



RUSSIAN RIVER RODEO ASSOCIATION

Presents:

The 2026 Rodeo Sweetheart Contest

Rodeo Dates: June 20 & 21, 2026

Deadline for Applications: **April 15, 2026**

Participant Age Requirement: 10-17 years (parental consent required)

Name: _____

Age: _____ Birthday: _____

Address: _____

Email (parent/guardian): _____

Phone # (parent/guardian): _____

Parent/Guardian name: _____

Applicants Signature: _____

Parent/Guardian Signature: _____

The Russian River Rodeo Sweethearts serve as ambassadors to our local community by raising awareness of our rodeo event and selling Sweetheart Raffle tickets. This is an opportunity for young women to volunteer in their community and serves as an annual fundraiser for the Russian River Rodeo Association. The “Sweetheart” selling the most raffle tickets will be crowned at the Russian River Rodeo Royalty Dinner on Thursday June 18, 2026. All Sweetheart contestants will receive a 10% rebate on the tickets they individually sell. There is no limit to the number of tickets an individual can sell. The Sweetheart participants will not be on horseback at any point. An informational meeting will be held with contestants and parents giving an opportunity to outline contest rules and expectations.

The newly crowned 2026 Russian River Rodeo Sweetheart and her court will be introduced during the grand entry at the Russian River Rodeo on June 20 & 21, 2026. All Sweetheart contestants are welcome to participate in grand entry by riding in a vehicle provided by the rodeo committee and will be encouraged to help throughout rodeo weekend.

Applications can be emailed to Jordan Wathen at jordanwathen@comcast.net or mailed to the following address:

Russian River Rodeo Association
c/o Jordan Wathen
1110 Stony Glen Lane, Cotati, CA 94931

For further information contact:

Jordan Wathen
707-971-9304

jordanwathen@comcast.net

Below are the following dates required for the Sweetheart participants to attend:

May 5, 2026 – Informational meeting held tentatively at the Russian River Rodeo Grounds for the Sweetheart contest (*raffle tickets will be distributed, questions, guidelines, etc*).

June 16, 2026 – All raffle tickets sold **MUST** be turned in by this date, tickets will not be accepted night of the dinner.

June 18, 2026 – Royalty Dinner (*held at the Russian River Rodeo grounds*)

June 20 & 21, 2026 – Russian River Rodeo