



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 \$ 3.4mm
- Pigs On Parade \$ 1mm
- Ocala Horse Fever \$ 1mm
- EU & India Elephants \$ Millions
- Bristol Gromit £ 2.3mm
- Los Altos Bears \$ 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

