



Banner Ironwood
Medical Center

Presents



ROOTS N' BOOTS QUEEN CREEK

MARCH 8-10 2013



PRCA Pro Rodeo ★ Carnival Rides & Midway



Free Saturday Family Activities ★ Dining & Shopping Emporium



www.RootsNBoots.org



HORSESHOE PARK & EQUESTRIAN CENTRE ★ QUEEN CREEK, ARIZONA

Feb 6, 2013



ROOTS N' BOOTS QUEEN CREEK 2013 COUNCIL UPDATE



CHANGES FOR 2013

★ **Expand Family Rodeo**

- Improved ticketing

★ **More spectator events**

- Reduce available PRCA seats

★ **Increase revenue without increasing attendee costs**





2013 DIFFERENCES

- 1. Xtreme Teen Rodeo**
- 2. Alcohol Changes**
3. Dance Saturday Night
4. Draft Horse and Mounted Shooting Exhibitions instead of Mower Races
5. Booster Program
6. Thursday Community Competitions
7. Reduced PRCA Rodeo ticket count
8. Different Carnival Vendor
9. QC Middle School Reading Program
10. Ag in the Classroom



XTREME TEEN RODEO

- Why?
 - Family Rodeo targeted kids under 12
 - What about teens who also work on Saturday?
- What?
 - 12 to 19
 - DO NOT need a horse or know how to rope
 - Events
 - Goat Tying, Chicken Scramble, Rollin' Relay, Piggy Back Hustle, Pork Scramble, Turn and Burn, Ultimate Steer Toss
 - Prizes:
 - TVs, Buckles, iPad, Gift Certificates, Movie Tickets, and more



ALCOHOL CHANGES

- At the Rodeo
 - Sales continue for 1 hour after rodeo completes
- At the Dance
 - Dance is from 8pm to 1am
 - Alcohol from 8pm to 12am
- Selling Cans not Cups
 - Decrease lines
 - Decrease Chugging



2013 RNB LINE-UP

- **Ticketed/Cash**
 - Parking (\$5)
 - Carnival & Midway
 - Pony Rides
 - PRCA Rodeo
 - Dining & Shopping
 - Thursday Night Competitors
- **Free Family Fun**
 - Family Rodeo
 - Ranch Dressing
 - Xtreme Teen Rodeo
 - Mounted Shooting
 - Draft Horse Expo
 - Cowboy Church
 - Petting Zoo

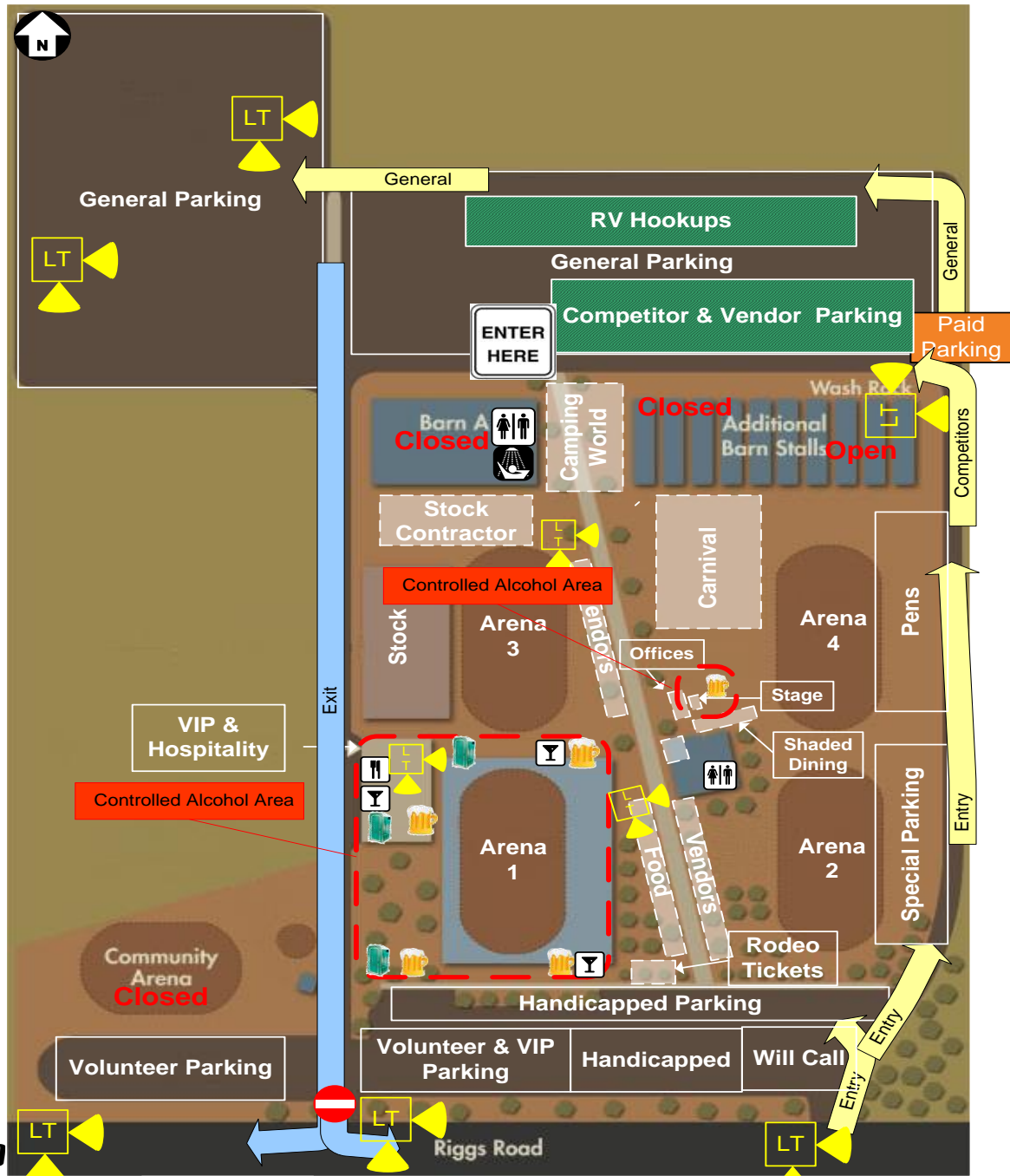


SITE PLAN

PLAN



OTS N' BOO



12Dec2012

(subject to change)



SPONSORSHIPS UPDATE

- Presented this year by Banner Ironwood Medical Center
- Queen Creek Marketplace again sponsoring RnB Royalty
- Current numbers
 - 13 cash sponsors for \$34,000
 - 25 in-kind for ~\$60,000
 - 15 returning for the 3rd year



MARKETING UPDATE

- **School Flyers**
 - All QCUSD schools, some Combs, Higley and Chandler
- **Radio**
 - KMLE, KOOL and La Voz (tent.)
- **TV**
 - Cory McCloskey (Fox 10) live remote Friday morning
- **Billboards**
 - 202 at Tempe Marketplace; Higley & Williams Field; Riggs & Power
- **ToQC**
 - Website, Facebook, Ellsworth Banner, road signs, water bill, press releases, Trunk or Treat, Passport to Discovery
- **Other**
 - Parada Del Sol Rodeo announcements
 - Business Posters, Save The Date flyers, online articles & calendars
 - Queen Autograph signing at Saba's (Feb 28) and Chick-fil-A (Feb 20)



HOW CAN YOU HELP?

- Come out and Have FUN!





FAREWELL 2012 ROYALTY

- Missy Dipper
 - Pro Rodeo Queen
- Codi Ross
 - Teen Princess





2013 ROYALTY

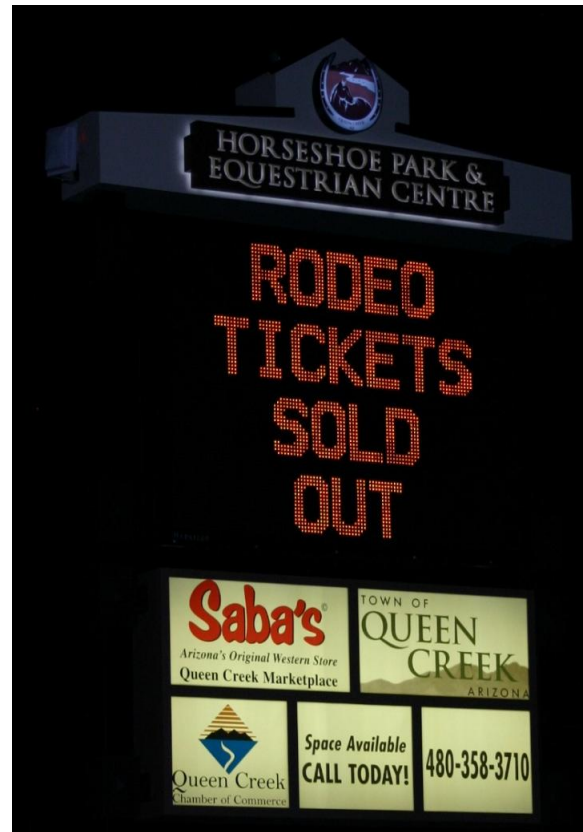
- Shannon Sweeney
– Pro Rodeo Queen
- Lauren Meehan
– Teen Princess
- Mackenna McCleve
– Junior Princess





THANK YOU

For your support of
Roots N' Boots Queen Creek





BACKUP



3 YEAR SPONSORS

3 Yr Sponsors

- ToQC
 - Queen Creek Marketplace (Vestar)
 - Phoenix-Mesa Gateway Airport
 - Saba's
 - Crazy Horse Saddles & Tack
 - Pendelton
 - Hyatt Place
 - Texas Roadhouse
 - Higley Feed
 - Justin Sports Medicine
 - Southwest Ambulance
 - Coors
 - Wrangler
 - Justin Mutton Bustin'
 - Trinity Embroidery
- Three year Partners:
 - SASI, QCPAC, Queen Creek 4-H, Queen Creek High FFA Chapter





SATURDAY TRANSITION

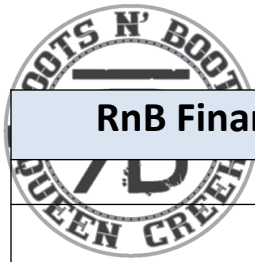
- 5pm
 - Stage Entertainment Ends
 - Family Rodeo Ends
 - Draft Horse Exhibition Ends
 - KMLE onsite broadcast starts
 - Dance Setup begins when area is clear
 - PRCA Rodeo Gates Open
- 7pm
 - PRCA Rodeo Starts
 - KMLE Onsite Broadcast Ends
- 8pm
 - Dance Area Opens



AG IN THE CLASSROOM

- The Arizona Farm Bureau **Agriculture in the Classroom** Program
 - develops and implements curriculum and programs,
 - aligned to state learning standards
 - to help students and teachers be successful,
 - while increasing agricultural awareness in K-6 classrooms and beyond.
- They have designed a program specifically around Rodeo, and will be presenting it to area schools March 5,6,7th along with Roots N' Boots Pro Rodeo Queen Shannon Sweeney.

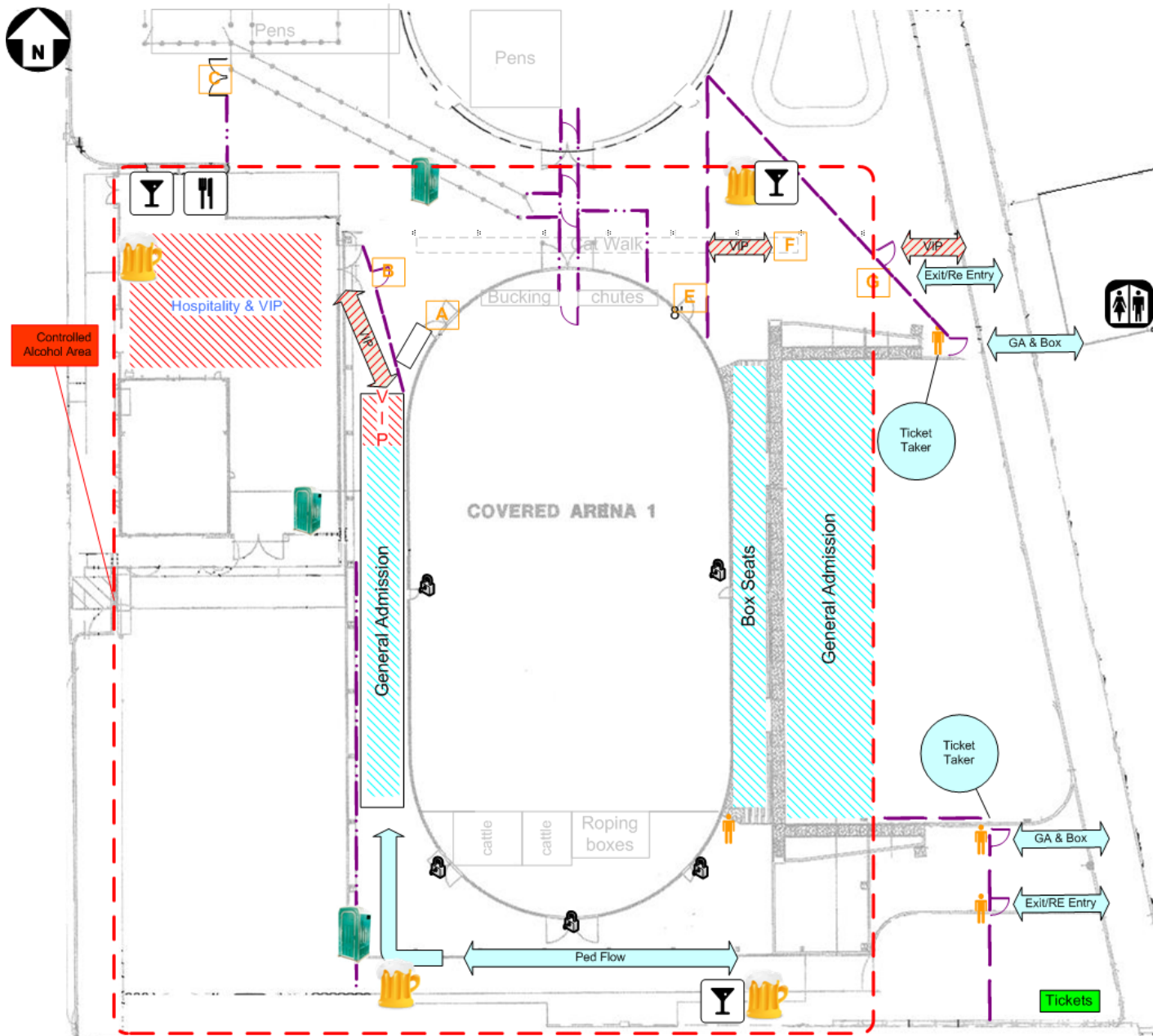
2012 FINANCIALS



RnB Financial Summary	2011 Actuals	2012 Actuals	Delta
EXPENSES			
Misc	\$ 30,232	\$ 18,592	\$ (11,640)
Marketing	\$ 12,322	\$ 15,513	\$ 3,191
Rodeo	\$ 35,633	\$ 55,958	\$ 20,325
Security/Alcohol	\$ 9,667	\$ 11,595	\$ 1,928
TOTAL EXPENSES	\$ 87,854	\$ 101,658	\$ 13,804
REVENUES			
Ticket Sales	\$ 26,869	\$ 48,578	\$ 21,709
Cash Sponsorships	\$ 12,550	\$ 23,190	\$ 10,640
Vendor fees	\$ 3,275	\$ 5,900	\$ 2,625
Food Vendor %	\$ 2,128	\$ 1,930	\$ (198)
Beverage Sales	\$ 2,227	\$ 11,104	\$ 8,877
Parking	\$ 9,013	\$ 8,018	\$ (994)
Carnival	\$ 2,200	\$ 651	\$ (1,549)
Misc Totals	\$ 2,928	\$ 1,542	\$ (1,386)
TOTAL REVENUE	\$ 61,189	\$ 100,913	\$ 39,723
Total Net (cash)	\$ (26,664)	\$ (745)	\$ 26,794

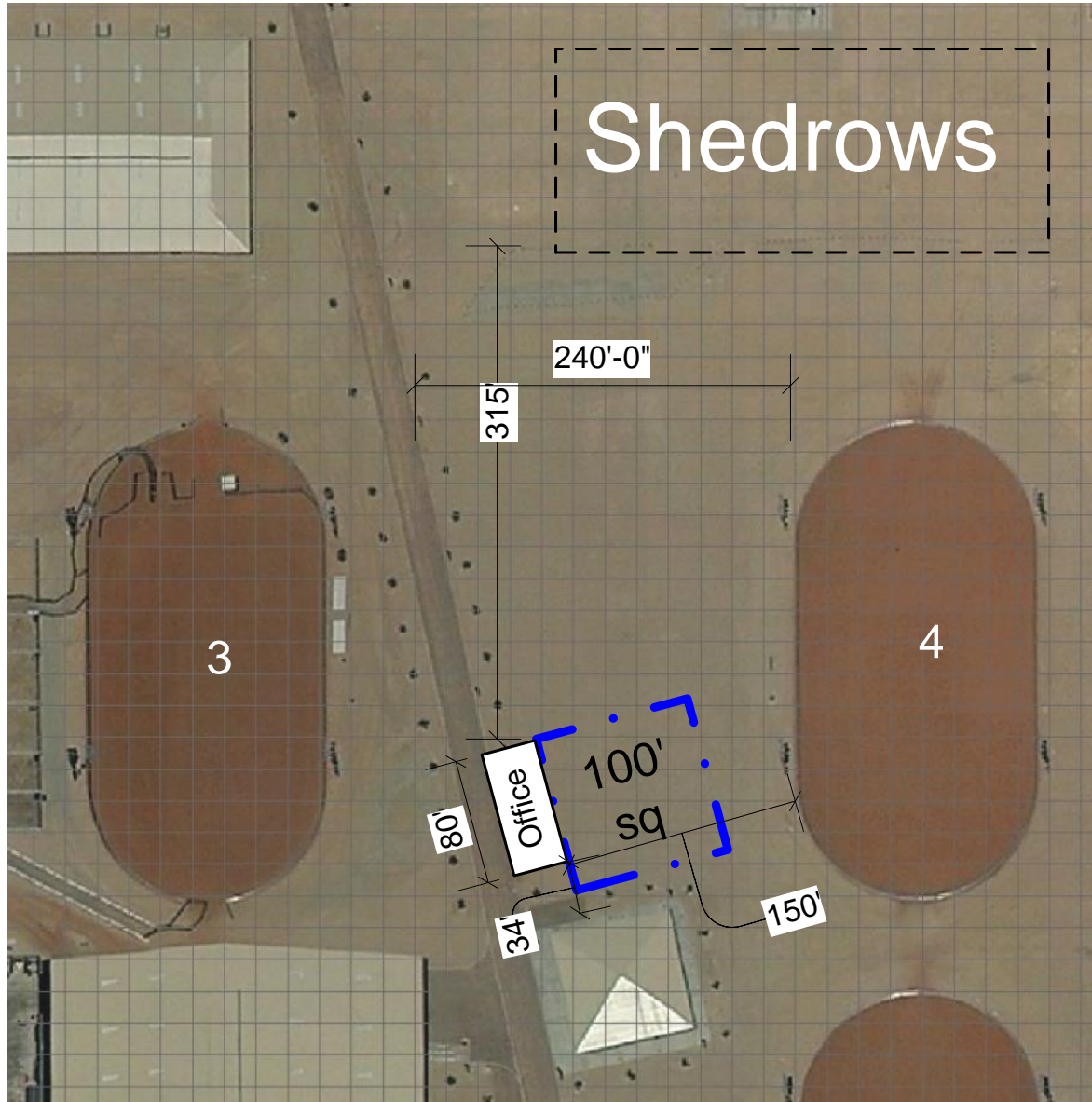
HPEC Credit	\$ 1,220
Final Net Reserve	\$ (475)
Current Balance	\$ (2,500)
	\$ (2,975)

\$2125
Revenue
Pending



HOOPS II BOOTS QUEEN QUEEN BOYS COURSE OF DIRT

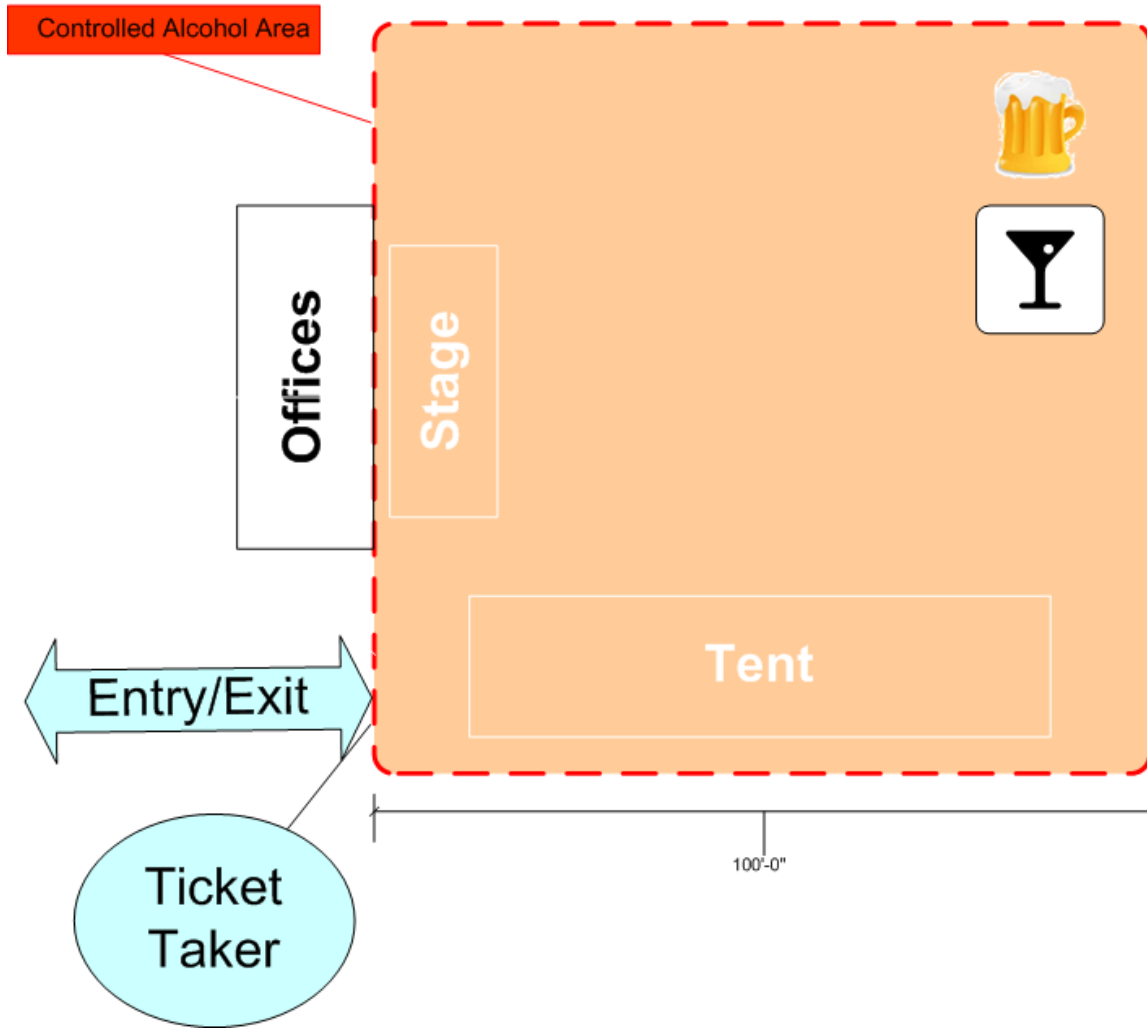
DANCE AREA



DANCE LAYOUT



Dance Detail





EVENT COMMITTEES

Committee	Sub committees	Committee	Sub committees
Site Fred	<ul style="list-style-type: none"> - Security: Fred - Parking/traffic: Andy - Onsite Signage: Karen -Badges/credentials: myna/patti/karen - EMS: Ron - Lost & Found: Myrna - Grounds: Jake - Schedule : Chelsea 	Sponsors/Vendors Dru	<ul style="list-style-type: none"> - Sponsors: Dru - Vendors: Cheyenne - Liquor: Jarod Teller - Ice/Beverage: Derrik - VIP/Hospitality: Tim - Boosters: Angela - Xtreme Teen Rodeo: Dru
Family Rodeo Stephanie	<ul style="list-style-type: none"> - Family Rodeo: Kevin - Ranch Dressing: Heather 	Financial Dorene	<ul style="list-style-type: none"> - Town Contract: jon - Budget/Cashiers: Dorene - Tickets: Patti
PRCA Rodeo Clayton/Jake	<ul style="list-style-type: none"> - Contractors: Clayton - Vets: jon - Day sheets: Angela - Arena 1 Sched: Karen - Announcer Help: April - Seating Lead: Shirley Knight 	Marketing jon	<ul style="list-style-type: none"> - Advertising: jon - Website: ?? - Merchandise: ?? - Post-event survey: GWC -Queens: Morgan - Facebook : Chelsea
Entertainment Paige	<ul style="list-style-type: none"> - Carnival: Rich - Stage : Molly -Draft Horse: ???? - Mounted Shooting: ???? -Dance: Kevin/Gerrienne - Thurs Nite: Sherry 	Volunteers/Staffing Myrna	<ul style="list-style-type: none"> - Shirts: Karen - Information booth: GWC - RV & Stalls: Robert



RODEO BUDGET

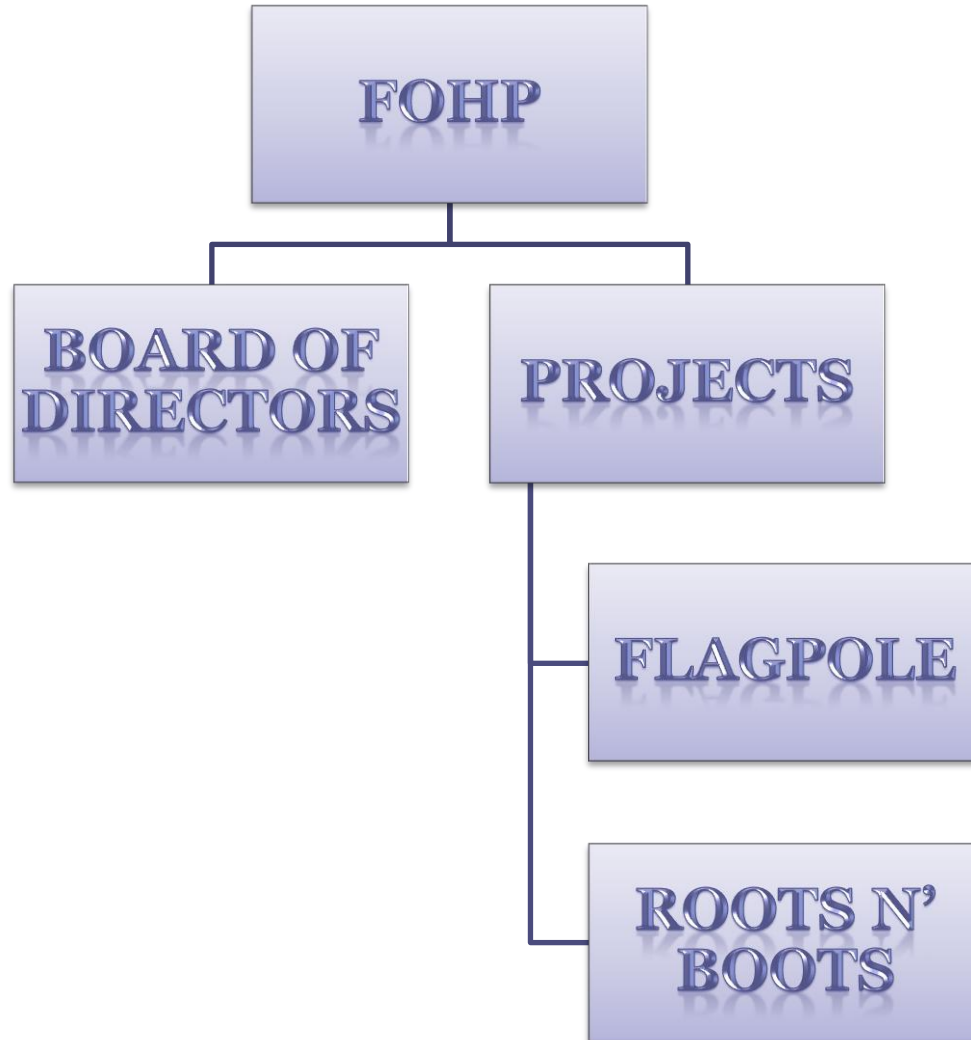
Item	2013	Delta	Signed?
Stock Contractor	\$ 31,710	\$ +1,510	Yes
Bull Fighters	\$ 3,000	\$ -	Yes
Barrelman	\$ 3,750	\$ +1,250	Yes
Other Act			NA
Announcer	\$ 3,000	\$ -	Yes
Sound	\$ 3,000	\$ -	Yes
Montex video	\$ 5,000	\$ -	Yes
Added Money	\$ 6,000	\$ -	NA
Fees, Dues	\$ 995	\$ -50	NA
Judges	\$ 330	\$ -	NA
Total			
Total Cost	\$ 56,785	\$ +2710	



2013 SCHEDULE

Time	Wed (3/6)	Thurs (3/7)	Fri (3/8)	Sat (3/9)	Sun (3/10)	Time
6:00 AM						6:00 AM
7:00 AM						7:00 AM
8:00 AM	Site Prep	Site Prep			Church (1)	8:00 AM
9:00 AM	Carnival Setup	Carnival Setup				9:00 AM
10:00 AM	Arena Prep	Arena Prep				10:00 AM
11:00 AM		Vendor Loadin				11:00 AM
12:00 PM		Roping (3)				12:00 PM
1:00 PM		Barrel Race (2)				1:00 PM
2:00 PM		Sorting (4)				2:00 PM
3:00 PM			Paid Parking			3:00 PM
4:00 PM			Carnival Shopping Dining			4:00 PM
5:00 PM			Perf (1)			5:00 PM
6:00 PM			Site Cleanup			6:00 PM
7:00 PM						7:00 PM
8:00 PM						8:00 PM
9:00 PM						9:00 PM
10:00 PM						10:00 PM
11:00 PM						11:00 PM
12:00 AM						12:00 AM
1:00 AM						1:00 AM

ORGANIZATION

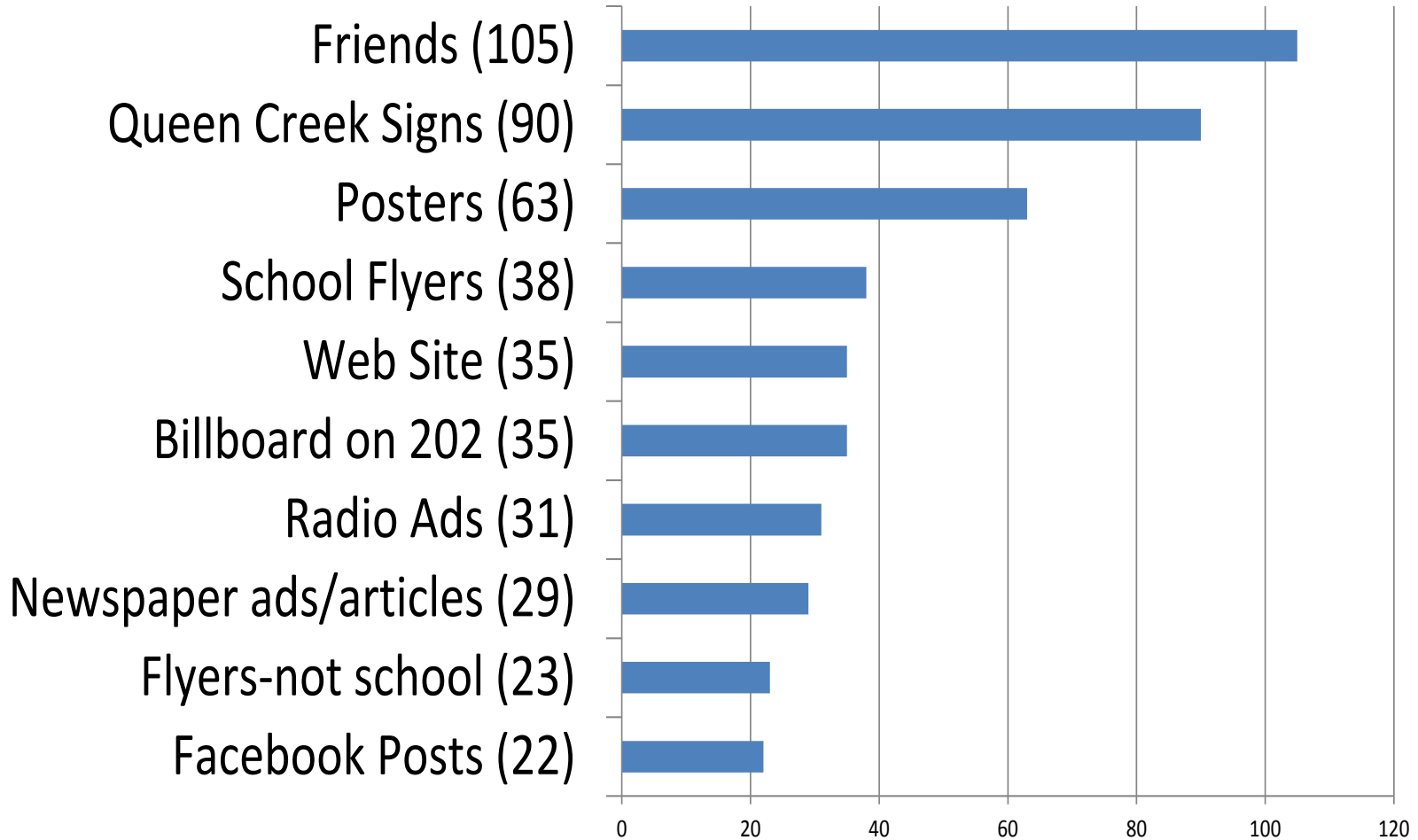




BACKUP 2012 EXIT DATA



HOW DID YOU HEAR ABOUT ROOTS N' BOOTS? (471)



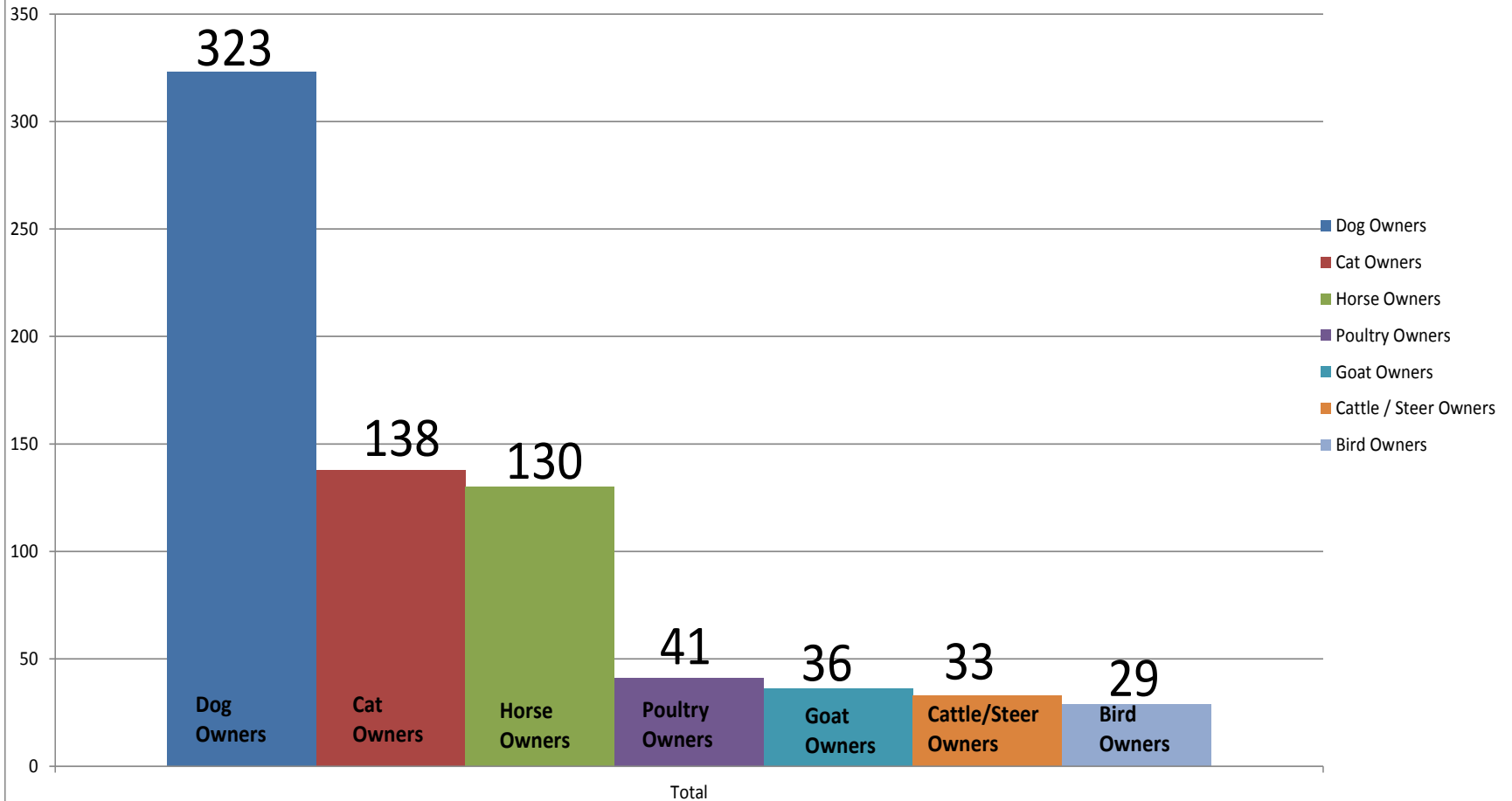


WEEKEND ATTENDANCE - TOP CITIES

1. Queen Creek 35%
2. San Tan Valley 22%
3. Gilbert 19%

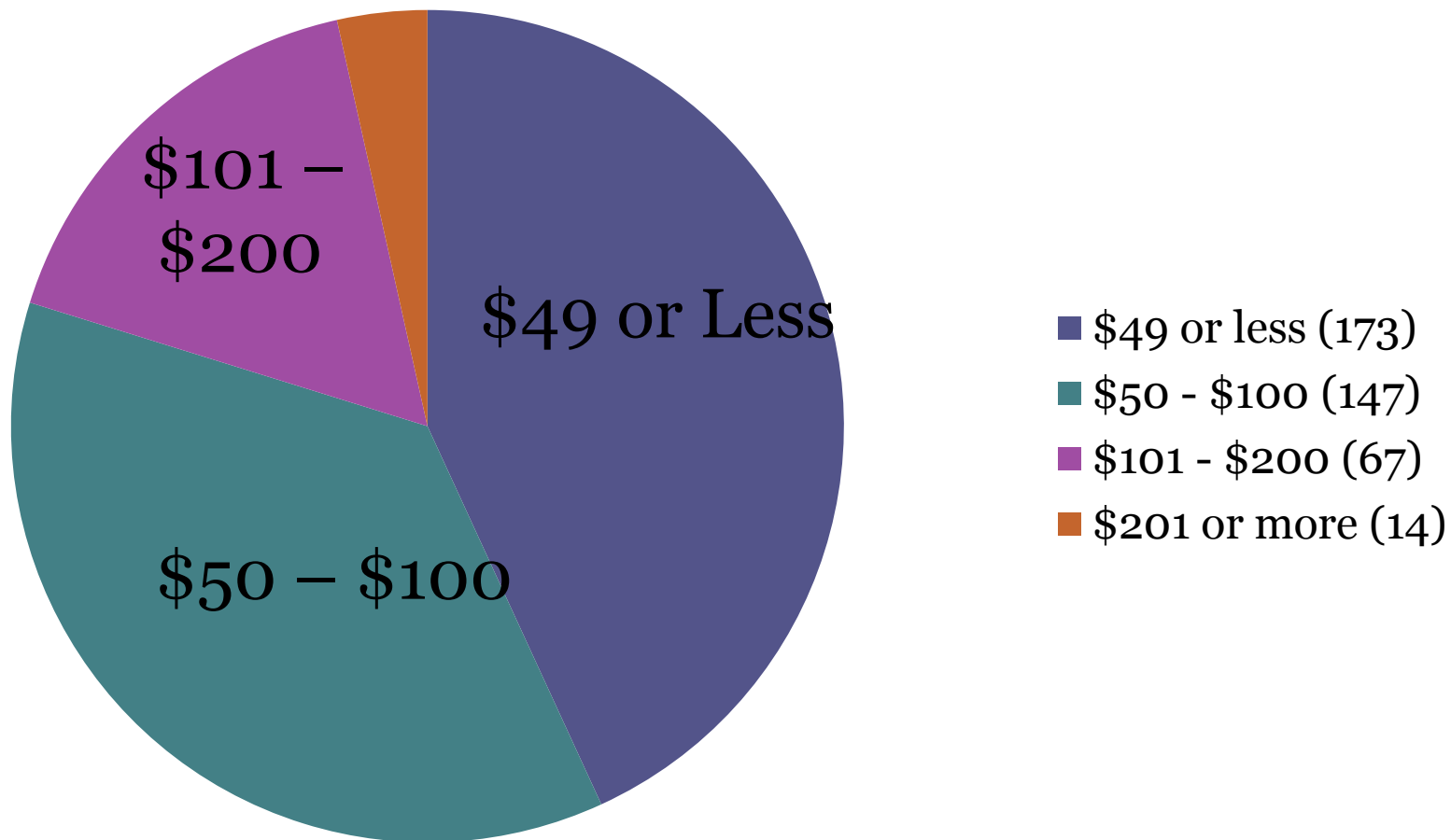


CRITTER OWNERS (428)





HOW MUCH DID YOU SPEND IN QUEEN CREEK? (401)





HOUSEHOLD INCOME

(348)

