodeo Record)

Donors: Sheri & Rob Walker, Andrea & Scott Fish, Sherry & Connard Barker, and Mark Ward

Rodeo Record: \$320,000 (2023)



Grand Champion Broilers

Exhibitor: Kamryn Till

Club/Chapter: El Campo FFA

Price: \$300,000 (Rodeo Record)

Donors: Becky & Kelly Joy, J Alan Kent Development – Julie & Alan Kent, Debbie & Joey McGuire, and Cheryl & Dr. Barry Heaton

Rodeo Record: \$300,000 (2023)



Reserve Champion Broilers

Exhibitor: Gage Wilson

Club/Chapter: El Campo FFA

Price: \$175,000 (Rodeo Record)

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

Rodeo Record: \$175,000 (2023)

AUCTIONS RECORDS



Grand Champion Goat

Exhibitor: Brynlee Hogg

Club/Chapter: Lubbock County 4-H

Price: \$240,000 (Rodeo Record)

Donors: Skip Avara, Melissa & Jimmy Guinn II, Fire Safe Protection Services, L.P. – Lizzy & Stephen McKinney, and Tea & Bill Pinkley

Rodeo Record: \$240,000 (2023)



Reserve Champion Goat

Exhibitor: Brett Bowers

Club/Chapter: Lubbock County 4-H

Price: \$135,000

Donors: Michelle Iversen Jeffery in Honor of Christy Iversen, Jay Graham, Joyce & Marcus Abdo, and KYM Coleman Education Foundation (KCEF)

Rodeo Record: \$190,000 (2022)



Grand Champion Lamb

Exhibitor: John Austin North

Club/Chapter: Sanger FFA

Price: \$350,000 (Rodeo Record)

Donors: The Hildebrand Family, in memory of Ruth Ann and Dr. Tommy Hildebrand

Rodeo Record: \$350,000 (2023)



Reserve Champion Lamb

Exhibitor: Cole Bynum

Club/Chapter: Mildred 4-H

Price: \$160,000

Donors: Amy & Mark Melton, Mary & Ken Hucherson, Mary Lee & Alan Stigall, and Tammy, Peyton & Mitchell Barrier

Rodeo Record: \$185,000 (2022)

AUCTIONS RECORDS



Grand Champion Steer

Exhibitor: Stiles Patin

Club/Chapter: Milam County 4-H

Price: \$550,000

Donors: J Alan Kent Development – Julie & Alan Kent, Sheri & Rob Walker, Randa & Ray Gilliam, and Andrea & Scott Fish

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



Reserve Champion Steer

Exhibitor: Tristan Himes

Club/Chapter: Sterling County 4-H

Price: \$540,000

Donors: Champagne Cowgirls

Rodeo Record: \$675,000 (2022)



Grand Champion Turkey

Exhibitor: Tyler John

Club/Chapter: La Vernia FFA

Price: \$200,000 (Rodeo Record)

Donors: Gregory N. Miller, Mary & Joe Chastang, Dayna & Trey Willbanks, and Jennifer & Doug Bosch

Rodeo Record: \$200,000 (2023)



Reserve Champion Turkey

Exhibitor: Trent Ellebracht

Club/Chapter: La Vernia FFA

Price: \$195,000 (Rodeo Record)

Donors: Billy Parker, Mach Industrial Group – Kathleen & Tom Mach, in memory of Harry Mach, Meredith & Patrick Chastang, and Ron Logan

Rodeo Record: \$195,000 (2023)

AUCTIONS RECORDS



Grand Champion Art

Exhibitor: Mia Huckman

School District: Lamar CISD

Art: painting, "Our Last Roundup"

Price: \$275,000 (Rodeo Record)

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

Rodeo Record: \$275,000 (2023)



Reserve Champion Art

Exhibitor: Eliza Hoffman

School District: Clear Creek ISD

Art: painting, "Morning Dove"

Price: \$185,000

Donors: Randa & Ray Gilliam, Mary & Ken Hucherson, Cheryl & Gary Deitcher, and Andrea & Scott Fish

Rodeo Record: \$265,000 (2022)

2024 SCHOOL ART AUCTION CHAMPIONS

Grand Champion Art

Exhibitor: Eliza Hoffman

School District: Clear Creek ISD

Art: Painting, "Warriors of the Great Spirit"

Reserve Champion Art

Exhibitor: Sion Joo

School District: Pearland ISD

Art: Painting, "Constant Champion"

Houston Livestock Show and Rodeo™

**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 2,300 students are on Rodeo scholarships, attending more than 80 different Texas colleges and universities. The value of these scholarships is more than \$50 million. The Rodeo has presented nearly 20,000 scholarships valued at more than \$275 million since the first scholarship was awarded in 1957.

2024 EDUCATIONAL COMMITMENT
MORE THAN
\$27
million

\$14.6 m+
scholarships

\$9.5 m+
**junior show
exhibitors**

\$2.6 m+
**educational
program
grants**

\$484k+
**graduate
assistantships**



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



TO TEXAS YOUTH AND EDUCATION SINCE 1932

Since its beginning in 1932, the Houston Livestock Show and Rodeo™ has committed more than \$600 million to Texas youth and education.

SCHOLARSHIPS

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: \$1,200,000 approximately 100, junior & senior Rodeo scholars

Exhibitor: \$600,000 30, four-year, \$20,000 scholarships

Hildebrand Family: \$300,000 approximately 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: \$200,000 ... funds awarded to colleges/institutions for disbursement

Texas A&M University

College of Veterinary Medicine: \$96,000 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 2022 Houston Livestock Show. Since 1932, \$195 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 \$84 million

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 \$15 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



CHRIS BOLEMAN
PRESIDENT & CEO



JIM BLOODWORTH



BRADY F. CARRUTH



WARNER ERVIN



TILMAN J. FERTITTA



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



JOE VAN MATRE



ED MCMAHON



CHRIS RICHARDSON



**CHARLES R.
"BUTCH" ROBINSON**



WESLEY SINOR



JOHN O. SMITH



ROBBIE SMITH



PAUL G. SOMERVILLE



KEITH A. STEFFEK



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



**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.



**WENDY LEWIS
ARMSTRONG**



LARRY BIEDIGER



DR. BRYAN BLONDER



GINGER BROWN



JOHNNY CAUSEY



ALAN FOLGER



JUAN C. GARCIA



JOHN A. GRIMES



ROBERT HODGE



RICK JONES



MICHELLE LILLIE



**AMY PINKHAM
MILLER**



**AIMEE COATES
MONTEVERDE**



JAMES MORA



DAVID STONE



D. SCOTT SULLIVAN



**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.

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 and currently serves as chair of the Communications & Special Services Committee. 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.



LET'S RODEO

FEBRUARY 27 - MARCH 17
RODEOHOUSTON.COM





HOUSTON LIVESTOCK SHOW AND
RODEO™