



A LEGACY OF WESTERN CULTURE

EDUCATING TEXAS YOUTH



WELCOME

The **San Antonio Stock Show & Rodeo** came from humble beginnings with a simple mission: Emphasize agriculture and education to develop the youth of Texas. Our mission is clear, but it's consistent. It frames our identity and reflects our heritage. It grounds us with humility every time we consider how much we've grown and all we've achieved together. It's built a legacy in new generations of Texans who take up the mantle with pride. And, it's all thanks to the hard work and unified vision of thousands who selflessly give of themselves to make it happen all year, every year.

Most people know about the San Antonio Stock Show & Rodeo for our events and entertainment. And, we do have fun. But, the thing is: Everything we do comes back to raising money to support Texas youth. When the last buckles are awarded and the grounds are cleared, we're still working to keep our mission alive. Why? So that next year, we can educate even more young people. Here, every dollar donated goes straight to the youth of Texas. **We're proud to be a 501c3 nonprofit organization. It means more young people get a chance to grow their passions and pursue their studies. That's the real deal.**

Today, the San Antonio Stock Show & Rodeo is a leader in year-round entertainment built to drive our mission to educate Texas youth. We enjoy an international reputation as an award-winning organization recognized for excellence in agriculture education. What many people may not yet realize are the reasons why. We can't wait to show you.

We want to share more about what drives us. You'll see our strength is our people. It's in every attendee who comes through the gates during the San Antonio Stock Show & Rodeo in February. It's with every volunteer who gives up personal vacation time to lay dirt ahead of the show. We do it all because we believe in supporting the youth of Texas. That belief is our identity. It's part of our heritage. It shows up in everything we stand for and has been there for years. It's in our core values of integrity, caring and excellence.

Yes, we've grown from humble beginnings. But, our mission is solid and steadfast. And, it's worthy of support that's built to last for generations to come. We hope you'll join us. When you learn more about our story, you'll find lots of ways you can help us help more young people.



BEGINNING

HISTORY

- 1948** **San Antonio Livestock Exposition** (S.A.L.E.) was founded.
- 1950** **On February 17, the first Annual San Antonio Stock Show & Rodeo was held.** The first exposition met with unparalleled success, entertaining more than a quarter of a million visitors, an unheard-of record for an opening show.
- 1984** Awarded **15 four-year scholarships** totaling \$90,000 to students entering Texas colleges in fall 1984.
- 1999** **The San Antonio Stock Show & Rodeo Hall of Fame was developed.** Joe Freeman, Harry Freeman and Mary Nan West were the first inductees.
- 2003** Rodeo and concert performances move to a **brand new, state-of-the-art facility**, the AT&T Center (formerly the SBC Center) right next door.
- 2005** The Professional Rodeo Cowboys Association (PRCA) awarded the **San Antonio Stock Show & Rodeo Large Indoor Rodeo of the Year for the first time.**
- 2006** The San Antonio Stock Show & Rodeo **doubled its giving** in the three years since moving into the AT&T Center.
- 2008** The San Antonio Stock Show & Rodeo **is inducted in the PRCA Hall of Fame.**
- 2016** The San Antonio Stock Show & Rodeo educational commitment **exceeds \$171.4 million**, with \$11.3 million committed in 2016 scholarships, grants, endowments, junior livestock auctions, youth Western art auction, calf scramble program and show premiums.

FUTURE





ABOUT US

We are more than an 8-second ride. We are also more than a three-week event.

Our mission is to be a volunteer organization that emphasizes agriculture and education to develop the youth of Texas.

Our core values of integrity, caring and excellence apply in everything we do.

It's a simple foundation and makes a lasting impression. We work all year long to support our mission and core values. We don't do it overnight. And we can't do it alone.

As a nonprofit 501c3 organization, we know that every dollar matters and all contributions count.

The San Antonio Stock Show & Rodeo is dedicated to creating a meaningful legacy to support new generations of Texans in pursuit of agriculture education. We host millions of visitors at dozens of events and fundraisers as well as world-class rodeo action and entertainment. They all carry a powerful community impact and help generate financial support for Texas youth.

We also organize more than 6,000 volunteers who serve on more than 40 committees to further support our mission all year. Those numbers are great, but the results are even greater. Our efforts generate scholarships, grants, endowments, auctions, show premiums and other prize-winning activities, that add up to millions of dollars in educational commitment for Texas youth every year.

ANIMAL CARE

We're committed to maintaining high standards in animal care excellence. We require the proper care and treatment of all animals for display, competition, exhibition and educational purposes. Every year, we're entrusted with more than 70,000 animals on our property during the run of the San Antonio Stock Show & Rodeo. We're serious about making sure that all of our animals are treated with respect for their well-being.



ASSETS, FACILITIES AND GROUNDS

It takes a lot to keep the San Antonio Stock Show & Rodeo running strong.

We're fortunate to have dedicated, state-of-the-art and climate-controlled space to spread out in every year. We've expanded our original footprint at the Freeman Coliseum to include an even larger presence over the years.

We use about 308 acres to put on the whole show, but it's not only about taking up a lot of space. It's also about using it well and maintaining what we have. Our organization is fiscally conservative, responsible and proud of our long-running business partnerships. **We strategically manage our assets to maximize the experience for everybody involved in the San Antonio Stock Show & Rodeo—for now and for the long term.**



We're also responsible stewards of our environment. The San Antonio Stock Show & Rodeo is proud to earn the City of San Antonio's Green Event Level of Verde, the highest designation possible, for recycling, waste reduction and energy management.

- ★ More than **6,000 volunteers** on more than **40 committees**
- ★ **170 acres on-site**, including parking, grounds and facilities
- ★ **138 acres off-site**, including the headquarters building, parking and animal care
- ★ Space for **500 climate-controlled shops**
- ★ **Almost 17,000 seats** in the AT&T Center





IMPACT

We're proud of our history of stewardship to the San Antonio community and rich tradition of supporting the agriculture industry and youth of Texas. Our efforts produce a meaningful impact not only in terms of educating more students, but also in terms of boosting the local economy and encouraging widespread support for our mission.

Two million visitors come through the San Antonio Stock Show & Rodeo each year. They bring a powerful sales tax boost along with them.

PRESTIGE AND EXPOSURE

Our productive relationships with the City of San Antonio and Bexar County help ensure long-term support for our mission.

We don't receive or solicit any state or federal dollars.

Yet, our impact on the local economy is measurable.

We help put San Antonio and South Texas on the map in our industry and beyond. All over the country, leaders in agriculture, animal care, rodeo sports and entertainment look to us for responsible stewardship and best practices. That's a great responsibility and privilege we're proud to maintain.

More importantly, a significant percentage of our strong and growing economic impact comes from non-local sources. It

means people go out of their way to come to San Antonio and stay to spend more time and money here. **Every state in the union is represented at the San Antonio Stock Show & Rodeo, and at last count, 95 countries have also been included.**

Economic studies credit the San Antonio Stock Show & Rodeo with contributing more than \$250 million in impact on our local economy. That only covers the time of our main event in February. Our nonprofit organization and volunteers produce events and fundraisers all year to generate ongoing support for our mission.



MILITARY SUPPORT

We support men and women who serve.

San Antonio is known as Military City, U.S.A. All branches of the armed services have a presence in San Antonio, and a strong history here as well. The armed forces make it possible for us to have the San Antonio Stock Show & Rodeo in the first place. **We're proud to back our military in all we do.**

No Department of Defense endorsement implied.

FIRST RESPONDERS

We respect the men and women who serve and protect our local communities. Without them, we wouldn't be able to put on our show. These firefighters, certified Texas peace officers, emergency medical technicians and medical professionals play a critical role in keeping our events safe. **We appreciate all their time and effort to support us.**





OUR VOLUNTEERS MAKE EVERYTHING HAPPEN

Devoted. Enthusiastic. Selfless. Supportive. These are just a few words anyone could use to describe the more than 6,000 volunteers who form the backbone of the San Antonio Stock Show & Rodeo. They all believe in the mission, values and work of our organization. But it's more than that. They also believe in giving their valuable time to support it all. They walk the talk and set an example that actions really do speak louder than words.

Our volunteers have been a driving force in our success from the get-go. There's something that draws them here and keeps them giving back for years, decades and even generations. It's about feeling like they're part of something bigger than themselves: In knowing they're making a difference to scores of youth whose future is a little brighter because they gave their time to support it.

Sometimes, our volunteers take unpaid leave from work. They don't just show up for a day or even a week out of obligation or habit. Our volunteers have a unique spark and personal drive that keeps them involved all year long.

VOLUNTEERS MAKE EVERYTHING HAPPEN

Because the San Antonio Stock Show & Rodeo is a nonprofit 501c3 organization, we rely greatly on our volunteers. **They're the workhorses; the heart and soul of our operation.**

They support the San Antonio Stock Show & Rodeo year-round at all of our events because our mission is their mission, too.

One thing people say about our volunteers time and again: They're known for their hospitality. They take personal pride in showing people around. **They feel a sense of ownership and go out of their way to make people feel at home and welcome.** Like family.

Whether they're baking homemade cookies for competitors and their families, mucking stalls, picking people up at the airport or standing out in the freezing rain to take tickets, welcome field trips or unload pigs, they're happy to help and they do it with a smile. They'll stay late and maybe miss dinner with their own families to finish judging an event. Or mop the floors to get ready for tomorrow. Not because they're getting paid extra—they're not paid at all. But, because that's how much they believe in our mission.

Every year, the San Antonio Stock Show & Rodeo volunteers want to do better. They build on each success to come up with new ways to innovate, expand and make our impact on Texas youth even greater. From mutton busting and calf scrambles to parking duty and galas—we build momentum from a wellspring of enthusiastic contributors.





YES, WE WIN. BUT WHY?

The San Antonio Stock Show & Rodeo has won the Professional Rodeo Cowboys Association's (PRCA's) coveted Large Indoor Rodeo of the Year award every year since 2005. That's an impressive track record, and you bet we're proud of it.

It's the reasons why we win that make us even more proud.

The PRCA award is a people's choice award. We're humbled to know that time and again people vote for the San Antonio Stock Show & Rodeo because of how they feel when they come here. **They feel like family. So, when they come to San Antonio, it's like coming home.**

We earn their respect by doing what we do best: By being San Antonio. By having a giving spirit, and by being personable and genuine. These qualities show up in our volunteers and the countless hours they spend making everybody feel welcome. They organize committees to greet people, help watch kids during competitions, bake homemade goodies to share and pack box lunches to send folks off with a smile, until next year. **It feels good to be a part of these efforts, and we have countless ways you can help make a difference.**

Here's just some of what else makes us special:

- ★ **Dedicated volunteers year-round:** We cannot achieve the recognition we do without the continuous support and dedication of thousands of volunteers.
- ★ **A sound organization:** The San Antonio Stock Show & Rodeo is run with precision. With more than 65 years of responsible leadership, we've generated a well-oiled machine.
- ★ **Innovation:** Every year, our volunteers come up with ways to make the San Antonio Stock Show & Rodeo even better. From the Food Challenge to Landscape Challenge, we're always adding new events. They're fun and speak to popular demand, but more importantly, they're a proving ground for potential new scholarships.



There's no doubt our award-winning Rodeo puts on a good show. What you might not realize is: **The real show comes from watching the young people go on to accomplish great things with the money they earn. Agriculture appreciation and skills are still the foundation of this signature event.** Here's some of what sets us apart:

- ★ **World-class talent:** People come from coast to coast and all over the world to compete and perform here. It's a notch in their belt they're proud of, which makes us proud, too.
- ★ **A winner every night:** There's no waiting for our Rodeo to be over before we announce winners. We keep the fun rolling every day.
- ★ **The largest purses:** It's no fun to compete for small potatoes. We make it worth their while.
- ★ **Fast pace:** From start to finish, our Rodeo is built to run in two hours that pack a lot of action.
- ★ **State-of-the-art venue:** The AT&T Center can hold almost 17,000 people in comfort with entertainment on the floor and digital displays all around.





COMPETITIVE YOUTH EVENTS

Youth competitions breed respect, grace and lessons of a lifetime.

We believe in friendly, but serious, competition. It may seem small: Showing an animal bred to compete. Demonstrating horse training and skills. Learning how to judge events. But, in all these contests, we also see greatness for Texas youth.

Our competitions help youth learn about animal care, skill and the agriculture industry. More importantly, they also teach responsibility and time management, present new career paths, inspire opportunity and show new generations of Texans how to be gracious in the face of victory or defeat.

Supporting these competitive events for Texas youth is why the San Antonio Stock Show & Rodeo exists. As a nonprofit organization, we depend on help from volunteers to make it all run. They're happy to share what they know with youth who are ready to learn, even if it means staying late and putting in hours of their time. We have many ways you can help support them, too.

The San Antonio Stock Show & Rodeo also provides a fertile proving ground for new competitive events for youth. From agrobotics to food and landscape challenges, new potential scholarship awards grow every year.



HIGHLIGHTS OF COMPETITIVE YOUTH EVENTS

- ★ **Livestock Show:** Beef and dairy cattle, chickens, turkeys, pigs, goats and sheep are exhibited and win awards for the young participants who show them.
- ★ **Horse Show:** From barrel racing to demonstrating other skills, we have many ways for youth to show their horses.
- ★ **Landscape Skillathon:** This covers everything from design concepts to fertilizers, insecticides and plant identification skills.
- ★ **Food Challenge:** It's like Iron Chef, but requires student contestants to know about preparation, nutritional facts and ingredient origins.
- ★ **Junior Shootout:** The richest youth clay target competition in the country awards scholarships and prizes for shotgun shooting sports.
- ★ **Student Western Arts:** Designed to generate scholarships and showcase student passion for art expressed through different mediums, it's a creative outlet for Western heritage and tradition.
- ★ **Agricultural Mechanics Show:** With elements of competition and a marketplace, this event helps turn ag skills into sales and includes a job fair and auction.

FUNDRAISERS ALL YEAR

Our fundraising spurs more scholarships.

All year, we focus on our mission to develop agriculture education for Texas youth. That's why we build momentum for our mission at so many events and fundraisers.

From fashion and food to shooting and teeing off, we plan and manage fundraisers to rally support and raise fun while raising money, too. There are plenty of ways to help support the San Antonio Stock Show & Rodeo any time of the year. Here's just a taste of what we're up to while supporting the youth of Texas:

Bar-B-Que Cook-off & Festival: Part of the kick-off to rodeo season, this event pits the world's champion grillers against each other for delicious fun and competition housed at our generously donated San Antonio Stock Show & Rodeo on the Salado. It includes live music, family activities, a BBQ trade show, shopping and even a cook-off competition just for the kids. Proceeds benefit the San Antonio Stock Show & Rodeo Scholarship Fund.

Rodeo Round-up: It's one of the largest fundraisers of the year for the San Antonio Stock Show & Rodeo Scholarship Fund. Guests look forward to delicious food and drinks, live music, door prizes and auctions.

Cowgirls Live Forever: This luncheon and fashion show stages the latest trends and styles while bringing in more than \$1 million in scholarships. It honors independent, courageous and resilient women who are dedicated to preserving Western heritage and helping to shape Texas agriculture and Texas youth.

Golf Tournament: The Tee'r Up Golf Tournament is a whole weekend of golf and fun to bring in more money to benefit the San Antonio Stock Show & Rodeo Scholarship Fund.

Boots and Shoot: Competitive clay shooters get a chance to showcase their skills at this event that supports the Calf Scramble program. After a day of shooting, the event continues with dinner, live music, dancing and auctions.





FUN RODEO EVENTS

All of this fun has a purpose: Serve Texas youth and inspire support for Texas heritage and agricultural education.

No San Antonio Stock Show & Rodeo is complete without a trip around the grounds. From the rides to the food and climate-controlled shopping, concerts and diversions in between, the atmosphere at the San Antonio Stock Show & Rodeo is about family-friendly fun.

Through it all, we focus on our mission to support education for Texas youth. Every one of our visitors helps contribute to our cause.



- ★ **Western Heritage Parade & Cattle Drive:** The traditional kick-off to the San Antonio Stock Show & Rodeo, it's a spectacle that stretches down historic Houston Street and the iconic Alamo.
- ★ **Wine Garden and Craft Beer Garden:** The best spots to cool your heels with a cool one and savor winning vintages, techniques and food pairings.
- ★ **Concerts:** Live music comes in lots of forms, whether it's major headline acts inside the AT&T Center's main stage or at multiple other venues throughout our grounds.
- ★ **Family Activities:** From a petting zoo, to pony rides, to a full-on Texas Family Experience, there are exhibits, samples and hands-on fun designed for the whole family.
- ★ **Carnival:** Games and rides from one of the largest carnival providers in the country.
- ★ **Shops at the Rodeo:** Hundreds of carefully curated vendors showcase items like furnishings, accessories, clothes and boots in a climate-controlled setting.





JUNIOR LIVESTOCK AUCTION

Getting animals ready for the Junior Livestock Auction is a long-term commitment. It's usually also a family experience. Our competitors feed, groom and care for their animals, and keep records of it all. They get up before school and put in hundreds of hours, weeks after months, to get it done. Then, they come to show it all for a chance to help pay for their continuing education. Along the way, these competitors don't just learn how to raise livestock. **They also learn basic life skills and character builders, like responsibility, accountability and the value of hard work.**

That level of drive and dedication is impressive enough. But, when you consider the participants are in 4H and FFA—that's grade school and high school—it's remarkable.

EVERY DOLLAR COUNTS

Here's something you might not realize about the San Antonio Stock Show & Rodeo Junior Livestock Auction: Every dollar earned goes straight to the competitors—the youth of Texas. The house doesn't get a cut. There's no overhead fee or percentage taken out. It's all to support our mission. **We see to it that every dollar goes exactly where it's meant to go. Contributors and supporters really do make a difference here.**

The Junior Livestock Auction is possible only through the effort of the Volunteer Auction Committee, as well as the dedication, commitment and generosity of our business community, individual buyers, volunteer fundraising events and Raffle Committee ticket sales.

SCHOLARSHIP PROGRAM

Higher education has a significant impact on a child's future. College programs not only benefit students and families, but also our Texas communities and the agricultural industry as a whole. Promoting agriculture education—the culture of the land—is a major part of our mission.

The San Antonio Stock Show & Rodeo Scholarship Fund encourages Texas youth to complete college and consider a career in agriculture. Every year, we dedicate funds to be used for college scholarships, endowments, educational programs and research—all relating to agriculture studies. As a result, we strengthen our mission to educate more Texas youth, and it's all thanks to active support from our contributors.

- ★ **More than 7,500 Texas college students** have benefited from a San Antonio Stock Show & Rodeo scholarship.
- ★ **More than 1,500 active students** attend colleges on scholarships from the San Antonio Stock Show & Rodeo.
- ★ **More than 100 colleges and universities** have San Antonio Stock Show & Rodeo scholars.



OUR COMBINED EDUCATIONAL COMMITMENT TO THE YOUTH OF TEXAS AVERAGES \$11 MILLION EACH YEAR.





STAND WITH US

**We share the same values and passions that you do.
We look out for Texas youth, preserve our Texas heritage
and promote agriculture.**

We're in this for the long haul. You can see our mission gives us a big job—one that spans years and generations—but the most daunting enterprises are usually the most rewarding. The young people who benefit from our scholarships and support today will become the torchbearers we need for tomorrow.

The San Antonio Stock Show & Rodeo has stayed true to our mission since we were founded in 1948.

Our total educational commitment is more than \$171 million. We operate without asking for or receiving any state or federal dollars. We're a nonprofit 501c3 organization. We depend on volunteers whose time and dedication help make sure that every dollar we raise goes right back to Texas youth.

**"I DIDN'T KNOW YOU
EVEN NEEDED THIS."**

It's something we hear a lot from people who step up to help our mission.

Any contribution may seem small or irrelevant, but makes a huge difference. If you think you can help support our mission—in one of these ways or with something else altogether—we've got lots to talk about. Get in touch so we can get started.

PLEASE JOIN IN HELPING US PROTECT OUR WESTERN HERITAGE THROUGH THE EDUCATION OF TEXAS YOUTH

- ★ **Estate planning endowments:** We have the ability to work with you on your long-term plans. With your support, our mission will continue.
- ★ **Educational Fund:** An award or donation—large or small—will help us continue to develop and educate Texas youth through scholarships, grants, educational programs and research.
- ★ **Junior Auction support:** Every dollar raised goes directly to the youth who raised the animal. Auction dollars help offset the hard costs connected with raising an animal, and help fund the startup of next year's project.

Every contribution, add-on or pledge of funds makes a huge impact.





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