



2020 LIVERMORE RODEO MEDIA KIT

LIVERMORE VALLEY STADIUM - LIVERMORE, CALIFORNIA
WWW.LIVERMORERODEO.COM



Our Heritage

The first Livermore Rodeo was held in 1918 in an effort to raise money for the Red Cross during World War I as mandated by the federal government. The town of Livermore was assessed to provide support in the amount of \$1200. To help raise money for the cause, the Livermore Stockmen's Protective Association decided to put on a local rodeo. The event was so successful, the Protective Association decided to establish the Livermore Stockmen's Rodeo Association in 1919 to continue efforts in raising money to help other worthwhile community causes.

Our rodeo is sanctioned by the Professional Rodeo Cowboys Association (PRCA) and is one of the oldest rodeos in the state of California with one of the largest purses for each event attracting well known professional talent in the Rodeo circuit. As a non-profit organization completely operated by volunteers, this event is a self supporting rodeo thanks to the donations of sponsors and the community. The annual Livermore Rodeo is one of the largest community events held in the Tri-Valley area attracting over 30,000 spectators and fans from all over the region each year.

The Livermore Stockmen's Rodeo Association is proud to present the Annual Livermore Rodeo ~ the World's Fastest Rodeo. So dust off your cowboy boots and hats!! The festivities for this exciting event begin Wednesday, through Sunday.





Events



Princess Competition

7th Annual - Saturday June 6th, 2020 - 5:30pm

The Livermore Rodeo Foundation in partnership with the Livermore Stockmen's Rodeo Association is proud to announce that during the 2020 Livermore Rodeo, we will be crowning six (6) local girls, ages 7-12, to represent the World's Fastest Rodeo!

The Rodeo Princess application period opens in early 2020. Advanced dinner ticket sales start in Spring 2020.

More info at livermoreroдео.com/cowgirluncheon





Team Branding & Mixer

39th Annual - Wednesday June 10th, 2020 4:30-10pm

Wednesday starts off the celebration with boot stompin' and BBQing! The Mixer is a family event that offers a generous dinner complete with barbequed Tri-Tip, salad and other side fixin's. Over 1000 people attend and enjoy two-stepping or line dancing into the night with their favorite cowgirl or cowboy to toe tapping live country music!! The whole family will enjoy this evening out. The bars will be serving up beer, wine and cocktails but remember to please drink responsibly.

This year, the 39th Livermore Rodeo Team Branding Mixer features entertainment by the Michael Beck Band. Tickets go on sale April 1st at Baughman's Western Outfitters, 2029 First Street in Downtown Livermore and online at livermorerodeo.com/mixer

More info at livermorerodeo.com/mixer





Family Night

Thursday June 11th, 2020 - 6pm

Family night takes place on Thursday evening and is very popular amongst the locals, bringing in more than 6,000 spectators and participants. With dollar admission, families can hunker down and enjoy the evening events. Starting at 6 pm, the Association invites local Team Roping teams out to get the crowd going. This is always a fun event to see just how good your neighbor is at roping livestock and showing their lifelong commitment to the cowboy way of life! If it's possible to have even more fun packed into one evening the Wild Cow Milking slack serves up the wildest, most unpredictable evening full of laughs with partners vying for the custom saddle prize they must rope a cow and hold onto the cow long enough for the other partner to milk it...So come out to the show and all the fun!!

More info at livermorerodeo.com/familynight





Professional Slack

Friday June 12th, 2020 - 8am

On Friday morning, starting at 8:00 AM is professional slack, which is free. The professional slack is an opportunity for professional PRCA photographers to capture live rodeo action with banners of our proud sponsors displayed prominently in our arena. Additionally, some of the world's best cowboys will be competing for the top prize against their counterparts from around the nation.





Cowgirl Luncheon

Friday June 12, 2020 - 12pm

A lunch brought to you by the Livermore Rodeo Foundation recognizing local scholarship recipients and this years cowgirl honoree.

A delicious Lunch, with choices of beer, wine, tea and water.

A silent auction will be held.

Tickets are pre-sale only, and typically sell out!

More info at livermorerodeo.com/cowgirluncheon





PRCA Xtreme Bulls

Friday June 12th, 2020 - 7:30pm

On Friday night, join us at Livermore Valley Stadium as Rodeo Weekend kicks off with some of the top bull riders in the PRCA with Xtreme Bulls! This event is all about the bull riding, with the winner take all champion bull rider receiving \$10,000! Gates open at 5pm, with the first bull ride around 7:30p.

More info at livermorerodeo.com/xtremebulls





Livermore Rodeo Parade

Saturday June 13, 2020 - 10am - Downtown Livermore

Managed by the Livermore Rotary Club, the annual Rodeo Parade kicks off the festivities downtown at 10 am Saturday morning. The local community gathers by the thousands to cheer on their local schools, clubs and businesses participating in the parade. A Grand Marshal is selected each year to represent the Rodeo & Parade festivities.

More info at livermorerodeo.com/parade





Lil' Pardners Rodeo

Sunday June 14th, 2020 - 12pm

The Livermore Rodeo Foundation in partnership with Livermore Stockmen's Rodeo Association is proud to announce the 25th Annual Lil' Pardners Rodeo, Sunday, June 14, 2020. We are very excited about the program and we're sure you will be too! You and your special child will be guests of the Rodeo Foundation and the Livermore Stockman's Rodeo Association to be "cowboys and cowgirls for a day." This event will be limited to 40 mentally or physically challenged children who are between the ages of 5 and 15 years old. Attending family members are limited to 6, including the participant. The participants will be guests of the Livermore Rodeo Foundation and the Livermore Stockmen's Rodeo Association.

More info at livermorerodeo.com/lilpardners





World's Fastest Rodeo

Saturday & Sunday June 13th & 14th, 2020 - 3pm

Famously known as the "World's Fastest Rodeo, Saturday starts off the show! The gates open at 11 am to the general public to come down and patronize the vendors as local merchants and sponsors set up in the shopping corridor behind the main stadium. Throughout the day, many activities take place for the entire family including pony rides and a petting zoo and equestrian type events in the main arena. Our beautiful reigning Livermore Rodeo Queen will be available for autographs and photos too!

The Grand Entry begins at 3 pm with the opening ceremonies and then quickly launches into the main Rodeo events that include Saddle Bronc Riding, Bareback Riding, Team Roping, Calf Roping, Barrel Racing, Wild Cow Milking and closes the evening with the wildly popular main event, Bull Riding.

Food and Beverage booths as well as concession stands are setup for your convenience throughout the rodeo grounds.

All Rodeo proceeds including beverage sales benefit the many programs that the LSRA support throughout the year!

More info at livermorerodeo.com





Media Credential

Please read the important information below

All photography and media credentials must be approved by the LSRA prior to the event. Please fill out the form at the link below to apply for credentials to the 2020 Livermore Rodeo. All requested information must be filled out. After submitting, a member from the LSRA Public Relations Committee will evaluate the request and will contact you with further direction.

Applications after June 9th, 2020 will NOT be accepted or approved.
No exceptions.

We ask that PRCA affiliated photographers apply for a photography pass prior to the event. Please indicate that you have a PRCA card with your request by checking the box below. Please bring your PRCA Identification Card with you to the event. Thank you.



**Apply for Photography & Media Credential at
livermorerodeo.com/mediacredential**

Deadline: June 9, 2020

More information, please contact:

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Thank you! We look forward to hearing from you!