



Tourism Event Sponsorship Grant Program Application

Project Title: 65th 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
WHSRA - website - www.whsra.org

Website: Facebook - Richland center Rodeo Committee

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

Event Date(s): June 14, 15, 16 2024

Intended Ad Placement (List Publication and Location with Sample wording/ad Layout): Shopping News - Richland Observer, Flyers
WRCO, WRJC Radio mauston, Complimentary Tickets
They use our Flyer for Ad

Description of event or activity and how it relates to tourism: Bull Riding, Barrels, Bareback, Roping etc.
Bring people in that follow Rodeo

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

Target Audience: Between 1,500 - 2000

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 there home town
Our Committee members Page 3 of 7 put some up too.

To be completed by the Richland Center Tourism Commission:

Award _____ NO Explanation: _____

_____ YES Amount of Award: _____

Tourism Meeting Agenda Date: _____

Date of Approval: _____

Signature of Commission Chair _____

Application Narrative Richland Center Tourism Commission Tourism Event Sponsorship Grant Program Application

Please answer the following questions.

1. What is the name and location of the event?
*Wisconsin High School Rodeo State Finals
 Richland County Fairgrounds - 23630 Co. Hwy AA Richland Center*
2. Describe the event in as much detail as possible. Include a proposed timeline that you will follow to plan and run your event. (We recommend that your timeline begin at least six months prior to the start date of your event and end no sooner than two months after the end date of your event.)
June 14, 15, 16 2024 - Rodeo Events, listed on Flyer.
3. Provide a brief history of your organization or business. Include how long your organization or business has been in existence. List any partner businesses or organizations that will help you to coordinate or run this event.
6.5 years Just our Rodeo Committee run this event
4. Describe how you will market the event to participants from outside 60 miles and describe any media coverage (if applicable) you anticipate the event will receive. _____

65th Wisconsin High School

RODEO

STATE FINALS

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

PRESENTED BY **CINCH**

JUNE 14, 15, 16, 2024

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



Rodeo Queen 2023
Carley Gukenberger ★ Marshfield
2023 Saddle Sponsor Compeer Financial



All Around Cowgirl 2023
Josie Laue ★ Richland Center
2023 Saddle Sponsor Schreiber Foods



All Around Cowboy 2023
JB Bound ★ Fort Atkinson
2023 Saddle Sponsor Jones

**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 15 - 10:30 a.m.

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



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Cowboy Church | Sunday, June 16 at 8:30 a.m.

THREE TICKET INFORMATION

Performances!

	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 14 at Fairgrounds
in Building H
Children under 6 - Free

➡ **WEEKEND PASS \$25** ◀

ADVANCE TICKETS AVAILABLE STARTING MAY 18 UNTIL 12 PM ON JUNE 14TH 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