

Scottsdale Stampede

An Event Of A Different Color

- Fun, productive and scalable
- Imagine hundreds of horses roaming Scottsdale
 - Raise BIG money- Hundreds of thousands of dollars
- Creates art, buzz, smiles and lots of money for arts and charities



Animals Making Hay

- Chicago Cows
- Pigs On Parade
- Ocala Horse Fever
- EU & India Elephants
- Bristol Gromit
- Los Altos Bears

\$ 3.4mm

\$ 1mm

\$ 1mm

\$ Millions

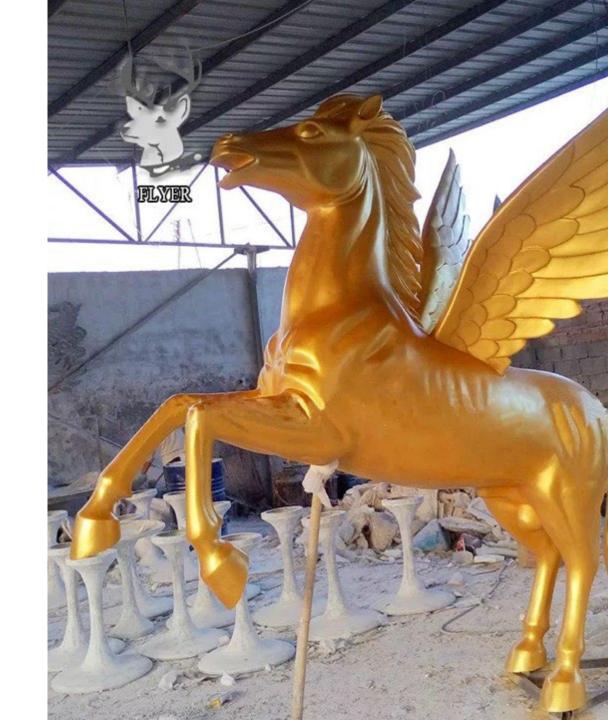
£ 2.3mm

\$ 150k yr1



Win, Place & Show

- Visibility for Hotels, Retail, other Businesses as a Scottsdale Company that Cares
- Artists paint horses, get exposure and make bank
- Huge charity fund generator
- Awesome Public Relations Item
- Fun For The Whole City!



Kick Starting Scottsdale's Economy

- Association & Staycation fun
- Burnish resorts, attractions & amenities
- Horses to roam
 - Old Town, Fashion Square, Kierland, The Quarter, Biltmore, others
 - Businesses- retail, car dealers, hotels
 - Parks and other high visibility locations
- Scavenger hunt & online auction to promote retail
- More reasons visit, more to stay local!





Media Worthy Events

January

- Round Up Party- Meet the horses & artists
- Western Week- Horses take to the streets

February

- Parada Del Sol- Horses stake their claim to the arts
- Out & About- Horses take positions around Scottsdale and Paradise Valley

March

- Online livestock auction in full swing, CR codes on all the ponies around town
- Scavenger hunters frequent SD and PV businesses

April

Gala Stampede Auction Soiree at WestWorld

Everybody Partnerin' Up

- Scottsdale hotels and businesses
- Scottsdale Rotary, Arizona Dist
- Charros- Dennis Robbins
- Scottsdale Arts- Gerd Wuestermann
- City of Scottsdale- Mayor Ortega
- St. Mary's Food Bank, Phoenix Dream Center, Salvation Army
- Experience Scottsdale- Rachel Sacco
- Macerich- Kierland, Fashion Mall, Biltmore

