

# NFR at the PIKES PEAK OR BUST OPEN at the RODEO

**JULY 14-18, 2026**

PRESENTED BY  **JOHN DEERE**

## 2026 Vendor Manual



### **Location:**

**Norris Penrose Event Center**  
1045 Lower Gold Camp Road  
Colorado Springs, CO 80905-7219

### **Robert Dunn, Vendor Chair:**

Mobile: (719) 641-6441

Email: [vendor.chair@pikespeakorbust.org](mailto:vendor.chair@pikespeakorbust.org)

# **Welcome to the 2026 NFR Open at the Pikes Peak or Bust Rodeo!**

On behalf of the Board of Directors, Ramrod Chairs and all of the Volunteers of the Pikes Peak or Bust Rodeo (PPOBR) we hope you will be joining us for our 85th year in Colorado Springs, Colorado, from July 14-18, 2026.

## **Rodeo History**

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The NFR Open at the Pikes Peak or Bust Rodeo is where the best of the best compete for bragging rights and mega prize money. Fans will want to be right here in Colorado Springs at the Norris Penrose Event Center to catch all the action because watching PRORODEO live and in person is like no other pro sport experience. And watching it here with America's Mountain as a backdrop is as good as it gets. It is where pride of country is felt by everyone, at every performance. Since 1946, proceeds of the Pikes Peak or Bust Rodeo have been used to benefit local military and their families. Colorado Springs is home to the United States Air Force Academy, U.S. NORAD/NORTHCOM (home to the American and Canadian joint forces), U.S. Space Command, Schriever Space Force Base, Peterson Space Force Base, Cheyenne Mountain Space Force Station, and Fort Carson.

For more information and event listings visit <https://www.PikesPeakorBust.org>.

Events include exciting rodeo action with Bareback Riding, Steer Wrestling, Tie Down Roping, Team Roping, Saddle Bronc Riding, Team Roping, Bull Riding and two fast-paced women's events: Breakaway Roping and fan-favorite Barrel Racing. In addition, there will be Fan Zone activities and events for the whole family, *not to mention the wonderful food and the commercial vendors we have joining us this year!*

## **General Information & Contacts**

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Norris Penrose Event Center features an outdoor stadium, a 36,000 sq ft indoor arena, show stalls, a cross country course, camper hook-ups, a shower and rest room house for campers, and a conference room. Located on 72 acres of beautiful western terrain at the base of Pikes Peak, Norris Penrose Event Center adjoins 500 additional acres with a network of trails linking to the Pikes Peak National Forest.

<u>Robert Dunn</u> , PPOBR Vendor Chair	(719) 641-6441
<u>Aaron Salladay</u> , Fan Zone Chair	(719) 439-9221
<u>Barry Dunlap</u> , Norris Penrose Catering and Food Concessions	(719) 229-6466
<u>Dan Ferguson</u> , Norris Penrose Event Manager	(406) 407-1584
<u>Kyle Park</u> , General Manager, Norris Penrose Event Center	(719) 494-3187

## To Reserve Your Space

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All applicants are given equal consideration based upon available space, and the applicant's ability to (1) set up an attractive and professional looking display, (2) offer a unique product of great quality, (3) conduct business in an ethical and professional manner, and (4) meet financial responsibilities and all contractual obligations.

Please submit a completed and signed application (please see the separate Vending Contract form), payment, proof of insurance, copy of Colorado sales tax license, proof of City of Colorado Springs sales tax registration, copy of current Colorado State Food License and Food Event Permit (if a food vendor) as soon as possible. Fees for this year are: \$700 for a 10x10 and \$1100 for a 10x20 in the arena fence; \$500 for a 10x10 and \$750 for a 10x20 in the Fan Zone. A \$350 deposit is due upon signing of the contract; the balance is due by July 1, 2026. **NOTE: If you require a space larger than 10x20, please contact the Vendor Chair. Your setup must fit completely within the rented space.**

Electricity will be provided for the cost of the booth. However, if you require more than one 20a 110V power outlet or a 50a 220V power outlet, you **MUST** notify the Vendor Chair or Assistant when you submit this contract. Depending on your needs, an additional charge (\$50) may apply.

In the event of cancellation by the vendor for any reason, monies paid shall be refunded only if the PPOBR is able to resell the booth space. If we are unable to resell the booth space, then no monies shall be refunded. Cancellations **MUST** be received no later than 15 days prior to the start of the rodeo (June 29, 2026), or deposits may be forfeited. Refunds, if any, will be mailed within 60 days after the end of the rodeo. The PPOBR staff reserves the right to cancel any or all agreements with vendors.

## Insurance Requirements

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All vendors must have Certificates of Insurance on file with Vendor Chair prior to the event that lists the appropriate amounts of coverage. Colorado State Statutes require the following insurance coverage:

- Bodily Injury: \$1,000,000 each occurrence
- Property Damage: \$300,000 each occurrence
- Aggregate Property Damage: \$1,000,000
- Insurance Certificates must cover the entire duration of the event and **must have the following named as "additional insured:"**

**NPEC, LLC**

**Norris Penrose Legacy Foundation**

**The Pikes Peak Or Bust Foundation, Inc.**

**The Colorado Springs Rodeo Association, Inc.**

If you need to obtain insurance through The Pikes Peak or Bust Rodeo Insurance Plan for the event, please contact the Vendor Chair or Assistant.

## Tax Requirements

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You must provide a copy of your sales tax license if you are going to be selling products. **You are responsible for proper collection and submittal of sales tax to the State of Colorado and El Paso County.** All vendors must submit a FEIN number or Tax ID number or a copy of your sales tax license. Colorado law requires separate payment of special event sales tax. Information about the special event tax can be found at <https://tax.colorado.gov/special-event-sales-tax>.

Information about obtaining a special event sales tax license can be found at <https://tax.colorado.gov/special-event-license>.

**Special event sales tax must be paid by August 20, 2026.** It can be paid at <https://tax.colorado.gov/file-special-event-sales-tax-online> or by mail using form DR0098, available at the following link: [https://tax.colorado.gov/sites/tax/files/documents/DR0098\\_2022\\_V2.pdf](https://tax.colorado.gov/sites/tax/files/documents/DR0098_2022_V2.pdf).

The special event sales tax can be submitted using your SSN, ITIN, FEIN, or CAN. The location / juris code for Colorado Springs is 04-0017.

Colorado Springs is a Home Rule City and collects its own sales tax. The City of Colorado Springs requires separate payment of special event sales tax. Registration and payment for the City of Colorado Springs can be performed at <https://coloradosprings.gentaxcpc.net/>. Select "Register to Attend a Special Event (Vendors) to setup your account. Select "File a Special Event Sales Tax Return" to remit sales tax to the City of Colorado Springs.

City of Colo. Springs –	3.07%
State of Colorado –	2.90%
El Paso County –	1.23%
<u>PPRTA –</u>	<u>1.00%</u>
<b>Total Tax Rate –</b>	<b>8.20%</b>

## Set-up / Tear-Down Schedule

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### Set-up Hours

The grounds will open on Sunday, July 12 from 8:00 a.m. to 4:30 p.m. Vendor Chair will work with each vendor to schedule an arrival time to facilitate quick and easy access to your space. Vendors must check in with the Vendor Chair or Assistant prior to set up to ensure proper placement of all booths.

Standard 10x10 or 10x20 booths must be set-up to match the “Front” of the booth next to you to avoid having a “hiding effect” for your booth or the booth next to you. Unless your booth allows shopping inside, your booth must be at least three feet back from the sidewalk to allow for smooth patron traffic.

All booths must be set-up by NOON on opening day, July 14, 2026, **and vehicles must be placed in vendor parking area.** Vehicles left by fence (fire lane) will be towed at owners/vendors expense.

The only trailers that can remain behind your display are those that require refrigeration. All trailers used for re-stocking must be parked in the south parking lot on the south side (back by the split rail fence). You must make arrangements with Vendor Chair or Assistant for any additional trailers or vehicles.

Prior to each event, if you need more than 20 minutes to re-stock inventory etc., you will need to obtain permission from Vendor Chairman in advance in order to park behind the fence. There will be contestant and pedestrian traffic in the area at this time. DRIVE SLOW / DRIVE SAFE!

### **Tear-Down Hours**

All vendors must remain totally intact and operational until 9:30 p.m. or at least 30 min following the last event. (May be extended based on attendance after the last event).

Vehicles will not be permitted on grounds (fire lane) for load out until after 9:30 p.m. or as deemed "Safe" by PPOBR management. Tear-down is permitted on Sunday, July 19 from 7:00 a.m. to 4:00 p.m.

## **Supplies for Booth Set-up / Tear-Down** \_\_\_\_\_

You are responsible for providing the necessary supplies to set-up and tear-down your booths. If additional supplies are needed they can be purchased at the local merchants located at the bottom of the hill from the Rodeo grounds.

## **Electrical Inspection** \_\_\_\_\_

For health, safety, and welfare of those who participate in and attend the Pikes Peak or Bust Rodeo, ALL exhibits/booths will be inspected prior to opening on the first day of the event.

- No damaged or repaired wiring
- All extension cords **MUST** be Contractor Grade 12 AWG, 10 AWG or 8 AWG
- All three pronged connectors must be intact, have a ground and be UL approved.
- Indoor power strips are prohibited from use in exposed areas outside.
- (All EXTENSION CORDS MUST BE REPLACED IF FOUND DAMAGED OR REPAIRED)

***The Pikes Peak or Bust Rodeo shall not be responsible for any equipment damage or loss of business due to outages or power surges***

## **Vendor Passes** \_\_\_\_\_

Each vendor will receive two by-name vendor entry passes per event and one parking pass. If you need additional vendor passes they must be approved by the Vendor Chair. Also, additional parking passes must be approved by the Vendor Chair. All other vendor vehicles will be parked in general admission parking and the parking fee paid upon

entry. Please complete the Employee Identification list included in the separate Vending Contract form.

Vendor passes are for those who are working the event. Any attempt on the part of the vendor, their employees, agents or representatives to sell, exchange or barter any privilege or admission passes issued by the PPOBR will be sufficient cause for termination of contract and ejection from the grounds.

Vendor is responsible for lost or stolen passes. The PPOBR will not replace any lost or stolen passes.

## **Parking**

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Vendors will need to park in the designated parking area **with their pass properly displayed at all times**. No vendors will be permitted to enter or leave this area after 3:30 p.m. (9:00 a.m. on Friday and Saturday) until events are over or deemed “safe” by PPOBR management. The parking attendants are here for your safety and the safety of all who enter the grounds. Please DRIVE SLOW and heed their directions. Any and all issues need to be escalated to the Vendor Chair for proper determination and/or assistance. If you have an RV that you would like to stay in at the venue, you **MUST** coordinate with the Grounds Manager to receive an assigned space. There will be **NO** parking allowed in the South lot unless you have handicapped access requirements. Please direct your RV space requirements through the Vendor Chair.

## **Vendor Location**

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The Vendors Chair, in agreement with the Outside the Arena Committee Chair and Board of Directors, reserves the right to locate, re-locate or cancel any exhibit/display/concession that is not in the best interest of the PPOBR. Vendors shall not sublease booth spaces or portions thereof without prior written approval from the Vendor Chair. Vendors must stay within the rented booth dimensions associated with their contract. If your setup does not fit completely within your rented dimensions, including trailer hitches and drop gates, PPOBR reserves the right to move you to another location and charge you for the amount of space occupied.

## **Sound Devices**

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Vendors shall obtain permission from the Vendor Chair for use of all sound devices such as; radios, speakers, or any other attention getting devices.

## **Hours of Operation**

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Arena vendor booths must be “open for business” at 3:30 p.m. Tuesday through Thursday until 9:30 p.m. or at least 30 min following the last performance.

On Friday and Saturday (there will be a matinee performance and an evening performance) Arena vendors must be “open for business” at 9:00 a.m. until 9:30 p.m. or at least 30 min following the last performance.

Fan Zone vendor booths must be “open for business” at 3:30 p.m. Tuesday through Thursday until 7:30 p.m. or a half hour after the performance begins.

On Friday and Saturday, the Fan Zone remains open all day. Fan Zone vendor booths must be “open for business” at 9:30 a.m. Friday through Saturday until 7:30 p.m. or a half hour after the evening performance begins. Fan Zone grounds will be open during the nightly concerts. Vendors in the Fan Zone are welcome to be open for business during these hours. If you need to resupply between the matinee and evening performance, please make arrangements with the Vendor Chair or Fan Zone Trail Boss to resupply safely.

Fan Zone vendors may elect to remain open or reopen for the end of the evening performances. This is also helpful if you are holding merchandise for patrons.

## **Miscellaneous Vendor Information**

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- All vendors shall comply with all federal, state and local laws and regulations, including but not limited to taxation, health, safety, labor, employment, and licensing.
- All vendors are equal regardless of size, and should be given equal opportunity, within reason, to present their product or service to the public. The walkways around your area **MUST** be kept open. No products can be displayed on the walkways. Please remember the walkway is not part of your allocated booth space but is intended for the use of rodeo personnel and patrons.
- Vendors must confine all transactions to the space leased and shall not display signs, placards, brochures, advertisements, or solicit prospective customers in any location on the grounds, except within the contracted space. Operating, selling, distributing handbills, posting advertising, hawking, or conducting business within the aisles or anywhere outside of the vendor’s contracted space (including on buildings, trees, posts, parked vehicles) is prohibited. Additionally, please use professional and courteous approaches to rodeo fans walking by your booth.
- The vendor is responsible for the appearance, maintenance, and attractive condition of the exhibit space. All booths must be properly manned during exhibit hours of operation and it is the vendor’s responsibility to clean up around their area at the end of the day and secure their merchandise.
- Vendors are responsible for collecting and paying their own special event sales tax. No entities associated with the Pikes Peak or Bust Rodeo will be responsible for collecting nor paying your special event sales tax.
- No firearms of any kind are allowed on the grounds at any time unless the vendor has a current concealed weapon permit.
- Merchandise referring to alcohol or drug abuse, violence or that are sexually explicit or suggestive in nature are not permitted to be sold.
- Vendors will be required to provide their own tents. Tents should be made with a durable, fire-resistant material. Colorado summer weather can be harsh. Vendors are cautioned to take extra steps to ensure your tents withstand Colorado weather.
- Vendors shall indemnify, and hold harmless, El Paso County, Colorado, the PPOBR, and their respective officers, employees, agents, volunteers, boards and subsidiaries as additional parties, from any and all claims, liabilities, or other damages of any nature whatsoever, including costs and attorney’s fees, in excess of, or not covered

by the insurance coverage provided under the terms of this agreement occasioned directly or indirectly by the vendors operation of the premises. The PPOBR Board, the staff, and volunteers shall not be responsible for personal injuries, accidents, damages or losses sustained by vendors, helpers, agents, visitors, or paid admission patrons on the Fairgrounds.

## **Summary**

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Thank you for considering working with us at this year's Rodeo! We value your participation and are looking forward to working with you.

If you have any questions or need any additional information, please contact Robert Dunn at [vendor.chair@pikespeakorbust.org](mailto:vendor.chair@pikespeakorbust.org), or by calling (719) 641-6441 (mobile). See you at the Rodeo!