



## Tourism Event Sponsorship Grant Program Application

Project Title:

66 Wisconsin High School State Finals Rodeo

Full Legal Name of Applicant/Organization:

Richland Center Rodeo Committee

Applicant's Address:

22230 Victoria LN Richland Center WI 53581

Name of Primary Contact:

Kenda Deaver (Secretary)

Telephone:

608-475-1886

Email:

doublekacres9989@outlook.com

Website: WHRA - website - w.w.w. whsra.org

Facebook - Richland Center Rodeo Committee

Location of Project: Richland County Fairgrounds 23630 Co. Hwy AA  
R.C.

Event Date(s): June 13, 14, 15, 2025

Intended Ad Placement (List Publication and Location with Sample wording/ad Layout):

Shopping News, Richland Observer, Flyers, WRCC,  
WRCC Radio mauston, Complimentary Tickets

Description of event or activity and how it relates to tourism:

Bring people in that follow the Rodeo

Bull riding  
Barrels are Event are  
listed on our Flyer

Projection of the project's ability to generate overnight stays:

Yes

Target Audience:

Between 1,500 - 2,500

Total Event Budget: 60,000.

Amount for Advertising:

2,000 - 3,000

In-Kind Value:

Grant Request: \$2,000.00

Our Flyers go all over, IL, IA, WI, MN.

Our contestants put them up in their home  
Town

Our committee put Flyers up all over too.



# 66<sup>th</sup> Wisconsin High School RODEO STATE FINALS

Richland County Fairgrounds • 23630 Co. Hwy. AA, Richland Center, WI

PRESENTED  
BY **CINCH**

## JUNE 13, 14, 15, 2025

BARRELS • BOY'S CUTTING • GIRL'S CUTTING • TEAM ROPING • POLE BENDING • STEER WRESTLING  
BREAKAWAY ROPING • TIE DOWN ROPING • SADDLE BRONCS • GOAT TYING • BULL RIDING  
BAREBACK • TRAP SHOOTING • LIGHT RIFLE • REINING COW HORSE

**Friday  
Wear Pink  
for GRACE**

### FRIDAY & SATURDAY NIGHT

7:00 p.m. - Special Introduction | 7:30 p.m. - Performance

### SUNDAY FINALS

11:30 a.m. - Special Introduction | 12:00 Noon - Performance

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### JUNE DAIRY DAYS & RODEO PARADE

Downtown Richland Center | Saturday, June 14 - 10:30 a.m.

Sponsored by the City of Richland Center, Richland County Tourism & WHS Rodeo Committee



Cowboy Church | Sunday, June 15 at 8:30 a.m.

**EVERYONE WELCOME**



**Rodeo Queen 2024**  
Carley Gukenberger ★ Marshfield  
2024 Saddle Sponsor Compeer Financial



**All Around Cowgirl 2024**  
Josie Laue ★ Richland Center  
2024 Saddle Sponsor Schreiber Foods



**All Around Cowboy 2024**  
JB Bound ★ Fort Atkinson  
2024 Saddle Sponsor Jones

## THREE TICKET INFORMATION

	ADVANCE Fri. & Sat. Night	AT THE GATE Fri. & Sat. Night	AT THE GATE Sunday Finals
Adults (18-59)	\$7	\$8	\$9
Children (6-12)	\$4	\$4	\$4
Student (13-17)	\$6	\$7	\$8
Senior Citizen (60+)	\$6	\$7	\$8

**Advance  
Tickets on  
Sale!**

Advance Tickets available from  
8:30 AM until Noon  
Friday, June 13 at Fairgrounds  
in Building H  
Children under 6 - Free

► **WEEKEND PASS \$25** ◄

**ADVANCE TICKETS AVAILABLE STARTING MAY 19TH UNTIL JUNE 13TH AT NOON**  
CREATIVE LAYERS, 142 S. CENTRAL AVE., RICHLAND CENTER

For more information, call Kenda 608-475-1886

**A BIG THANK YOU TO ALL CONTESTANTS, PARENTS, FANS, SPONSORS,  
VOLUNTEERS AND WHOEVER WE MAY HAVE MISSED.**

FROM RCRC & WHSRA