



A Project of the Bandera Business Association (BBA)
PO Box 1764
Bandera, Texas 78003

March 2024

Dear Bandera Businesses,

With Bandera being recognized as “The Cowboy Capital of the World” by the State of Texas in 2013, and as the “Head of the Western Trail” in 2014, this means we must work even harder to live up to those titles!

This year, the Bandera Business Association is again heading up the celebration of the National Day of the American Cowboy. It will be held on July 27th and 28th, 2024, at Mansfield Park in Bandera Texas. Who could celebrate this National Day any better than the official “Cowboy Capital of the World”?

Saturday & Sunday, July 27 and 28th events will include everything about Cowboys and Cowgirls you can imagine. Of course, we have the Bandera Cattle Company Gunfighters, antique wagon displays, vendors with Western and cowboy items, and a few food vendors may also attend. We also plan on featuring our local Guest Ranches that have helped put Bandera on the map for many decades!

A special cowboy breakfast at 10:30 am consists of coffee, with biscuits and gravy donated by The Forge. This kick-off breakfast is free to the public! There will be lots of activities for the youngsters, and old-fashioned favorites for everyone. The entire Mansfield Park area will have entertainment ranging from the John Wayne hat toss, Picker’s Circle, storytelling, horseshoe and washer pitching to the “Little Wrangler’s Ranch Area”, and...well, you get the idea!

This family fun event will include historical reenactments and campsites, along with educational displays, learning opportunities for children and so much more. Admission is \$20 for Adults, Kids \$12.00, Kids 5 and under Free. two day events \$35.00 for Adults, Kids \$20.00 so we will attract folks to Bandera for a weekend of history, gunfights and old-fashioned fun at the Courthouse, while they stay and shop in Bandera! Price of admission includes the Rodeo

And, it doesn’t stop when the sun goes down! The evening means you can head back to the arena for the Ridin’ the River Cowboy Fellowship’s Ranch Rodeo, with gates opening by 7 pm. It’s all about keeping the Cowboy in The Cowboy Capital of the World!

Please join us as a Sponsor and help us continue the legacy of Bandera as “*The Cowboy Capital of the World*”! We rely on donations from sponsors like you to fund these important community events, and they cannot happen without your support.

Please know that every contribution is greatly appreciated and important to promoting the Western heritage of Bandera, Texas! *Be sure to wear your Cowboy boots and hat on July 27th and 28th!*

Sincerely,

Arlene Guerra, President
Bandera Business Association

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