

CINCH

PRESENTS

**74TH ANNUAL PIKES PEAK OR BUST
RODEO DAYS**
★★ JULY 9-12, 2014



Dear Pikes Peak or Bust Rodeo Fans and Sponsors:

We concluded the 74th Annual Pikes Peak or Bust Rodeo in record fashion. Saturday night, July 12 was the final performance of our five performance series, and sell out crowds enjoyed every minute of the action. The new format was exciting, fast-moving and filled with top-ranked cowboys and cowgirls competing for record prize money. The last performance featured a Super Shootout and Championship Shootout culminating in awarding seven winners with a \$15,000 first place check and an invitation to Rodeo Houston and the semi-finals of The American.

The contestants raved about the top prize money, the new format and how welcomed they and their families felt by coming to our Rodeo. After each performance the winners spent time signing autographs and having photos taken with their fans.

This success was made possible in large part due to our recent partnership with Cinch Jeans & Shirts as our title sponsor. The support of our loyal sponsors and the addition of some new sponsors grew our total sponsor community by 12%, with sponsorship funding growing by 30%. That takes us a long way toward being able to continue to offer a great event to our community and give back to our local military and their families – the true mission of our Rodeo.

Those in attendance likely saw the film crews on Saturday night as RFD-TV covered the finals for their broadcast July 16. This network is dedicated to serving the needs and interests of rural America with programming focused on agriculture and rural lifestyle. Their interest in our event was further evidence we had a winner on our hands!

In closing, I want to summarize just a few of the many, many compliments about this year's Rodeo that we received from fans, visitors to our area, contestants, and rodeo professionals.

- Numerous contestants thanked us for a well run Rodeo, the most prize money they've ever won in an event, the warm welcome their families received, and not having to pay entry fees. They are excited to come back next year.
- Four-time winner of the PRCA announcer of the year Boyd Polhamus shared how impressed he was with our Rodeo – a top notch production made possible through the dedication of our volunteers.
- Fans told us this was the most exciting Rodeo they had been to and how folks rushed through the concessions so they wouldn't miss a minute of the action.

As we begin planning for the 75th Anniversary of this event, we're confident we'll pack the stadium and have an even more exciting Rodeo. Plan to be there July 8-11, 2015. Please follow us on Facebook and Twitter, and watch for more about this amazing event on our Web site.

In gratitude,

Gary Markle, President

Pikes Peak or Bust Rodeo Board of Directors