

# EARLY BIRD WEEKLY



NewbergRotaryEarlybirds.org

June 16, 2022

**Pancake Breakfast Sponsorships:** Get onboard early to benefit from longest exposure!

**Sponsorship Opportunities:**

\$500 - top billing, highest visibility in Newberg Graphic and event materials, prime festival sign placement, and spotlight moments throughout event.

\$250 - high visibility in Newberg Graphic and event materials, great festival sign placement, and spotlight moments throughout event.

\$100 - visibility in Newberg Graphic and event promotions on the web, good sign placement during festival.

\$50 Table Sponsorship - 40 available. Recognition in Newberg Graphic and signs on tables.

**St. Paul Rodeo** was presented last week by Cindy Schonholtz, its General Manager, and Secretary Kevin Smith.

Cindy's other role at the rodeo is Animal Welfare Coordinator.



This will be St. Paul's 86th Rodeo. It would have been the 86th "Annual," but COVID killed that streak.

Cindy led the meeting with the Rodeo Foundation's "[Pass The Hat](#)" fundraiser benefiting St. Paul Fire's need to raise \$65,000 to replace 40-year-old equipment in memory of volunteer firefighter, Austin Smith, killed in a February barn fire.

Behind the curtain, the Rodeo just signed a 50 year agreement with the city that eases the infrastructure burden on St. Paul's 160 households with an annual community and charitable impact of about \$250,000.

The day after the rodeo the arena grounds are conditioned and planted with grass for annual re-purposing as a football field.



The community and rodeo took a hit in 2020 when the pandemic closed the world down. In 2021, when the world was barely returning to a previous normal, they sold over 51,000 tickets, pretty close to pre-pandemic levels.

On the calendar this year include the addition of Austin Smith First Responders Night, June 30th.

Cowboy Channel will be streaming the rodeo this year in the Hall of Fame tent.

[Volunteering](#) at the rodeo could mean anything from usher to painting to pouring beer to parking, etcetera.

Kevin led off with 2021 and the State opening only two weeks before rodeo season.

He then moved into St. Paul's storied history.

Did you know that St. Paul Roman Catholic Church was the first Catholic church in the Northwest Territory and

was the first church in Oregon to be built of brick? And it's the oldest brick Catholic church west of the Mississippi.

Kevin's grandfather, Carl, was among the eight founders of the rodeo. In 1935 this group of farmers put together a rodeo in a Mt. Angel park before coming to a baseball field in St. Paul.

Local legend has it that car headlights lit the rodeo grounds for evening events.

The St. Paul Rodeo ranks well with the Professional Rodeo Cowboys Association and even outdates PRCA by a year.

The board recently increased its headcount to eleven to lighten the load and broaden perspective.

The stadium was built by local builder, Walt Bernard. A short time ago it was structurally inspected. Because of the quality of wood available at the time, and the fact that it's had a roof all these years, it is in great shape!

And they recently had handrails installed.

The rodeo is having to move away from rope supported tents to structural versions. Like any upgrade this will

come at a significant cost.

St. Paul Rodeo Members have many benefits. Full/Active members must work at least three shifts and commit to other work opportunities. Associate members must commit to two shifts during the rodeo.

To apply, you must have volunteer experience with the rodeo, be referred by a current member, make shift commitments, be 21+ years old (full member), sign a liability waiver, and pass a background check (for some positions).

Fun Fact from Kenny Austin: Oregon State University's original Benny Beaver (Ken Austin, Jr.) took most of his original stunts from the rodeo.

Fun Fact from Kevin Smith: the open bleachers of Section A has the largest percentage of permanent ticket holders because of their proximity to the chutes and because the sun is more behind them during the events. This one kind of blew my mind. I've always sat in covered seating, feeling a little bit of pity for the poor souls out in the open sun. Who knew those seats would be held in such high demand!

## [Rodeo Events:](#)

Thursday, June 30 is opening day for timed events, carnival and vendors, Hall of Fame tent, opening of the Tack Room Saloon, rodeo evening performance followed by fireworks.

Outpost, a tented extension of the Tack Room, is open July 1,2,3,4.

Monday, July 4, is the last day featuring Family Day and Patriot Night.

