

Around here, we know what it means to be “Beer Worthy.”

We celebrate greatness nightly at the Gooding Pro Rodeo, and 2023 was no exception. During four fabulous nights of rodeo, we watched the world’s best cowboys and cowgirls make great rides in front of sell out crowds as we celebrated rodeo and the “Cowboy Way.”

2023 saw a record number of contestants (over 800) come to town for a chance at a record-breaking payout.

The Gooding Pro Rodeo paid out over a quarter of a million dollars to successful contestants thanks to our loyal sponsors.

2023 also saw event records broken in the Barrel Racing (5 times) and Breakaway Roping, earning the Gooding Pro Rodeo the WPRA Breakaway Roping Trail Blazer and 4th consecutive WPRA Justin Best Footing (ground) Awards. Feats like this are likely to continue to happen when rodeo’s elite join forces with the most electric audience the sport has to offer in this beautiful community that we call home.

Word spread quickly across the nation that the Cowboy Channel’s broadcast of the Gooding Pro Rodeo was worth a look. Cowboy Channel viewership of the Gooding Pro Rodeo was up 34% in 2023 (one of



the largest increases of any rodeo broadcast throughout the year). Our rodeo is gaining popularity each year and becoming a nationwide phenomenon, drawing new television and in-person spectators as a result. Why? Because you support this rodeo and this community.

In 2024 we will continue to work to bring the very best PRCA Rodeo to Gooding Idaho in August. Those that don’t want to come be “Beer Worthy” with us will be able to see what they are missing out on live on the Cowboy Channel.

Thanks for being “Beer Worthy!” We are excited to partner with you and look forward to the things we can accomplish in 2024 and beyond.

