

September 19, 2022

Wow!

Thank you so much for being a part of the 2022 Gooding Pro Rodeo, because you helped bring the “Wow Factor” to Gooding County. When contestants come to us each night, they talk about what a wonderful event our town produces every year, and you are a major piece of that puzzle. From hospitality to the incredible crowds, we were the show to watch. In fact, our crowd made such an impact that The Cowboy Channel wants us back on the air in 2023. If that’s not telling enough, we’ve got further proof.



We paid out more than \$200,000, a record for our rodeo. We had a great number of entries, and that played into it, but the big reason is because entities like you reached out and helped us make an impact on the lives of the cowboys and cowgirls. We were also sold out three of our four nights, and that’s after we added 600 seats for this year’s rodeo. The people in our community and our neighbors have fallen in love with the Gooding Pro Rodeo, and we have been fortunate enough to work with tremendous teammates to make it all happen. Because of the support you provide, we are able to produce an event that our folks can take pride in year after year.

We were witness to the largest crowds to ever take part in our rodeo. It’s a good sign that we’re growing in the right direction. More importantly, we’re trending with the cowboys and cowgirls that make their livings in rodeo. They want to come to our event, and our fans get to benefit from that. Locally, we reached about 10,000 people who attended the rodeo, thousands of others who just knew about it. On a national level, The Cowboy Channel increased our reach by many thousands more. Each night, especially through the summer, The Cowboy Channel reaches hundreds of thousands. Because of your commitment to this rodeo, your brand touched the lives of tens of thousands of dedicated rodeo fans locally and nationally. We believe that’s what makes our partnership with you so important to both parties. We’re glad you’re on our team.



And, boy, did they get to see some great things, like an arena record in steer wrestling, a 3.2-second run by Californian Stan Branco. They witnessed the greatest cowboy going down the road today win both the saddle bronc riding and all-around titles. They saw Ivy Saebens tie the arena record in barrel racing that she’d set the year before, only to finish in second place because Michelle Darling was one-hundredth of a second faster, 16.88 seconds. They viewed Taylor Hanchey bettering her own arena record to win breakaway roping in 2.2 seconds.

There were three dozen NFR qualifiers that placed at our rodeo and dozens more that came to town and gave it a shot. Of those that earned money in Gooding, 10 are world champions accounting for 18 gold buckles. We put on a great show at the Gooding Pro Rodeo, and you helped us produce the “Wow Factor.”

We are proud of our sponsors and hope to continue having you as part of our team for 2023 and years to come.