



Professional Cowboy Association Finals
Biloxi, Mississippi
January 11-14, 2018

LAS VEGAS CONVENTION VISITORS AUTHORITY

- 2011 drew 175,275 fans of National Finals Rodeo (NFR) to the Thomas & Mack (UNLV arena)
- The event generated a non-gaming economic impact of \$60.1 million

The figures above do not include a gaming budget of \$10.7 million, not do they account for the thousands of fans who travel to Las Vegas solely for the city-wide celebrations that surround the NFR event.

40 hotels will broadcast live satellite feed of NFR including hotel and casino hosted parties and fan experiences featuring appearances by NFR competitors. Hotel and casinos will comp only the top 15 competitors from each of the NFR event.

-PAT CHRISTENSON, PRESIDENT OF LAS VEGAS EVENTS



The Las Vegas Convention will be the site of

- Two 300,000 square foot western shopping experiences
- Fan Fest, a new interactive experience featuring replicas of the NFR, Old West towns, rides, live music, etc.

-PAT CHRISTENSON, PRESIDENT OF LAS VEGAS EVENTS

The NFR generates more than \$1 million in profits for UNLV

-MIKE NEWCOMB, EXECUTIVE DIRECTOR OF THE THOMAS & MACK



The NFR is the most valuable client to the Thomas & Mack selling out 17,000 plus seats for 10 straight nights in each of the past 25 years for a total attendance of more than 4.5 million rodeo fans.

**-MIKE NEWCOMB,
EXECUTIVE DIRECTOR
OF THE THOMAS & MACK**



The Las Vegas Convention and Visitors Authority reports:

- 45,000 out of town visitors traveled to Las Vegas in 2011 for the NFR
- Nearly 1 million visitors drawn to the event since 1985
- More than \$1.3 billion infused into the local economy

According to *Las Vegas Events*, the total purse for the NFR has increased from \$1.8 million in 1985 to \$6.125 million in 2012 and the city has grown with it.

The contract
between the
NFR and *Las
Vegas
Events*
renewed in
2014.



It's the biggest
event we do in
scope and
magnitude, days,
manpower, as well
as the economic
impact for the city
and the University"

-MIKE NEWCOMB,
EXECUTIVE DIRECTOR
OF THE THOMAS &
MACK

In 1985, Las Vegas featured 53,000 hotel rooms and attracted just over 14 million visitors annually. Today the city boasts more than 150,000 hotel rooms and attracts more than 38.9 million visitors annually, According to the Las Vegas Convention and Visitors Authority

"During the 10 days of the NFR, Las Vegas becomes the most unique Western Sports and entertainment showcase in the world.



It's like a championship sports event with a 10-day Coachella on steroids"

-PAT CHRISTENSON

The 7 different events include bareback riding, saddle bronc riding, steer wrestling, team roping, barrel racing, and bull riding and feature the top 15 athletes from around the world. Hotels host "fan experiences" each night after the rodeo and each competitor has a fan base that follows them to their host hotel for the parties.

-PAT CHRISTENSON, PRESIDENT LAS VEGAS EVENTS



Thousands of cowboys, cowgirls, and rodeo fans descend on the city of Las Vegas each December to attend the National Finals Rodeo and participate in the activities surrounding the event.

The NFR event is a big draw for locals and out of towners alike. With country music concerts and rodeo viewing parties held at the casinos all over Las Vegas. Advertisements on taxi cabs welcome the NFR, while hundreds of vendors pack the Las Vegas Convention Center for a giant Cowboy Fan Fest and Cowboy Gift Show.



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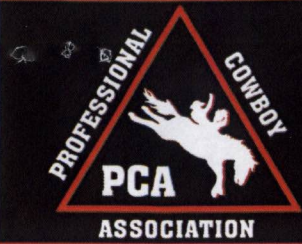
According to the Las Vegas Convention and Visitors Authority, the National Finals Rodeo has been an economic boom for Las Vegas, drawing almost 53,000 out of town guests in 2012.

More than 175,000 tickets were sold in 2012 for the 10-day event at the Thomas & Mack.

The overall impact on hotels, restaurants, and other businesses was estimated at nearly \$93 million.

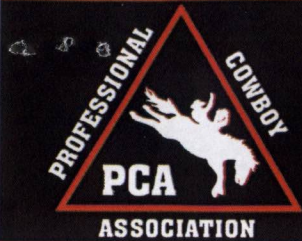
Las Vegas Events stated in a press release that 177,565 people attended events during the 10-day series at the Thomas & Mack in 2014. That was an increase of nearly 1,000 people in 2013.

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PROFESSIONAL COWBOY ASSOCIATION

- PCA membership as of August 15, 2017 is 412 athletes. These numbers are prior to a 2017 PR and Marketing campaign to include the launch of a new website, national and industry press releases, and social media integration. The campaign is an effort to boost membership and awareness of the organization.
- PCA has 250 rodeo committee members.
- Membership encompasses the Southeast US including Tennessee, Louisiana, Alabama, Mississippi, Georgia, Florida, South Carolina, and North Carolina.
- PCA produces 47 rodeos in the Southeast. PCA produced rodeos have currently drawn 124,900 fans. New rodeos have been added to the schedule for 2017 and 2018.
- PCA produced rodeos include fundraisers for local communities, charities, and law enforcement groups such as volunteer firefighters, the Cattlemen's Association, and St. Jude Hospital.



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GOALS FOR PROFESSIONAL COWBOY ASSOCIATION

- Increase website stats with a new, branded website release.
- Increase awareness of PCA through national press releases and rodeo industry press releases.
- Launch an aggressive social media campaign engaging rodeo fans and drawing attention to outstanding individual athletes.
- Increase fan participation at Professional Cowboy Association Finals Rodeo Biloxi by attracting family members, friends, and followers of each contestant.



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2018 PCFR Time Line of Execution January 11-14, 2018

Thursday Stock brought in

- 7:00 PM Mandatory Meeting in Mississippi Gulf Coast Convention Center
Name Call
Give out jackets with their packets
(Packets include – 1 ticket for each night, pins, back number and hopefully buffet tickets)
- 8:00 PM Group Pictures
- 8:30 PM Calcutta starts

Friday 9:00 AM PCFR 1st Performance for School Kids Learning Rodeo
There will be 4 to 5 contestants in each event
After rodeo the kids have a bag lunch with cokes in front of coliseum at tables.
11:30 AM At this time the rodeo runs the remaining contestants.

7:00-10:00 PM PCFR 2nd Performance – Mississippi Coast Coliseum
After Performance contestant party

Meet and Greet with winning cowboy/cowgirl to meet and have your picture taken with and autographed located on the bottom floor of Coliseum

Saturday 12:00 PM Committee Banquet
(awards are given out to committees and sponsors)

7:00-10:00 PM PCFR 3rd Performance – Mississippi Coast Coliseum
After Performance contestant party

Sunday 10:00-11:00 AM Cowboy Church – Mississippi Coast Coliseum

Sunday continued
2:00-5:00 PM PCFR 4th Performance – Mississippi Coast Coliseum
5:00 – 6:00 PM After Performance – Saddles & Buckles are giving away to the winners. Pictures are taken also at this time.
Awards Gala location TBD