



Town of Wickenburg

Bed Tax Marketing Grant Application

Organization Name:

C.R.A.W.

Address:

52815 N 463rd Ave, Wickenburg, Az 85390

Phone:

928 232 0881 (Kim)

2nd Phone:

602 501 3379

Email:

kimcorreaarealesales@gmail.com

(Sheila - Rodeo Chair)

Contact Name and Title:

Kim Correa - Secretary

Scope of Work:

The full scope of work is to produce the 5th Annual Legends of the West Pro Rodeo & Wickenburg as a destination. The purpose of this grant application, is to seek contribution of the Town's Bed Tax grant funding to contribute to cost of the videoboard & mark First Productions to enable a livestream of the event to the Cowboy Channel & app 377,000 subscribers. Promoting Wickenburg & the business community.

Funding Amount Requested:

\$5,000

Authorized Agency Representative

Kimberly Correa Title Secretary

Date 7/31/25



Background of the Legends of the West ProRodeo:

Wickenburg has come to be known as the 'Team Roping Capital of the World' thanks to Rancho Rio's (and other arenas) promotion, and for the ropers' love of the sport. However, Wickenburg's western culture is far richer than team roping alone. To provide an additional western-inspired event to Wickenburg's event calendar, a partnership was formed between the Wickenburg Chamber of Commerce and stock contractor Honeycutt Rodeo. Community engagement was sought to help name this new event and thus, the Legends of the West ProRodeo was born and held the first weekend in April 2022. The event takes place at the Town's Everett Bowman Rodeo Arena whose namesake was a well-known and loved Wickenburg resident and legendary professional rodeo cowboy.

Legends has been successfully held each year, as well as broadcast nationally and internationally through the Cowboy Channel + app. Not only highlighting the sport of rodeo and its cowboys and cowgirls, but the whole of the Wickenburg community (businesses, history, culture, and its people).

In 2024, a new community partnership was formed with the Community Rodeo Association of Wickenburg (C.R.A.W), to function as the rodeo's non-profit arm, as the Wickenburg Chamber of Commerce was unable to commit. In 2025, these new partnerships continued to grow, increasing the rodeo weekend to four days, including the Town of Wickenburg's West Fest. and Big Tree Arena's first 'Open' roping. Honeycutt Rodeo officially bought all rights from the Wickenburg Chamber of Commerce, before holding the 4th Annual Legends of the West ProRodeo on April 4 – 6, 2025.

Promotion Budget

	Vendor	What	Cost/Value
1	Mark Frost Productions/Cowboy Channel	Jumbo Tron/Live Cowboy Channel Feed	\$9,000
2	96.3 Real Country Radio/Magazine	Feb - 1/2 page, Mar - Full page and April = Full page, back cover Real Country Magazine, 70 x 30 sec primetime commercials, 70 x 30 sec anytime commercials, 40 x primetime on radio, live on air promos	\$8,100
3	Wickenburg Sun	1/2 page Gold Rush Program, 1/2 page Destination Magazine, 4 x videos, 2 x 1/2 pages and 1 x Full page Wickenburg Sun	\$4,944.44
4	Cowboy Lifestyle Network	Social media promotion	\$3,500
5	Jackpot Magazine		?
8	Yellow pages	March & April 1/4 pages	\$75
9	Independent Newsmedia	digital target SunCity West, Surprise and East Valley	\$2,000
	Totals		\$27,619



**AGREEMENT OF TERMS
2025 SEASON PRCA TV & LIVESTREAMING
THIS TERM SHEET IS BINDING TO THE PARTIES**

Today's Date 01/29/2025

Thank you for your interest in transmitting your PRCA rodeo via television and/or digital livestream on The Cowboy Channel or on the PRCA on Cowboy Channel Plus App. Your receipt of this Term Sheet indicates your rodeo is approved for livestreaming on the PRCA on Cowboy Channel Plus digital App. At the discretion of Teton Ridge The Cowboy Channel (TRTCC), livestreamed programs may be upgraded to air without additional notice in non-primetime television programming on The Cowboy Channel or The Cowgirl Channel. This opportunity was made possible through an agreement with Teton Ridge The Cowboy Channel in which the PRCA granted specific media rights for TV and digital livestreaming.

Your rodeo must be sanctioned by the PRCA. Under PRCA sanctioning guidelines, and specifically Bylaw B10.8.1, your Rodeo Committee has assigned all media rights to the PRCA, and the PRCA retains rights to all PRCA Rodeos for filming, taping, and recording for television and digital livestreams.

ALL FIELDS MUST BE COMPLETED IN ORDER TO EXECUTE THIS AGREEMENT.

Term: 2025 PRCA Season, October 1, 2024 – September 30, 2025

Contracting Parties: Professional Rodeo Cowboys Association / PRCA Properties, Inc. (PRCA), and

Rodeo Committee whose details are filled in below:

Rodeo Name Legends of the West ProRodeo

Rodeo Dates April 5th & 6th, 2025

Number of Rodeo Performances 2

Address: PO Box 182

City, State: Kirkland, Az

Postal Code 86332

Rodeo Contact Sheila Uldrikson

Cell Phone 602 501 3379

E-Mail Address 4sheila.goode@gmail.com

Contact available during event if needed: Sheila Uldrikson

Cell Phone: 602 501 3379

Responsibilities of the Rodeo Committee:

- Provide all elements of video production & cameras on site with Scoring & Timing included.
 - Provide HD cameras (1080p) on site with qualified camera operators.
- Provide scoring and timing within the digital feed to Teton Ridge The Cowboy Channel as it appears on the LED screen.
- Provide embedded audio with live announcer, music and ambient sound on that same feed.
- Provide names of music director and announcer(s) and barrelman in advance of the rodeo performance.

Insure at least 40 MBPS upload and download speed.

- Rodeo Committee to use the official PRCA provided graphics package for both the in-house LED Screen video feeds and the live external dirty video feed.
- Rodeo Committee to arrange for plug-in of provided encoder by local tech or video screen provider. • Rodeo Committee to settle all other vendor requests for compensation, including video or scoreboard contractors, Internet suppliers, sound technicians, or other contractors or vendors.
- The video feed content provided by the Rodeo Committee may be used for livestreaming on the PRCA on The Cowboy Channel Plus App and/or telecast on The Cowboy Channel linear television. These platforms are interchangeable or can be simultaneous for content distribution.
- Cooperation from the Rodeo Committee is needed to shed the most positive light on your rodeo and the local community.

Responsibility of the PRCA:

PRCA agrees to pay Rodeo Committee a media rights payment and additional payment allocations as set forth below. Payment is contingent upon the Rodeo Committee's compliance with their responsibilities in this Term Sheet. Upon compliance, payment is payable immediately after the livestreamed performances are completed and the receipt of an Invoice from the Rodeo Committee in the amounts listed below:

- Pay \$1000 per performance in total for Rodeo Committee obligations. To receive payment, send invoices to Kevin Kersey at kkersey@prorodeo.com.
- PRCA pays livestream talent fees to announcers at \$300/performance, music directors at \$200/performance and barrelman with a mic, at \$100/performance. These payments will all be paid directly from the office via Rodeo Pay. • Please provide their names here.

Announcer(s) Bob Edmunds

Clown Barrelman TBD

Music Director: Brandi Edmunds

- The Cowboy Channel will provide an encoder to upload the video/audio signals to your Internet connection. • A representative of The Cowboy Channel will be required to assist in the remote set up and testing of the equipment on site and to attend or call-in to any scheduled pre-show production meetings in order to address and coordinate any elements that are unclear.

PAYMENT INSTRUCTIONS

In order to receive payment, committee invoices the PRCA for "media rights" on the line item. No payments will be made without an invoice. Your Invoice should include the name of your rodeo and your rodeo number. Invoices should be sent to kkersey@prorodeo.com.

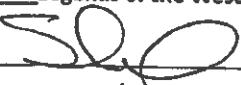
TOTAL DUE TO RODEO COMMITTEE = # of Perfs x \$1000 \$ 2,000

BINDING AGREEMENT TO TERMS LISTED ABOVE

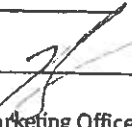
RODEO COMMITTEE PRCA

Rodeo Name Legends of the West ProRodeo

Signature



Signature



Name Title

Event Coordinator

Paul Woody, Chief Marketing Officer Date

1/29/2025

Date

13 Feb 25



FrostView Productions LLC

936 Appleton Rd. Menasha WI 54952
515.509.3050
frost@frostviewproductions.com
frostviewproductions.com

INVOICE

3/11/2025

Invoice valid for 30 days

TO Dawn + Jerry Honeycutt (jdhoneycutt@hotmail.com)
Wickenburg Pro Rodeo
935 Constellation Rd
Wickenburg, AZ 85390
(602)-571-0584

EVENT NAME	VENUE	EVENT DATE	LOAD IN DATE	PERFORMANCES
Wickenburg Pro Rodeo	Everett Bowman Rodeo Arena	4/5-6/2025	4/4/2025	2
	Wickenburg, AZ 85390			

QTY	DESCRIPTION	UNIT PRICE	LINE TOTAL
2	11 X 20 LED Video wall. (Trailer Mounted)	\$2500.00	\$5,000.00
	11 X 20 LED Video wall. (Hung with equipment)	\$2000.00	
2	Video Production Equipment & Personnel	\$1500.00	\$3,000.00
2	Stats Equipment & Personnel	\$500.00	\$1,000.00
N/A	Transportation Costs.	\$2.00	
	Rooms to be provided by contractor		
	Includes all livestream		
	(All Camera Operators provided by FrostView Productions)		
			\$9,000.00
	Multi-Rodeo Discount		\$2,000.00
TOTAL			\$7,000.00

Invoice Prepared By:

Mark Caswell

Date:

3/11/2025

Signature:

Date:



Honeycutt

Advertising Insertion Order

Videos

Contact:
Address: Honeycutt

Sales Rep: Billie Jo Spillane

Order Date: 7/30/2025
Order Number: 22117

Displaying Run Dates: All Dates

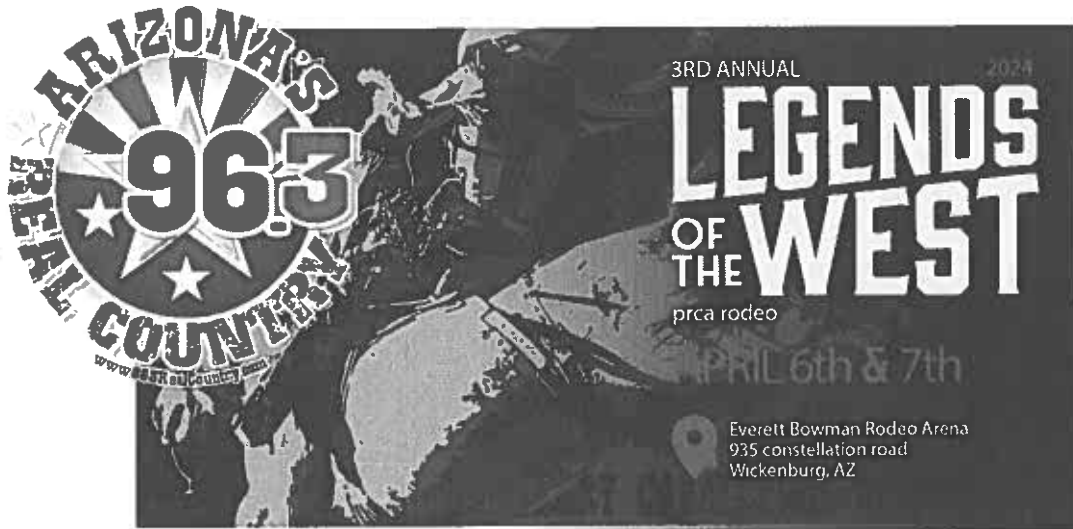
Advertiser No: 0
3858

Issue Date	Publication	Description	Section	Ad Size	Price
2/12/2026	WS-Goldrush	GoldRush	-	3.625 x 9.75	\$379.16
2/18/2026	WS- Destination	Spring Destination	-	3.798 x 10	\$816.58
3/11/2026	1- Wickenburg Sun	Full page	-	6 x 21	\$1,328.60
3/11/2026	1- Wickenburg Sun	Videos	-		\$255.50
3/18/2026	1- Wickenburg Sun	half page	-	6 x 10.5	\$699.05
3/18/2026	1- Wickenburg Sun	Videos	-		\$255.50
3/25/2026	1- Wickenburg Sun	half page	-	6 x 10.5	\$699.05
3/25/2026	1- Wickenburg Sun	Videos	-		\$255.50
4/1/2026	1- Wickenburg Sun	Videos	-		\$255.50
Publication Count: 3		Run Count: 9		SubTotal:	\$4,944.44
				Total Price:	\$4,944.44

Authorization To Run Advertisement

Printed Name

Signature



SPECIAL RADIO SPONSORSHIP TRADE PACKAGE

YOU RECEIVE

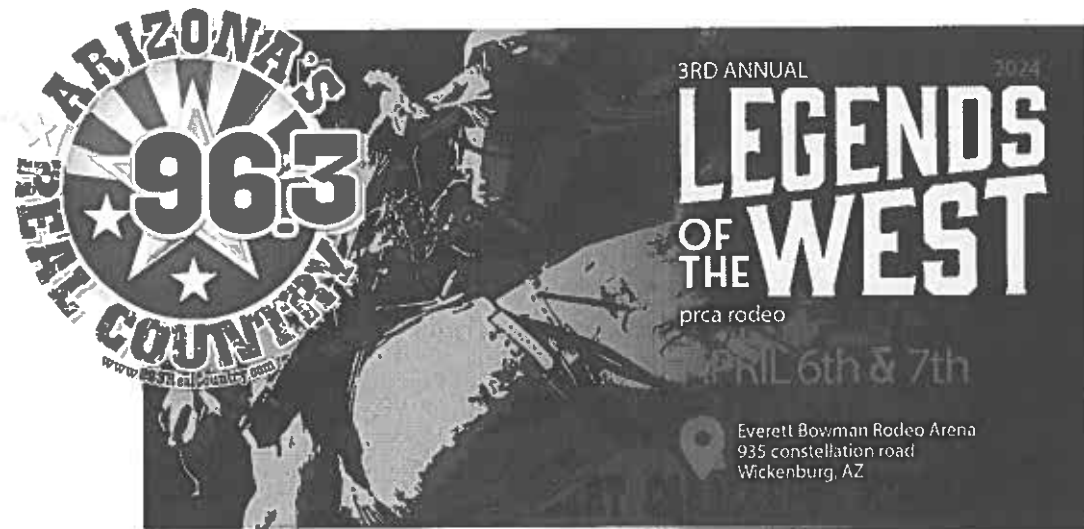
70 — THIRTY SECOND PRIMETIME
COMMERCIALS

70 —THIRTY SECOND ANYTIME
COMMERCIALS

40 TICKET GIVEAWAY CONTEST

LIVE ON AIR PROMO'S
WEB SITE DIGITAL AD SOCIAL MEDIA
DIGITAL AD

TOTAL TRADE INVESTMENT
\$7,500.00



SPECIAL RADIO/MAGAZINE CASH BUY

YOU RECEIVE

APRIL BACK COVER IN MAGAZINE

**40 - THIRTY SECOND PRIMETIME
COMMERCIALS ON RADIO**

TOTAL CASH INVESTMENT \$2,000.00

PLUS 96.3 GETS 2 ARENA BANNERS - AD ON VIDEO SCREEN

AD IN PROGRAM - ON SITE WITH TRUCK AT GATE

RODEO FLAG IN ARENA - RODEO MENTIONS AS SPONSOR

X _____
AGREED TO BY

DATE

2025 ANNUAL REPORT

ENTITY INFORMATION

ENTITY NAME: COMMUNITY RODEO ASSOCIATION OF WICKENBURG
ENTITY ID: 08897487
ENTITY TYPE: Domestic Nonprofit Corporation
CHARACTER OF BUSINESS: Educational Services
AUTHORIZED SHARES:
ISSUED SHARES:

STATUTORY AGENT INFORMATION

STATUTORY AGENT NAME: Kimberly Dawn Correa
PHYSICAL ADDRESS: 52815 N 463rd Ave, WICKENBURG, AZ 85390
MAILING ADDRESS:

KNOWN PLACE OF BUSINESS

Att: Kimberly Correa, 52815 N 463rd Ave, WICKENBURG, AZ 85390

PRINCIPAL OFFICE ADDRESS

PRINCIPAL INFORMATION

Director: BILL JOHNSON - 1060 SUNRISE TR, WICKENBURG, AZ, 85390, USA - - Date of Taking Office: 07/08/2003
Director: JESSE BOWSER - 51 N CASTER HOT SPRINGS RD, MORRISTOWN, AZ, 85342, USA - - Date of Taking Office: 03/01/2022
Director: Teresa Underdown - 286 N Frontier Street, WICKENBURG, AZ, 85390, USA - - Date of Taking Office: 03/01/2022
President: BARNEY HAYES - 24518 W. HWY 60, MORRISTOWN, AZ, 85342, USA - - Date of Taking Office: 10/01/2012
Secretary: Kimberly Dawn Correa - 52815 N 463rd Ave, WICKENBURG, AZ, 85390, USA - Kimcorrearealestatesales@gmail.com - Date of Taking Office: 03/01/2022
Vice-President: VERNON L ROTTMAYER - 996 W HOPI LANE, LAKESIDE, AZ, 85929, USA - - Date of Taking Office: 09/05/2009

SIGNATURE

Secretary: Kimberly Dawn Correa - 07/23/2025

2024 ANNUAL REPORT

ENTITY INFORMATION

ENTITY NAME: COMMUNITY RODEO ASSOCIATION OF WICKENBURG
ENTITY ID: 08897487
ENTITY TYPE: Domestic Nonprofit Corporation
CHARACTER OF BUSINESS: Educational Services
AUTHORIZED SHARES:
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Secretary: Kimberly Dawn Correa - 11/21/2024

2023 ANNUAL REPORT

ENTITY INFORMATION

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CHARACTER OF BUSINESS: Educational Services
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Secretary: Kimberly Dawn Correa - 11/21/2024

2022 ANNUAL REPORT

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