

December 11, 2025
Item No. 7.12.
Houston Livestock Show and Rodeo Sponsorship

Sponsor: Jeremiah Cook, Assistant Director - Tourism

Reviewed By CBC: Tourism Committee

Agenda Caption: Presentation, discussion, and possible action on a sponsorship agreement with the Houston Livestock Show and Rodeo in the amount of \$180,000.

Relationship to Strategic Goals:

Diverse and Growing Economy

Recommendation(s): Staff recommends approval. The Tourism Committee heard this item at their November 21, 2025 meeting and unanimously recommended approval of proceeding with the sponsorship concept.

Summary: Visit College Station has an opportunity to take a major step forward in our regional marketing strategy through a promotional partnership with the Houston Livestock Show & Rodeo. The partnership—long envisioned as part of our marketing plan—comes at the perfect time following completion of our brand refresh, campaign launch, new sales materials and the addition of our PR team this fall. The rodeo aligns perfectly with our brand identity, Texas A&M University's involvement with the rodeo, and our goal of deepening awareness and visitation from the Houston market. It offers unparalleled exposure, hospitality, and storytelling opportunities to position College Station as a must-visit destination and economic partner.

Please find attached the Houston Livestock Show and Rodeo Partnership Overview, which outlines key details and benefits of the partnership.

Also attached is the draft agreement. Staff is continuing to work with the Houston Livestock Show and Rodeo to finalize the terms and will provide an updated version should any modifications be requested.

Budget & Financial Summary: The cost for the sponsorship is \$180,000 and would utilize Hotel Occupancy Tax funds. This request would necessitate a budget amendment from the City Council, as it is not currently included in the FY26 budget.

Attachments:

1. Sponsorship Agreement
2. Houston Livestock Show and Rodeo Partnership Overview
3. Houston Livestock Show and Rodeo Pitch Deck



HOUSTON LIVESTOCK SHOW AND RODEO™

NRG Center, 3 NRG Park, Houston, Texas 77054
rodeohouston.com

SPONSORSHIP AGREEMENT

This Sponsorship Agreement (this “Agreement”) is by and between the Houston Livestock Show and Rodeo, Inc., a Texas non-profit corporation, having its principal office and place of business in Houston, Texas (“HLSR”) and City of College Station, a Texas home-rule municipal corporation (the “Sponsor”). HLSR and the Sponsor may hereinafter be referred to as a “Party” or, collectively, as the “Parties.”

1. **Sponsorship.** The Sponsor agrees to be a Promotional Partner at the 2026 Houston Livestock Show and Rodeo™ (the “Show”). As such, subject to the conditions, limitations, and terms contained in this Agreement, HLSR hereby grants the Sponsor the right to be one of the official sponsors of the 2026 Show. Additional rights and obligations of the Parties are set forth in Exhibit “A”. Terms and conditions governing the Sponsor’s commercial exhibit space, if applicable, are set forth in Exhibit “B”. Both Exhibit “A” and Exhibit “B” are attached hereto and incorporated in this Agreement. Notwithstanding anything else contained in this Agreement, the Sponsor shall not represent or otherwise hold itself out as the “sole sponsor,” “official voice,” “the official sponsor,” “official product,” or any other similar reference that would imply a singular or exclusive relationship with HLSR.

2. **Sponsorship fee.** In consideration of all rights granted to the Sponsor under this Agreement, the Sponsor shall pay HLSR the annual fees (the “Sponsorship Fee”) in the amounts and on the dates as provided in the following schedule. HLSR, in its sole discretion, may from time to time add additional RODEOHOUSTON® performances and special performances (collectively, “Special Performances”) to its usual twenty (20) regular RODEOHOUSTON performances (“Show Season”). In the event HLSR elects to add Special Performances to its Show Season, the Sponsorship Fee may be increased proportionately if applicable upon mutual written agreement between the Parties. In no event shall the Sponsor receive any HLSR Show Assets (including Tickets or Hospitality as set forth in Exhibit “A”) prior to payment of at least fifty percent (50%) of the total Sponsorship Fee each year. The Sponsorship Fee is net of all fees and commissions payable to third persons by the Sponsor, if any, which are the sole responsibility of and paid solely by the Sponsor.

Show Year	Total Sponsorship Fee	3% Escalator	Installment One Due (December 15)	Installment Two Due (January 15)
2026	\$180,000	\$0	\$90,000	\$90,000

Invoices will be sent to:

City of College Station
Attn: Accounting
Division
Address:
PO Box 9973
1101 Texas Avenue
College Station, Texas 77842
Email: vendorinvoicentry@cstx.gov

The Sponsor shall notify HLSR of any change to this contact information. Additionally, the Sponsor shall provide

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purchase order(s), online vendor payment portal instructions/procedures and any additional required invoice information to HLSR.

3. Term. This Agreement is effective once it has been executed by the Parties and shall terminate on April 30, 2026 (the “Term”). All rights granted the Sponsor in this Agreement shall terminate at the end of the Term.
4. Use of HLSR Marks. The Sponsor shall have the limited right to use the HLSR trademarks as set forth in the Sponsorship (the “HLSR Marks”) solely during the term of this Agreement. Prior to using any of the HLSR Marks, the Sponsor shall provide HLSR with accurate final drafts of any and all information or materials that are to contain the HLSR Marks, and a complete description of all intended formats and methods of display or distribution. All use of HLSR Marks is strictly subject to HLSR’s prior written approval and must be in complete conformance with such approved drafts and descriptions. HLSR may withhold approval at its sole discretion. The Sponsor’s right to use the HLSR Marks pursuant to the terms of this Agreement is a non-exclusive, terminable and non-transferable, and non-sublicensable license and shall be subject to the terms and conditions of this Agreement. The Sponsor shall not in any circumstance permit a third party to use the HLSR name, or any HLSR Marks for any reason whatsoever. The Sponsor acknowledges HLSR’s exclusive ownership of the HLSR Marks and the HLSR name and agrees to do nothing inconsistent with such ownership, including, without limitation, using the HLSR Marks in any manner not authorized hereunder or attempting to register, assert a claim of ownership, or otherwise appropriate unto itself any of the HLSR Marks. Upon termination of the Agreement, all rights to use the HLSR Marks shall cease, and Sponsor agrees not to use any of the HLSR Marks or any mark confusingly similar thereto.
5. Use of the Sponsor Marks. HLSR shall have the limited right to use the Sponsor trademarks (the “Sponsor Marks”) solely during the term of this Agreement. Prior to using any of the Sponsor Marks, HLSR must obtain the Sponsor’s prior written approval, which approval may be withheld at the sole discretion of the Sponsor. HLSR’s right to use the Sponsor Marks pursuant to the terms of this Agreement is a non-exclusive, terminable and non-transferable, and non-sublicensable license and shall be subject to the terms and conditions of this Agreement. HLSR shall not in any circumstance permit a third party to use the Sponsor name or any Sponsor Marks for any reason whatsoever. HLSR acknowledges the Sponsor’s exclusive ownership of the Sponsor Marks and agrees to do nothing inconsistent with such ownership, including, without limitation, using the Sponsor Marks in any manner not authorized hereunder or attempting to register, assert a claim of ownership, or otherwise appropriate unto itself any of the Sponsor Marks. Upon termination of this Agreement, all rights to use the Sponsor Marks shall cease, and HLSR agrees not to use any of the Sponsor Marks or any mark confusingly similar thereto.
6. Other HLSR Sponsorship Obligations. The Sponsor recognizes and understands that HLSR has contractual obligations requiring exclusivity with respect to certain sponsors, including, but not limited to the Coca-Cola Company in the non-alcoholic beverage category; Ford in the truck/SUV/CUV category; Mattress Firm in the mattress/massage chair category; MillerCoors in the beer/malt beverage category; and NRG in the electricity/natural gas category. The Sponsor shall not take any action that might in any way conflict with or challenge such commitments and/or HLSR’s relationships with such other sponsors.
7. No Endorsement. This Agreement does not constitute HLSR’s (or any of its members, officers, directors, or affiliates) endorsement of the Sponsor or the Sponsor’s products and/or services, and HLSR is under no obligation to receive or use any of the Sponsor’s products and/or services. Each Party shall own all right, title and interest in and to their respective trademarks, service marks and trade names (collectively, the “Marks”), and shall have no right, title, interest or claim of ownership to any Marks used by the other, except for the limited rights granted pursuant to the terms of this Agreement. All goodwill arising from any use of the Marks shall be solely for, and inure to the benefit of, the Party owning the Marks.
8. No assignment. Neither the rights nor the obligations of the Parties pursuant to this Agreement are assignable or transferable without the prior written consent of the other Party, which may be withheld at that Party’s sole discretion.
9. No partnership. The Parties acknowledge and agree that nothing in this Agreement shall be construed so as to make HLSR or the Sponsor an agent, partner or joint venturer of the other or interpreted as creating an agency,

partnership or joint venture relationship between the Parties. The Parties do not have the right or authority, and shall not represent or hold out authority, to assign or create any obligation of any kind, express or implied, on behalf of each other.

10. Insurance. The Sponsor will carry no less than the minimum insurance required on Exhibit “B” with insurance carriers acceptable to HLSR and with the coverages, endorsements and minimum limits of liability required by HLSR, against all claims for damages caused by bodily injury, including death, to employees and third parties and claims for property damages. The Sponsor shall maintain such insurance in full force and effect throughout the duration of this Agreement. The Sponsor will also require all contractors and third parties performing work or providing services in connection with this Agreement to carry insurance which meets the terms, requirements and minimum limits of liability required by HLSR. The Sponsor will furnish HLSR with certificates of insurance as set forth on the sample attached as Exhibit “C”, no later than January 15 each year of the Agreement. The Sponsor shall additionally carry such other insurance as it deems necessary. HLSR will carry no less than the minimum insurance required on Exhibit “E”. HLSR shall procure and maintain, at its sole cost and expense for the duration of this Agreement, sufficient insurance coverage, as herein described, against claims for injuries to persons or damages to property that may arise from or in connection with the performance of the services performed by HLSR, its officers, agents, volunteers, and employees. HLSR’s insurance shall list the City of College Station, its officers, agents, volunteers, and employees as additional insureds. More specifically, the following shall be required. During the term of this Agreement, HLSR’s insurance policies shall meet the minimum requirements of this section.

11. Notice and Indemnification:

UNDER CHAPTER 87, TEXAS CIVIL PRACTICE AND REMEDIES CODE, A FARM ANIMAL PROFESSIONAL OR FARM OWNER OR LICENSEE IS NOT LIABLE FOR AN INJURY TO OR THE DEATH OF A PARTICIPANT IN FARM ANIMAL ACTIVITIES, INCLUDING AN EMPLOYEE OR INDEPENDENT CONTRACTOR, RESULTING FROM THE INHERENT RISKS OF FARM ANIMAL ACTIVITIES. UNDER CHAPTER 87, TEXAS CIVIL PRACTICE AND REMEDIES CODE, A LIVESTOCK SHOW SPONSOR IS NOT LIABLE FOR AN INJURY TO OR THE DEATH OF A PARTICIPANT IN A LIVESTOCK SHOW RESULTING FROM THE INHERENT RISKS OF LIVESTOCK SHOW ACTIVITIES.

11. Unavailable Element. Due to the nature of this Agreement, the rights granted may become unavailable or become impossible to provide during the term of the Agreement (each an “Unavailable Element”), including, without limitation, due to COVID-19. In the event of an Unavailable Element(s), the parties shall negotiate in good faith for a period of at least thirty (30) days to find a different “make-good” benefit or right that has substantially the same value as the Unavailable Element(s) or, if they are unable to do so, make other equitable adjustments to the Agreement.

12. Consequential Damages. IN NO EVENT SHALL EITHER PARTY BE LIABLE TO THE OTHER FOR ANY LOST PROFITS, OTHER ECONOMIC LOSS OR INDIRECT, INCIDENTAL, PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR SPECIAL DAMAGES, EVEN IF THE OTHER PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. NOTHING IN THIS PARAGRAH SHALL LIMIT EITHER PARTY’S INDEMNITY OBLIGATIONS AS SET FORTH IN SECTION 11, ABOVE.

13. Force Majeure. Neither Party shall be liable for any delay or failure to perform its operations, activities, shows, events and/or obligations owed pursuant to this Agreement to the extent such delay or failure results from a force majeure event. A “Force Majeure Event” is defined as any occurrence which makes performance by a Party, in its sole discretion, illegal, impossible or commercially impracticable and includes, but is not limited to, any (i) material breakage or accident to equipment, machinery or facilities; (ii) any strike, lock-out or other labor difficulties (but not including a lock-out of employees by such Party); (iii) statute, ordinance, regulation, order, directive or rule issued by a governmental authority, including, but not limited to, those concerning public health and safety, animal disease

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Houston Livestock Show and Rodeo, Inc.

By: _____

Chris Boleman, President and CEO

Date: _____

Reviewed by:

Amber Burda, Chief Revenue Officer: _____

Harry Perrin, General Counsel: _____

City of College Station

By: _____

City Manager

Date: _____

APPROVED:

City Attorney

Date: _____

Assistant City Manager/CFO

Date: _____

EXHIBIT “A”

MARKETING AND PROMOTIONAL RIGHTS

1. Use of the Houston Livestock Show and Rodeo™ and RODEOHOUSTON® Official Marks. Use of the HLSR Marks is valid from the issuance date through the Termination Date. Any promotion, contest, advertising, signage or merchandising using any HLSR Marks must strictly follow the HLSR guidelines and stylebook and must receive prior written approval from the HLSR Marketing and Public Relations Division in accordance with the Agreement.
2. Rights for promotion of the sponsorship and the Sponsor’s status as a non-exclusive “Official Show Sponsor.” Any promotion, contest, advertising, signage or product production involving this sponsorship [with or without any HLSR Marks] must receive prior approval from the HLSR Marketing and Public Relations Division.
3. The Sponsor Marks will be included on the Sponsor pages of the HLSR website.
4. HLSR will link from its website to the Sponsor website.
5. The Sponsor Marks will be included in Visitors Guide. This guide is printed and distributed to HLSR spectators as well as displayed in retail outlets located throughout the city.
6. The Sponsor Marks will be included in online version of the Visitors Guide.
7. The Sponsor Marks will be included on HLSR mobile app.
8. The Sponsor will receive one full-page, color ad in the Souvenir Program, or in a similar publication. The ad must be received by HLSR no later than the date listed in the annual marketing deadline sheet to receive this benefit.
9. An opportunity for two value-added marketing emails to the HLSR membership and volunteers. Emails will be scheduled by HLSR with one occurring during Show time and another opportunity in the offseason. HLSR recognizes “Show time” as the two months prior to its annual event and the month of the event (i.e. January – March). To be considered for the marketing email, the Sponsor MUST offer a discount or a coupon for HLSR members and volunteers. The Sponsor cannot include give-a-ways or other promotions of RODEOHOUSTON tickets in the offer. This benefit has specific deadlines and requires sponsors to have a signed agreement and provide required content (ex. coupon artwork, link, etc.) to be included in the email.
10. The Sponsor may request a social media presence on HLSR platforms for an additional cost. The social media platform and the time of the posting is at HLSR’s discretion based on content and HLSR’s marketing schedule.
11. An invitation to attend the annual Sponsor Summit scheduled annually in the fall.
12. An invitation to attend scheduled meetings with other Official Show Sponsors to encourage B2B relationships and discuss additional opportunities related to HLSR.
13. HLSR will waive the entry fee for a float should the Sponsor decide to participate in the Downtown Rodeo Parade.
14. An opportunity to participate in the annual Rodeo Roundup held in downtown Houston the Tuesday prior to the World’s Championship Bar-B-Que Contest (“WCBBQC”). This lunchtime event kicks off HLSR activities and serves as a platform to increase awareness of HLSR in the downtown community. The Sponsor must complete the Rodeo Roundup Activation form and return to the Western Heritage Committee no later than January 15th or space will not be reserved. Space is limited at this downtown committee event and spots will be reserved on a first-come, first-served basis.

COMMERCIAL EXHIBIT

1. The Sponsor will receive 300 total square feet of commercial exhibit space during the Show to be placed at a mutually agreed upon location. Sponsor may purchase additional space, if available. The Sponsor will be required to follow the exhibitor guidelines as outlined in the Commercial Exhibitor Handbook. The Sponsor may be subject to a financial penalty, if Sponsor violates any material provision of the Commercial Exhibitor Handbook. Sponsor is required to provide renderings, display examples, photographs of the installation to be installed at the HLSR event by February 1, 2026, for approval from the sponsorship and business development department.

NRG STADIUM EXPOSURE

1. One ten (10) second individual Sponsor logo or animated depiction of sponsorship (if provided) will be shown for a minimum of ten (10) seconds on NRG Stadium north and south end zone video input boards a minimum of four (4) times during each of the regular RODEOHOUSTON performances to acknowledge the sponsorship. This spot is to recognize the sponsorship with HLSR and must reflect the Sponsorship in the message. The spot cannot be a commercial or perceived to be advertising for the Sponsor. If the Sponsor chooses to have HLSR create this spot, HLSR will incorporate the Sponsor Marks on that year's standard Show look.
2. The Sponsor Marks will be shown on lower LED ribbon, with other Official Show Sponsors, to acknowledge the sponsorship. Logo will be displayed in groups with other Official Show Sponsors during each of the regular RODEOHOUSTON performances for a total average time of two (2) minutes.

HOSPITALITY

1. Four (4) gold VIP badges for a Sponsor representative and one guest, for admittance to the NRG Park grounds and the main concourse of NRG Stadium during the regular RODEOHOUSTON performances and the WCBBQC, unless otherwise stated by HLSR. VIP badges are non-transferrable and may not be used for promotional purposes.
2. Four (4) complimentary RODEOHOUSTON season tickets for the regular RODEOHOUSTON performances. Based upon availability each year, this includes four (4) season Field Level seats.
3. Use of an NRG Stadium hospitality suite for one (1) performance, accommodating twenty (20) guests with a barbecue dinner and beverages. The Sponsor acknowledges that performance choice will be limited to availability at time of selection.
4. Four (4) parking passes for access into the Sponsor parking lot at NRG Park during regular RODEOHOUSTON performances.
5. Four (4) parking passes for the WCBBQC event.

EXHIBIT “B”
COMMERCIAL EXHIBIT LICENSE AGREEMENT

This Commercial Exhibit License Agreement (the “Agreement”) is by and between Houston Livestock Show and Rodeo, Inc. (“HLSR”) and City of College Station, a Texas home-rule municipal corporation (“Licensee”). HLSR and Licensee may hereinafter be referred to, individually, as a “Party” or, collectively, as the “Parties”.

1. **Licensed Space:** Unless HLSR, in its sole discretion, elects to cancel or limit the Houston Livestock Show and Rodeo™ (the “Show”) and terminate this Agreement on or before January 1 in 2026 or the Show is otherwise cancelled as provided for pursuant to paragraph 11 below, HLSR grants to Licensee the commercial exhibit space (the “2026 Commercial Exhibit Space”) for use at the 2026 Show. The square footage, location, and days of use of the 2026 Commercial Exhibit Space will be mutually agreed upon by HLSR and Licensee no later than December 31st each year of the Term. Licensee agrees to comply with the terms of this License Agreement, the yearly Commercial Exhibitor Handbook (the “Handbook”) and all other HLSR rules, regulations and policies, which are incorporated herein. Licensee is responsible for accessing the Handbook and all updates; the Handbook is available on the HLSR web site at <http://hlsr.com/Get-Involved/Food-Retail-Vendors>.
2. **Insurance:** Licensee will carry no less than the minimum insurance required on Exhibit “C” with insurance carriers acceptable to HLSR and with the coverages, endorsements and minimum limits of liability required by HLSR, against all claims for damages caused by bodily injury, including death, to employees and third parties and claims for property damages. Licensee shall maintain such insurance in full force and effect throughout the duration of this Agreement. Licensee will also require all contractors and third-parties performing work or providing services in connection with this Agreement to carry insurance which meets the terms, requirements and minimum limits of liability required by HLSR. Licensee will furnish HLSR with certificates of insurance as set forth on the sample attached as Exhibit “D”, no later than January 15th each year of the Term. Licensee shall additionally carry such other insurance as it deems necessary.
3. **Use of the Licensed Space:** Licensee shall provide HLSR a list of all products to be sold, displayed, sampled and/or promoted within the 2026 Commercial Exhibit Space no later than January 15th each year of the Term (“Approved Product List”). Licensee shall submit a written request to HLSR for any proposed change or addition in merchandise or exhibit material to be placed in the 2026 Commercial Exhibit Space from that listed on Approved Product List or any change in Licensee’s expressed intention with respect to selling or taking orders for merchandise. HLSR reserves the unqualified right to approve or disapprove any such change or addition, which consent may be withheld at the sole discretion of the HLSR.
4. **Taxes:** All taxes, including but not limited to federal, state, county and municipal sales taxes, income taxes, FICA and any other withholding taxes arising out of or in connection with Licensee’s use of the 2026 Commercial Exhibit Space are the sole responsibility of Licensee. Licensee understands that HLSR, at its sole discretion, may require substantiation of sales tax paid on sales at the Show, and Licensee agrees to provide such substantiation upon request from HLSR. Licensee is tax-exempt by law.
5. **Compliance with Laws:** Licensee, its agents, employees, invitees, and/or assigns agrees to comply with all laws, regulations, ordinances and rules, including but not limited to, the Fire Marshal, the Health Department of the City of Houston or any other governmental entity having jurisdiction over the premises.

6. **Release:** To the extent allowed under the Texas Constitution and Texas law, the Licensee hereby waives, releases and holds HLSR and its respective officers, directors, agents and employees (the “Released Parties”) harmless from any and all losses, liabilities, claims, damages, and expenses arising from the Licensee’s use of the Licensed Space.
7. **Damages:** In the event of any litigation between HLSR and Licensee, the prevailing party shall be entitled to recover from the other party all litigation costs and expenses incurred by the prevailing party including reasonable attorneys’ fees. IN NO EVENT SHALL HLSR BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES, INCLUDING WITHOUT LIMITATION DAMAGES FOR LOSS OF PROFITS, DATA OR USE, INCURRED BY LICENSEE OR ANY THIRD PARTY, WHETHER IN AN ACTION IN CONTRACT OR TORT, EVEN IF THE OTHER PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.
8. **Texas Law:** This Commercial License Exhibit Agreement is made, entered into, and performable in Harris County, Texas and shall in all respects be interpreted, enforced, and governed under the laws of the State of Texas, without regard to its rules of conflict of laws that would require the application of the laws of a state other than Texas. Licensee hereby unconditionally submits to personal jurisdiction of the State of Texas. Licensee agrees that the proper venue for all disputes and claims arising out of or related to this Agreement shall be in Harris County, Texas, and waives all claims that venue is proper in any location other than Harris County, Texas. If any part of this Agreement is determined to be invalid or unenforceable, it does not affect the validity of the remainder of this Agreement.
9. **Force Majeure:** Neither Party shall be liable for any delay or failure to perform its operations, activities, shows, events and/or obligations owed pursuant to this Agreement to the extent such delay or failure results from a force

majeure event. A “Force Majeure Event” is defined as any occurrence which makes performance by a Party, in its sole discretion, illegal, impossible or commercially impracticable and includes, but is not limited to, any (i) material breakage or accident to equipment, machinery or facilities; (ii) any strike, lock-out or other labor difficulties (but not including a lock-out of employees by such Party); (iii) statute, ordinance, regulation, order, directive or rule issued by a governmental authority, including, but not limited to, those concerning public health and safety, animal disease prevention, detection and response and/or protection of the environment; (iv) final, non-appealable judicial decree or order; (v) pandemic, epidemic or quarantine as determined by the World Health Organization, the Centers for Disease Control and Prevention or state or local government authority or health agencies (including, but not limited to, the health threats of COVID-19, H1N1 and/or other infectious diseases); (vi) animal disease and/or quarantine; (vii) war, riot or insurrection; (viii) civil disobedience, public demonstration or sabotage; (ix) act of God, fire, flood, earthquake, hurricane, national disaster or explosion; (x) nationwide depression materially impacting the Party’s ability to perform; (xi) embargo or energy shortage that disproportionately affects the invoking Party; or (xii) any other cause beyond the Party’s reasonable control.

10. **Termination:** Licensee acknowledges that this Commercial License Exhibit Agreement is contingent upon the Sponsorship Agreement being in full force and effect. In the event that the Sponsorship Agreement is terminated for any reason prior to the conclusion of the Show in any year, HLSR may, at its option, immediately terminate this Agreement by delivering written notice to Licensee.

EXHIBIT “C”
MINIMUM INSURANCE REQUIREMENTS

Commercial General Liability

Each Occurrence	\$1 million
Products/Completed Operations Aggregate	\$1 million
General Aggregate/all other Claims	\$2 million

Policy shall be endorsed:

- Additional insured endorsement with respect to Houston Livestock Show and Rodeo, Inc., Houston Livestock Show and Rodeo Educational Fund, and Corral Club, Inc. (hereafter, collectively, “HLSR”) equivalent to CG2037 & CG2010
- Waiver of subrogation in favor of HLSR
- Endorsed to provide policy is primary and non-contributory to policies carried by HLSR

Coverage shall include:

- Personal injury and advertising injury
- Broad form property damage coverage
- Products Completed Operations
- Medical Payments
- Fire Legal Liability

These limits may be provided by a combination of the CGL policy and umbrella/excess insurance.

Automobile Liability

Combined Single Limit	\$1 million
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Policy shall be endorsed:

- Additional insured endorsement with respect to Houston Livestock Show and Rodeo, Inc., Houston Livestock Show and Rodeo Educational Fund, and Corral Club, Inc. (hereafter, collectively, “HLSR”)
- Waiver of subrogation in favor of HLSR
- Endorsed to provide policy is primary and non-contributory to policies carried by HLSR

Coverage shall include:

- Bodily injury, death and property
- All owned, non-owned and hired vehicles

Workers Compensation/Employers Liability

Workers Compensation	Statutory
Employers Liability (each accident)	\$1 million
Disease – policy limit	\$1 million
Disease – each employee	\$1 million

- Employers Liability policy - Waiver of subrogation in favor of Houston Livestock Show and Rodeo, Inc., Houston Livestock Show and Rodeo Educational Fund, and Corral Club, Inc. (hereafter, collectively, “HLSR”)
- Workers Compensation policy - Alternate Employer endorsement in favor of HLSR

These limits may be provided by a combination of the EL policy and umbrella/excess insurance.

Umbrella/Excess

Each Occurrence	\$5 million
General Aggregate/all other claims	\$5 million

Policy shall provide coverage in excess of underlying policies listed above.

Policy shall be endorsed:

- Additional insured endorsement with respect to Houston Livestock Show and Rodeo, Inc., Houston Livestock Show and Rodeo Educational Fund, and Corral Club, Inc. (hereafter, collectively, “HLSR”)
- Waiver of subrogation in favor of HLSR
- Endorsed to provide policy is primary and non-contributory to policies carried by HLSR

Policies shall be issued by insurers that are reasonably acceptable to HLSR with a minimum financial strength of A-VI by the A.M. Best Key Rating Guide. Each required policy shall provide that such policy shall not be canceled, non-renewed or coverage thereunder materially reduced unless HLSR shall have received written notice of such event not less than thirty (30) days prior to the effective date thereof, provided that the notice period in the event of non-payment of premium shall be ten (10) days.

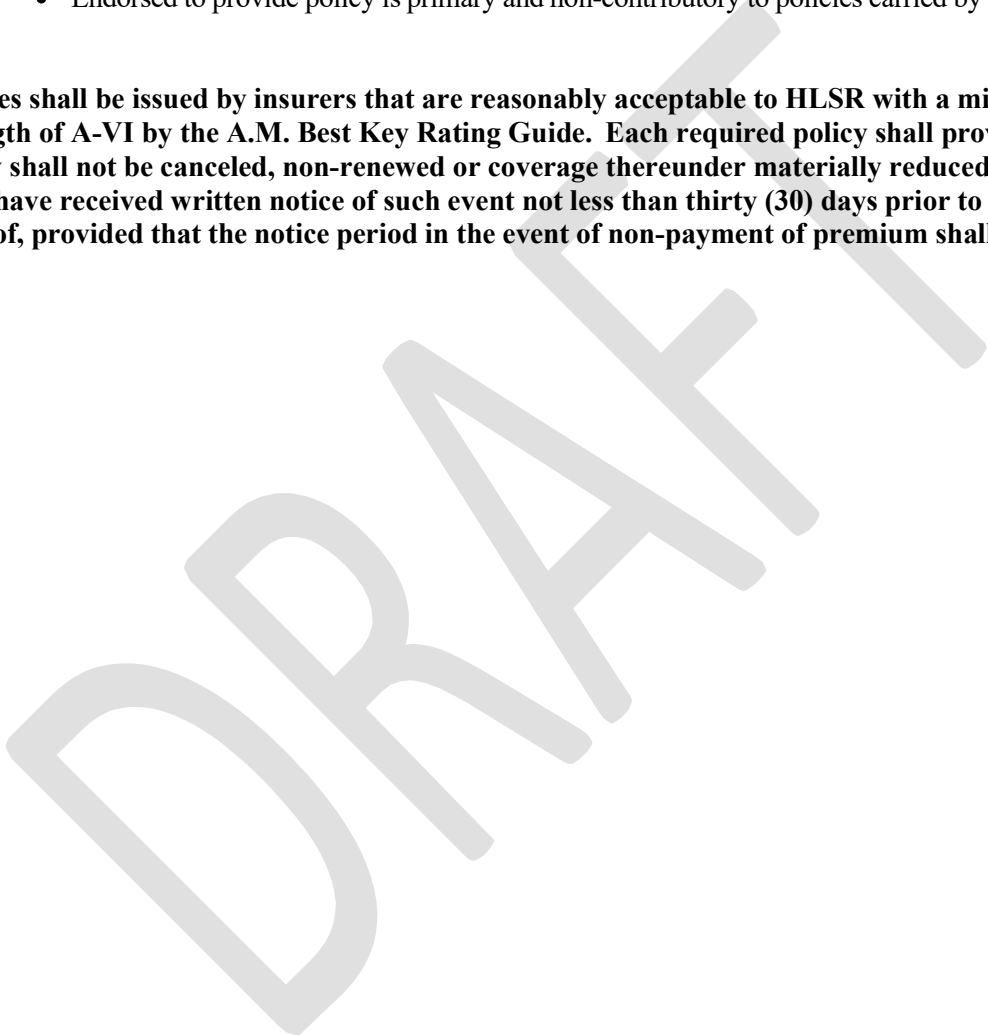


EXHIBIT “D”
SAMPLE CERTIFICATE OF LIABILITY INSURANCE



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

4/28/2017

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER John L. Wortham & Son, L.P. PO Box 1388 Houston, TX 77251-1388	CONTACT NAME John L. Wortham & Son, L.P. PHONE (INC. OR FAX) 713-526-3366 E-MAIL ADDRESS	FAX (INC. OR FAX) 713-521-1951
www.worthaminsurance.com	INSURER(S) AFFORDING COVERAGE	
INSURED XYZ Company Address City ST Zip	INSURER A : MINIMUM RATING BY A.M. BEST: A-VI	
	INSURER B :	
	INSURER C :	
	INSURER D :	
	INSURER E :	
	INSURER F :	

COVERAGES CERTIFICATE NUMBER: 35334220 REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

TRF LTR	TYPE OF INSURANCE	ADDL INSD	BUSN WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR			XXXXXXXXXXXXXX	XX/XX/XXXX	XX/XX/XXXX	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Per occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJ <input type="checkbox"/> LOC OTHER:						
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input checked="" type="checkbox"/> OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS ONLY			XXXXXXXXXXXXXX	XX/XX/XXXX	XX/XX/XXXX	COMBINED SINGLE LIMIT (Per accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	UMBRELLA LIAB <input checked="" type="checkbox"/> EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE			XXXXXXXXXXXXXX	XX/XX/XXXX	XX/XX/XXXX	EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000
A	WORKERS COMPENSATION AND EMPLOYERS LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below			XXXXXXXXXXXXXX	XX/XX/XXXX	XX/XX/XXXX	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Waiver of Subrogation in favor of Certificate Holder on Worker's Compensation, General Liability, Automobile and Umbrella Policies. Additional Insured (equivalent to CG2037 & CG2010) in favor of Certificate Holder on General Liability and Automobile Policies. Worker's Compensation to include Alternate Employer endorsement in favor of Certificate Holder. 30 Day NOC/10 for Non-Pay will be provided to Certificate Holder. All Insurance is Primary & Non-Contributory.

CERTIFICATE HOLDER Houston Livestock Show and Rodeo, Inc. Houston Livestock Show and Rodeo Educational Fund, and Corral Club, Inc. P.O. Box 20070 Houston TX 77225	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
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DRAFT – FOR REVIEW PURPOSES ONLY

EXHIBIT “E” HSLR INSURANCE REQUIREMENTS

HLSR shall procure and maintain, at its sole cost and expense for the duration of this Agreement, sufficient insurance coverage, as herein described, against claims for injuries to persons or damages to property that may arise from or in connection with the performance of the services performed by HLSR, its officers, agents, volunteers, and employees.

During the term of this Agreement, HLSR’s insurance policies shall meet the minimum requirements of this section.

Types. HLSR shall acquire and maintain for Agreement duration the following types of insurance:

- i. Commercial General Liability;
- ii. Business Automobile Liability; and
- iii. Workers' Compensation/Employer’s Liability.

General Requirements Applicable to All Policies. The following General requirements applicable to all insurance coverage policies shall apply:

- i. HLSR shall be responsible for all deductibles on any policies obtained in compliance with this Agreement. Deductibles shall be listed on the Certificate of Insurance and are acceptable on a per-occurrence basis only.
- ii. The City will accept only licensed Insurance Carriers authorized to do business in the State of Texas.
- iii. The City will not accept “claims made” policies.
- iv. Coverage shall not be suspended, canceled, non-renewed or reduced in limits of liability before thirty (30) days written notice has been given to the City.

Commercial General Liability. The following Commercial General Liability requirements shall apply:

- i. General Liability insurance shall be written by a carrier rated “A:VIII” or better under the current A. M. Best Key Rating Guide.
- ii. Policies shall contain an endorsement listing the City as Additional Insured and further providing “primary and non-contributory” language with regard to self-insurance or any insurance the City may have or obtain.
- iii. Limits of liability must be equal to or greater than \$1,000,000 per occurrence for death, bodily injury, and property damage, with an annual aggregate limit of \$2,000,000.00. Limits shall be endorsed to be per project.
- iv. No coverage shall be excluded from the standard policy without notification of individual exclusions being submitted for the City’s review and acceptance before the execution of this contract by the City.
- v. The coverage shall not exclude the following: premises/operations with separate aggregate; independent contracts; products/completed operations; contractual liability (insuring the indemnity provided herein) Host Liquor Liability, and Personal & Advertising Liability.

Business Automobile Liability. The following Business Automobile Liability requirements shall apply:

- i. Business Automobile Liability insurance shall be written by a carrier rated “A:VIII” or better under the current A. M. Best Key Rating Guide.
- ii. Policies shall contain an endorsement listing the City as Additional Insured and further providing “primary and non-contributory” language with regard to self-insurance or any insurance the City may have or obtain.
- iii. Combined Single Limit of Liability not less than \$1,000,000 per occurrence for death, bodily injury, and property damage.

DRAFT – FOR REVIEW PURPOSES ONLY

- iv. The Business Auto Policy must show Symbol 1 in the Covered Autos Portion of the liability section in Item 2 of the declarations page.
- v. The coverage shall include any autos, owned autos, leased or rented autos, non-owned autos, and hired autos operated by HLSR on (i) City property, (ii) the job or work site associated with or related to the business purpose or Scope of Services/Work described by this Agreement, (iii) any other property or road in performance of this contract.

Workers' Compensation/Employer's Liability Insurance. The following Workers' Compensation Insurance shall include the following terms:

- i. Employer's Liability minimum limits of liability not less than \$1,000,000 for each accident/each disease/each employee are required;
- ii. "Texas Waiver of Our Right to Recover From Others Endorsement, WC 42 03 04" shall be included in this policy; and
- iii. TEXAS must appear in Item 3A of the Workers' Compensation coverage or Item 3C must contain the following: "All States except those named in Item 3A and the States of NV, ND, OH, WA, WV, and WY".



Houston Livestock Show & Rodeo Promotional Partnership Proposal

Investment: \$180,000

Why Partner with the Houston Livestock Show & Rodeo?

The Houston Livestock Show & Rodeo (HLS&R) is one of the most recognized and celebrated events in Texas, an institution that embodies the same Texas values, culture, and hospitality that define College Station. Aligning with HLS&R provides Visit College Station with an unprecedented platform to showcase the Heart of Aggieland to a massive, engaged audience that already loves Texas traditions, entertainment and community.

This partnership offers more than visibility; it delivers credibility and connection. The brand synergy between HLS&R and College Station is undeniable, rooted in agriculture, education, and the spirit of Texas A&M University. Through this collaboration, we can amplify awareness of College Station as a destination for leisure travel, sports, meetings and economic investment, while cultivating relationships that drive long-term impact.

Who Is the Target Audience?

The Houston Livestock Show & Rodeo attracts over 2.7 million attendees annually, drawing visitors from across Texas and beyond. 75% of their visitors are Houstonians which is our primary drive market for leisure travel, sales and workforce recruitment.

The audience includes:

- Regional leisure travelers seeking authentic Texas experiences, family trips and weekend getaways.
- Corporate and association decision-makers who align with HLS&R's sponsorship and hospitality ecosystem, many of whom are prime prospects for meeting and event business.
- Texas A&M former students, fans, and future students whose pride and loyalty make them ideal ambassadors for College Station.
- Economic development prospects—investors, developers, and business leaders—who attend the rodeo's business and networking events, aligning with our broader economic development goals.
- Media and influencers who cover Texas culture, travel and lifestyle, providing opportunities for earned coverage, PR visibility and relationship development.

What Is the ROI?

The partnership offers multiple measurable and intangible returns:

1. Brand Exposure

- A 30x10 brand activation space at NRG Center provides direct engagement with tens of thousands of visitors daily.
- Integrated advertising and logo placement to attendees and volunteers.
- On-site and collateral advertising and promotion, along with logo usage rights, ensures consistent visibility throughout the rodeo's run.

2. Market Penetration

- Houston is a top feeder market for College Station. A high-profile presence within the city's largest annual event allows us to reach audiences most likely to visit, book and invest.

3. Sales & Relationship Building

- Hospitality opportunities (tickets, suite experiences, etc.) can be leveraged for meeting planner cultivation, media FAMs and economic development prospect hosting.
- The event provides a dynamic backdrop for relationship building and storytelling with key partners, influencers and potential investors.

4. Economic Impact

- Increased visitation, overnight stays and spending resulting from exposure and activation in a market with strong drive potential.
- Long-term partnership value through repeat visitation, event recruitment and media coverage.

How Will We Leverage the Partnership?

Brand Activation Space: "A Taste of College Station"

- Transform the 30x10 booth into an immersive College Station experience, with:
 - large-scale mural highlighting road tripping from Houston to College Station with iconic places, people and institutions incorporated into the design.
 - Digital displays showcasing top attractions, dining and hotels (budget dependent).
 - The Visit College Station Wagon is prominently on display.
- Interactive giveaway: "Stay & Play in College Station" weekly prize drawing. Visitors post a photo from the booth using #VisitCSTX to enter to win a weekend stay, attraction passe, dinner, etc.
- Lead capture: QR codes linking directly to VisitCollegeStation.com and hotel specials or event weekends.
- Aggie energy: staff in maroon, hospitality-style setup with warm engagement—make it feel like they've already arrived in College Station.

Dixie Chicken Pop-Up Experience

- Create a Dixie Chicken takeover at a popular Houston bar or restaurant during the rodeo run—complete with branded décor, live Texas music, giveaways and Aggie-style hospitality. (PR team suggested Red River Ice House)
- Promoted as *"College Station Comes to Houston"*, it reinforces brand presence citywide.
- Cross-promotion between Visit College Station, Dixie Chicken and the venue.
- Ideal event for media, influencers and sales clients—combining storytelling, PR, and fun.

Public Relations & Media

- Announce the partnership through a joint press release with the Houston Livestock Show & Rodeo highlighting shared values and goals.
- Coordinate media coverage and influencer experiences showcasing College Station's activation and hospitality suite.

- Use the partnership to pitch stories around Aggie heritage, Texas culture and destination appeal.

Marketing & Social Media

- Capture and promote content from the activation space—highlighting engagement, giveaways and brand storytelling.
- Feature the partnership across Visit College Station digital platforms.
- Integrate HLS&R imagery and logo usage into ongoing advertising to reinforce credibility and reach.

Sales & Economic Development

- Host targeted sales and media FAM events in Houston tied to the rodeo experience.
- Use suite and ticket packages for client entertainment and business development, especially with corporate prospects and site selectors.
- Align messaging to showcase College Station's growth, investment potential and vibrant visitor economy.

Why now?

This partnership has been part of our long-term marketing vision since summer 2025, but the timing wasn't right until now. Over the past year, we've laid the groundwork needed to ensure a collaboration of this scale delivers maximum impact. Our brand refresh is complete, our new campaign creative and messaging are live, our sales materials are polished, and—critically—our PR team is now on board as of October to amplify and sustain the storytelling.

In short, we're finally equipped to do this *right*. Partnering with the Houston Livestock Show & Rodeo allows us to build on the brand momentum we've worked hard this past year to establish. Delaying another year risks losing that energy, missing valuable exposure in one of our top markets and pushing back a high-profile activation that perfectly aligns with our strategic goals and marketing calendar. Now is the moment to take center stage and make College Station's presence in Houston impossible to miss.

partnership
PROPOSAL



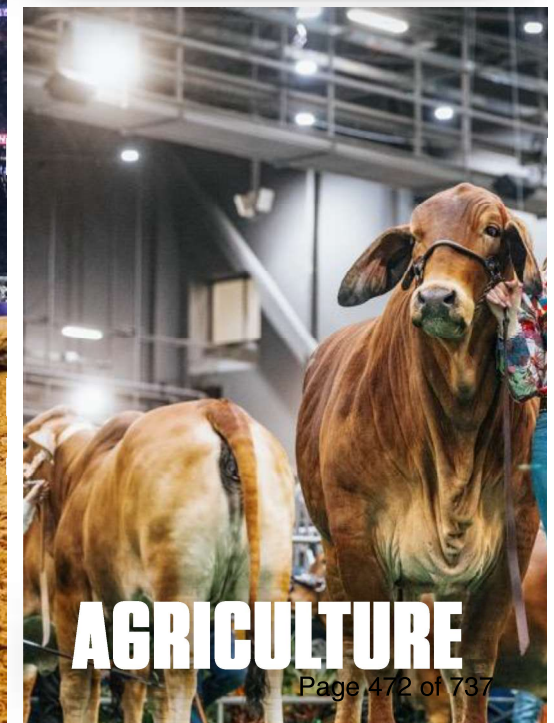
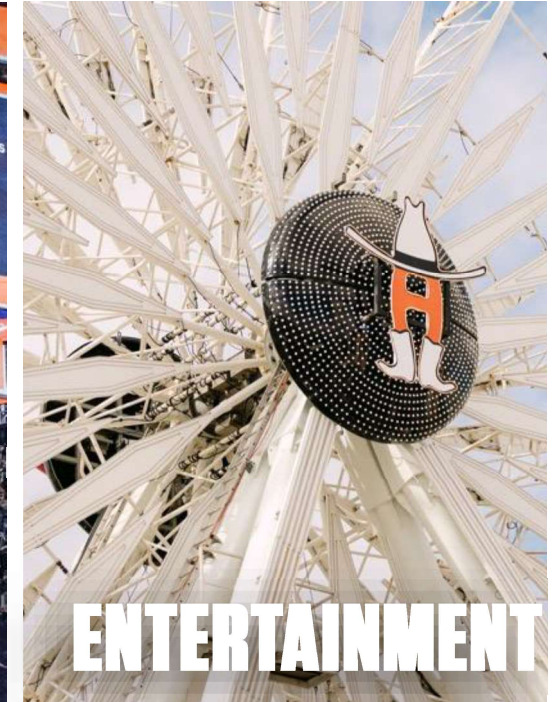
OUR MISSION

The Houston Livestock Show and Rodeo™ promotes agriculture by hosting an annual, family-friendly experience that educates and entertains the public, supports Texas youth, showcases Western heritage and provides year-round educational support within the community.

93 YEARS OF LEGACY
\$630 MILLION

TO TEXAS YOUTH AND
EDUCATION

Since the Houston Livestock Show and Rodeo began in 1932, more than \$630 million has been committed to the youth of Texas and education through scholarships, junior show exhibitors, educational program grants and graduate assistantships.



EDUCATIONAL COMMITMENT

Houston Livestock Show and Rodeo officials proudly announce their 2025 educational commitment of \$28,058,754, reaching new heights in support of Texas youth and education programs. This commitment will bring the Rodeo's total commitment to Texas education to more than \$630 million since 1932.

SCHOLARSHIPS	\$14,718,000
JUNIOR SHOW EXHIBITORS	\$9,764,100
EDUCATIONAL PROGRAM GRANTS	\$3,095,554
GRADUATE ASSISTANTSHIPS	\$481,100

\$28,058,754
TOTAL

\$630M TO TEXAS YOUTH
AND EDUCATION
SINCE 1932



35,000 VOLUNTEERS

The Houston Livestock Show and Rodeo™ would not be the well-run success that it is today without the vision, dedication and hard work of its volunteers. What began as a small group of people with a dream has developed into an event supported by the efforts of more than 35,000 volunteers.





NRG STADIUM ECONOMIC IMPACT





2,735,695

— 2025 —

total attendance

2.7M+

TOTAL

1,203,948

GROUNDS-ONLY
ATTENDEES

1,305,284

RODEO / CONCERT
ATTENDEES

226,463

WORLD'S CHAMPIONSHIP
BBQ CONTEST

HOUSTON LIVESTOCK SHOW AND RODEO™

20 25 TOP RODEO HOUSTON[®]

concert attendance



BROOKS & DUNN

71,256



PARKER MCCOLLUM

71,218



LUKE BRYAN

71,103

11 SOLD OUT SHOWS

NET PROMOTER SCORE

NPS measures brand loyalty, enthusiasm, and overall satisfaction



MEDIA HIGHLIGHTS



7.4
THOUSAND +
MENTIONS

\$239.64
MILLION +
ADVERTISING VALUE

\$5.36
BILLION +
REACH

**estimates generated by the media monitoring platform Muckrack.*



The New York Times

HOUSTON★CHRONICLE



KHOU*11.

billboard

Sports Illustrated

AXIOS

HoustonPress

THE BUSINESS JOURNALS

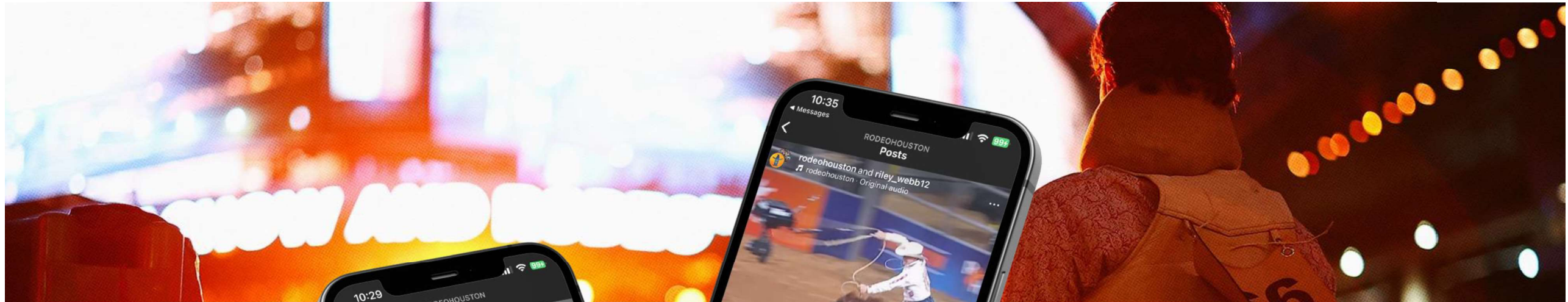


CHRON.



culturemap HOUSTON





SOCIAL MEDIA

February 26 through March 24, 2025



389M
IMPRESSIONS

19.7M
ENGAGEMENTS

532M
VIDEO VIEWS

5.36%
IMPRESSION
ENGAGEMENT RATE

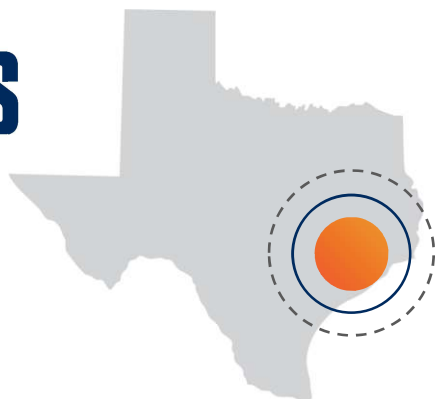
2.62M
COMMUNITY
SIZE



DEMOGRAPHICS

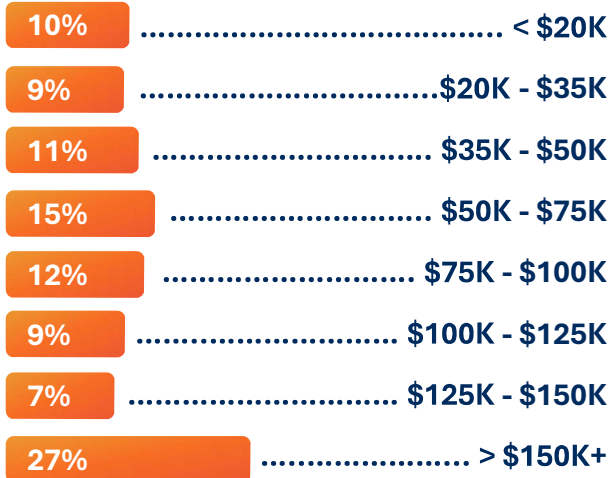
ALL ATTENDEES

HOUSEHOLD INCOME



LOCATION

75% Greater Houston
 13.5% Texas (Outside Houston)
 9.5% U.S. (Outside Texas)
 2% Outside U.S.



Grounds
 Rodeo/
 Concert

32 AVERAGE AGE

38 AVERAGE AGE

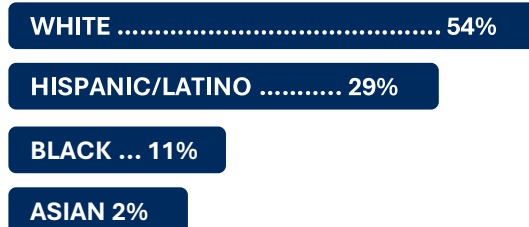
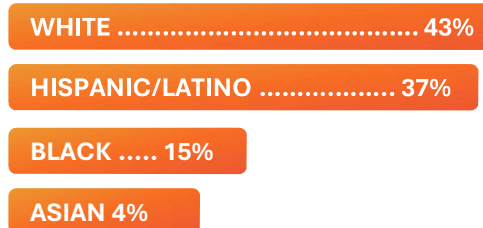
Grounds

38% MALE 
62% FEMALE 

Rodeo/
 Concert

37% MALE 
63% FEMALE 

RACE





THE POWER OF PARTNERSHIP

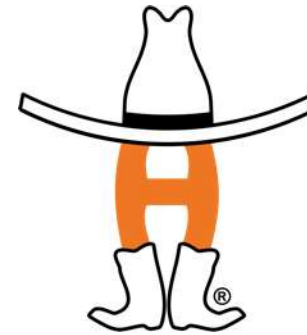
40%

of Houstonians have a more favorable impression of a brand that sponsors the Rodeo.

According to a 2019 study among consumers in the Greater Houston area conducted by Broadware Group, Inc.



BRAND ALIGNMENT



Houston Livestock Show and Rodeo™
OFFICIAL SPONSOR

- Official Sponsor of the Houston Livestock Show and Rodeo™
- Full use of the HLSR marks for promotional purposes
- May conduct contests, giveaways, or other activities to activate the partnership online, digital channels, etc.
- Collaborate with other Official Sponsors

powered by
reliant
an NRG company



summary &

INVESTMENT





SUMMARY & INVESTMENT

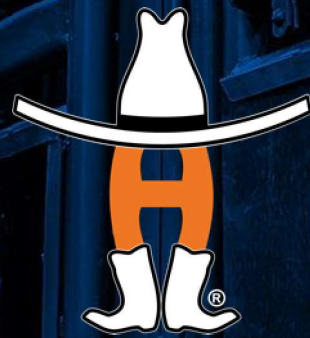
Visit College Station will achieve an increased brand awareness, expanded customer activity, and stronger brand affinity through the following strategic opportunities:

PROMOTIONAL PARTNER

- Full Use of HLSR Marks
- Brand Moment
- Twenty (20) Days of In-Stadium Exposure
- Twenty (20) Days of Activation Space in NRG Center
- Volunteer Engagement
- Digital and Print Collateral
- Hospitality Package

INVESTMENT: \$180,000

brand
MOMENT



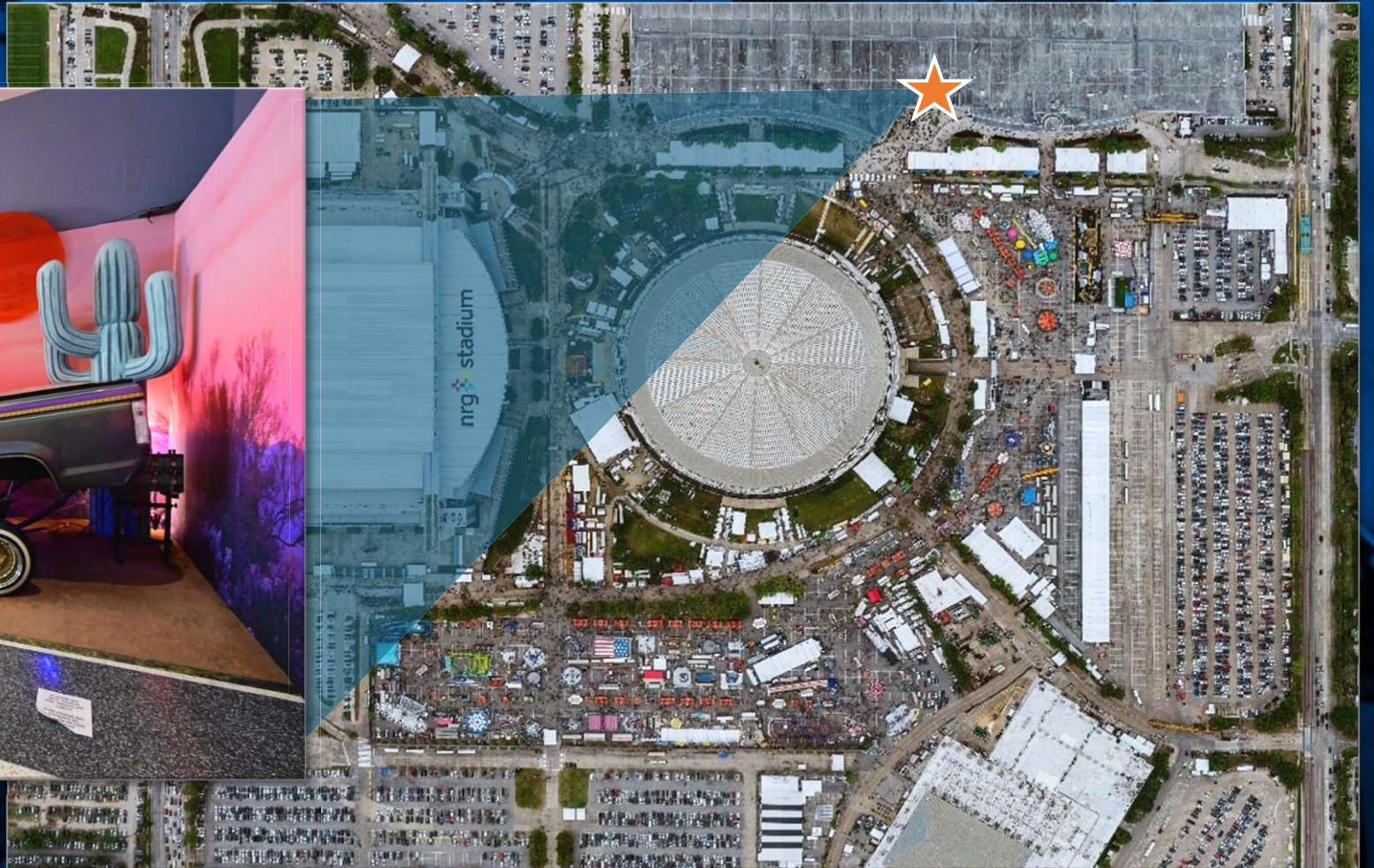
HOUSTON LIVESTOCK SHOW AND RODEO™

brand MOMENT

Visit College Station will have the opportunity to create a unique marketing experience to showcase the brand and its connection to HLSR during all twenty (20) days of the Show. The 30' x 10' activation be located inside NRG Center and will give Visit College Station the opportunity to activate and lead generate, if desired.



brand **ACTIVATION**



NRG CENTER PROPERTY METRICS



Property Overview

Mar 4 - Mar 23, 2025



Metrics

NRG Center
1 NRG Park, Houston, TX 77054

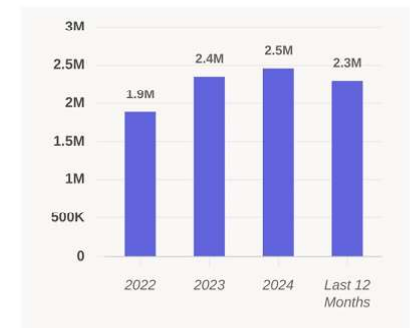
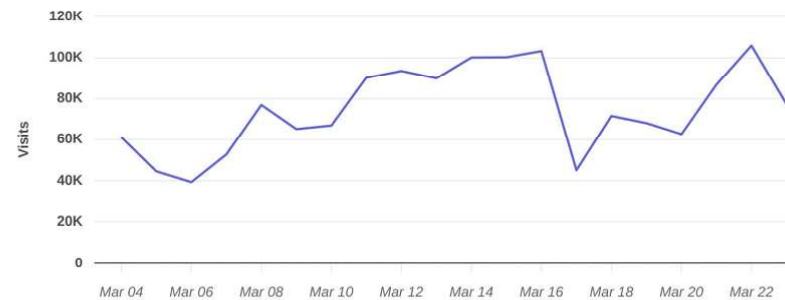
Visits	1.5M	Avg. Dwell Time	102 min
Visits / sq ft	1.49	Panel Visits	136.9K
Size - sq ft	1M	Visits YoY	+28.2%
Visitors	1.1M	Visits Yo2Y	+16.8%
Visit Frequency	1.4	Visits Yo3Y	+43.1%

Mar 4th, 2025 - Mar 23rd, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

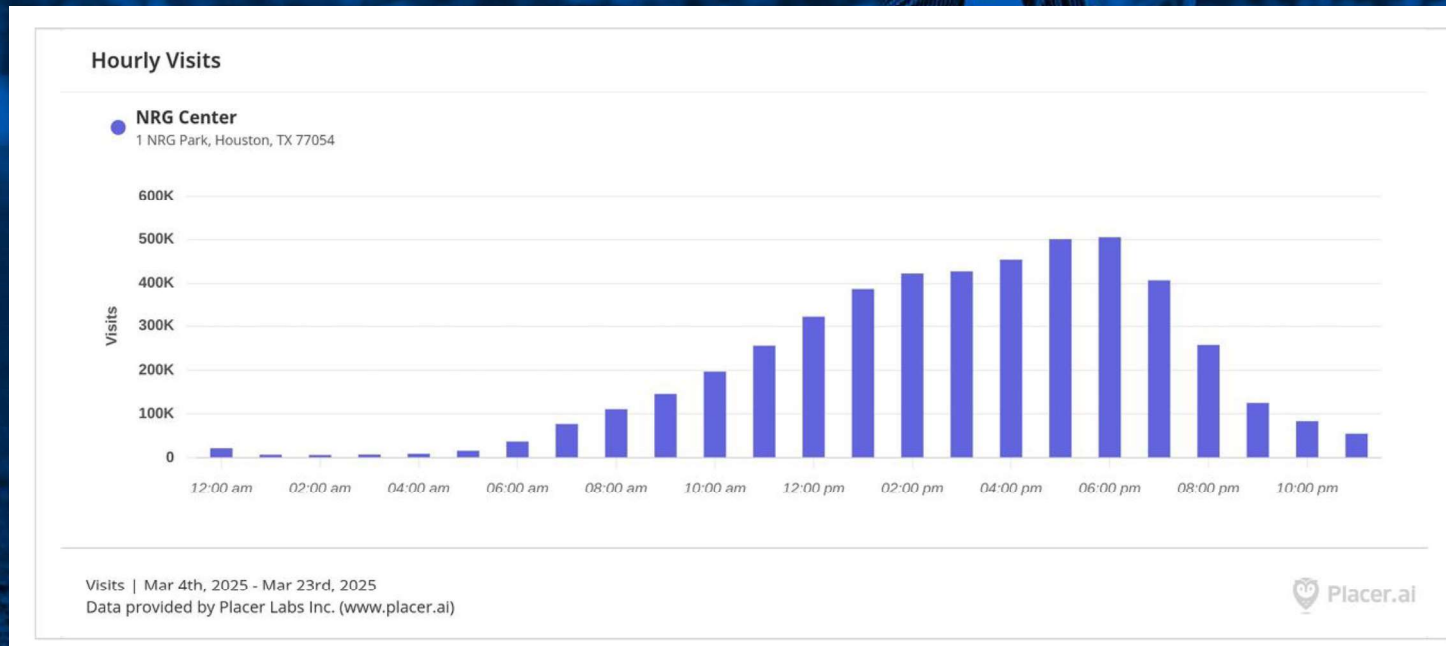
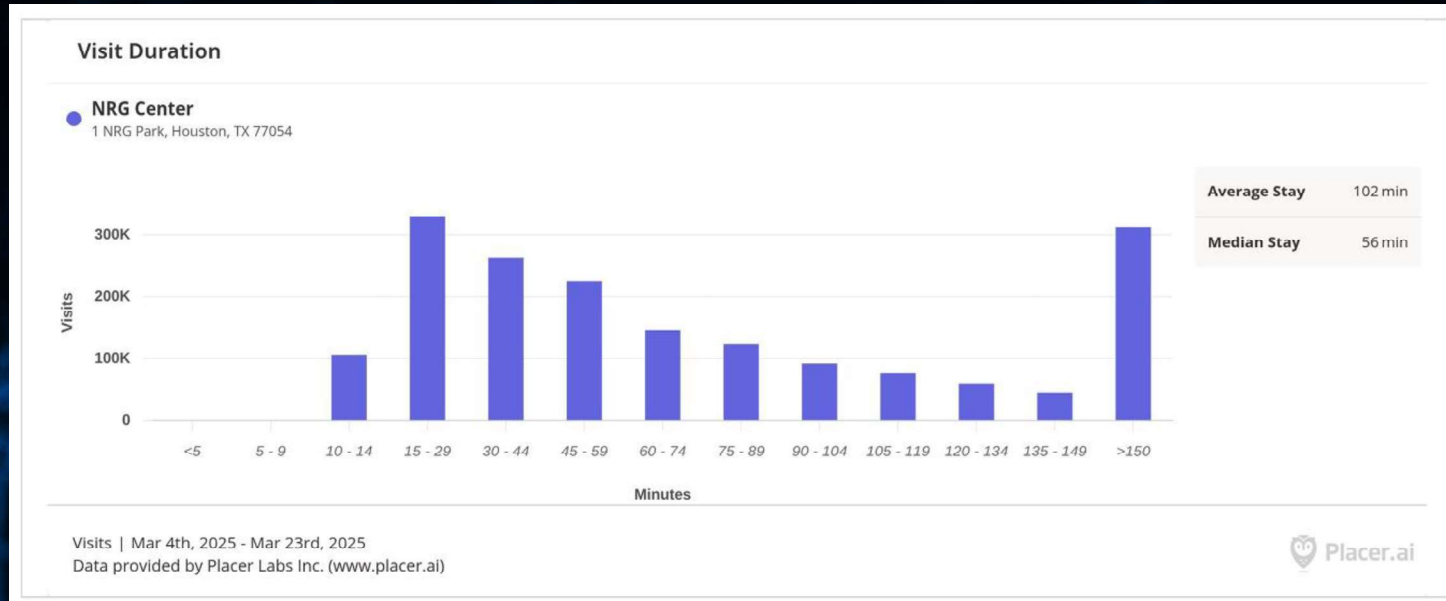
NRG Center
NRG Park, Houston, TX



Daily | Visits | Mar 4th, 2025 - Mar 23rd, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



VISIT DURATION



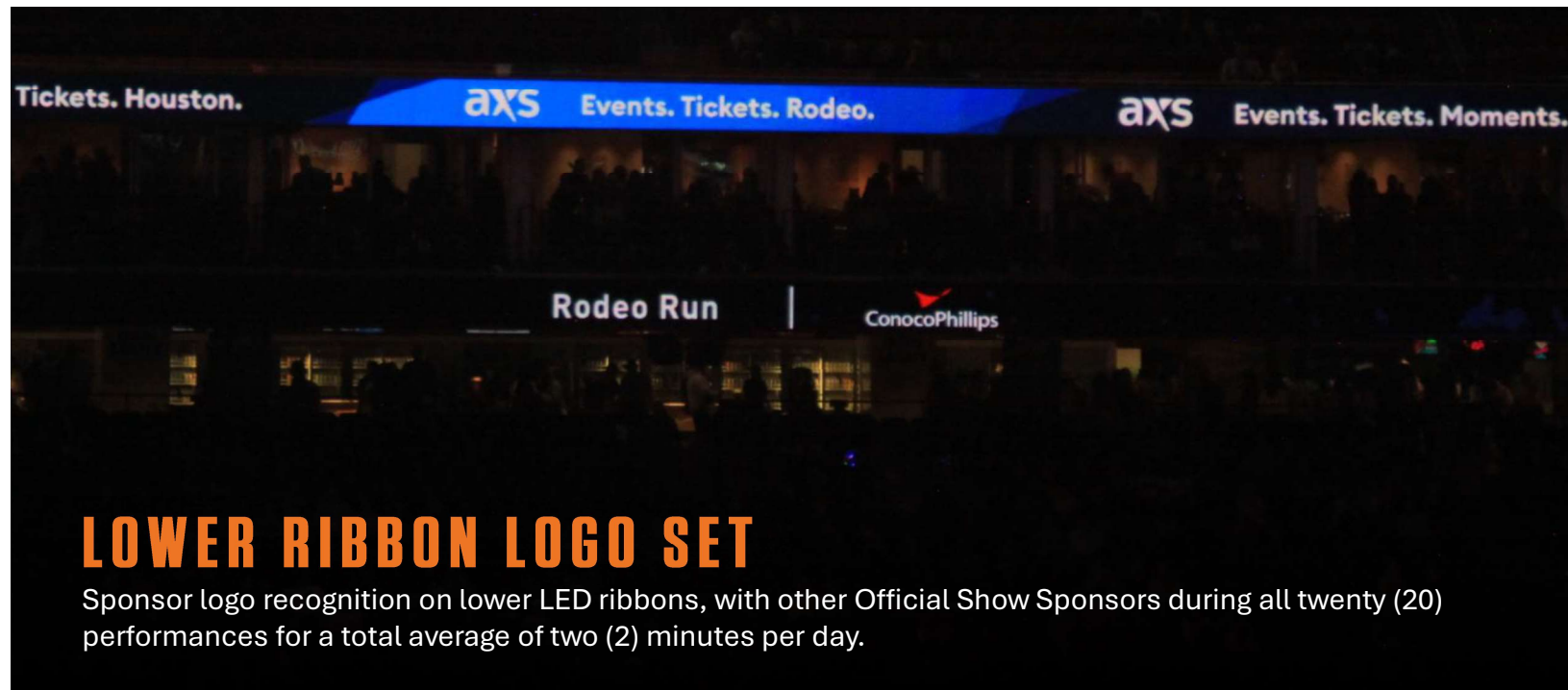
HOURLY VISITS

stadium
EXPOSURE



HOUSTON LIVESTOCK SHOW AND RODEO™

STADIUM EXPOSURE



LOWER RIBBON LOGO SET

Sponsor logo recognition on lower LED ribbons, with other Official Show Sponsors during all twenty (20) performances for a total average of two (2) minutes per day.



10 SECOND VIDEO

Ten (10) second individual brand animation/video on the North and South end zone panels showcasing the partnership a minimum of four (4) times during each RODEOHOUSTON performance.

marketing
COLLATERAL



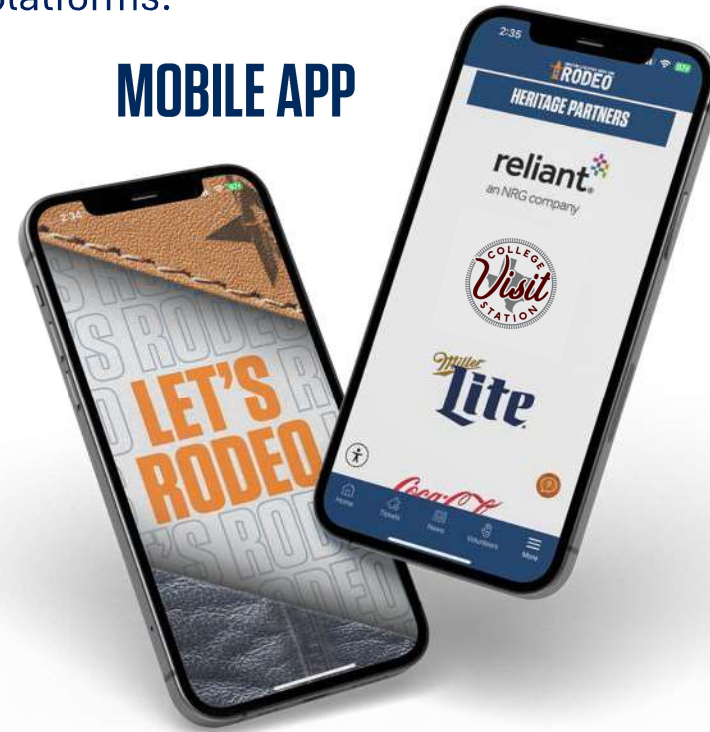
DIGITAL EXPOSURE

Visit College Station will receive additional brand recognition on the following digital platforms:

WEBSITE



MOBILE APP



8.9 MILLION+*
Site Views

2 MILLION+*
Users

360 THOUSAND+
Total Users

1.6 MILLION+
Sessions

442 THOUSAND+
Push Notification Subscribers

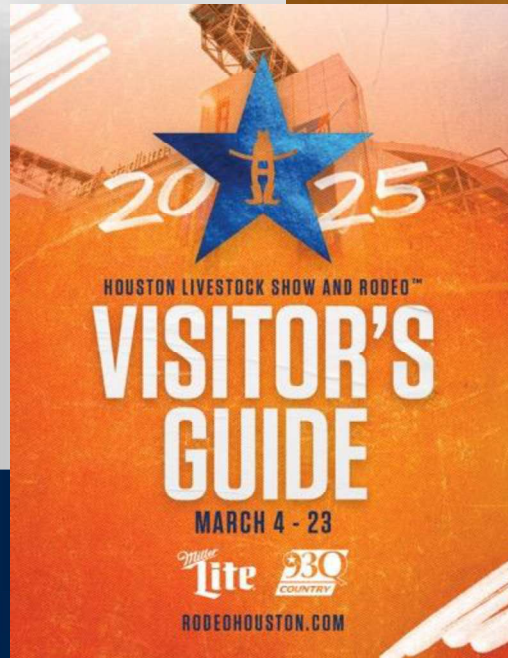
**Website analytics may vary due to a newly added cookie consent platform.*

February 26 through March 22, 2026

HOUSTON LIVESTOCK SHOW AND RODEO™

VISITOR'S GUIDE

250K+
DISTRIBUTED



SOUVENIR PROGRAM

20K SOLD
BY LOCAL FFA CHAPTERS



REAL ESTATE IS OUR RODEO!

Proudly Serving Houston's Real Estate Needs at Every Price Point



713.714.6454
NANPROPERTIES.COM
f @ in X @nanproperties



NAN
PROPERTIES



VOLUNTEER ENGAGEMENT

VOLUNTEER E-BLAST

Special promotional offers rewarding Volunteers for their service; Inclusion on two (2) e-blasts with other sponsors



35K
VOLUNTEERS

71%
OPEN RATE

February 26 through March 22, 2026

activation

OPPORTUNITIES





ON-SITE ACTIVATION

DAILY ACTIVATION BOOTH

Activation rights in a daily booth for three (3) days during Show

125,462
**AVERAGE DAILY
ATTENDANCE**



ACTIVATION

Visit College Station will deepen its ties with current customers and will be introduced to new customers through direct interaction at Rodeo-related events:

RODEO ROUNDUP

Opportunity to activate Rodeo Roundup, a free public event that kicks off Rodeo Season in Downtown Houston

DOWNTOWN PARADE

Opportunity to have a float in the Downtown Rodeo Parade, where over 200,000 spectators gather to watch

SCHOLARSHIP PICNIC

Opportunity to activate at the annual Scholarship Picnic each June, where Houston Livestock Show and Rodeo Scholarship Recipients are celebrated

hospitality
PACKAGE



HOUSTON LIVESTOCK SHOW AND RODEO™

HOSPITALITY

Visit College Station will deepen its relationships with key customers, staff, and guests through memorable rodeo experiences:



SEASON TICKETS

Four (4) Season **Field Level Seats** for all twenty (20) regular **RODEOHOUSTON®** performances.

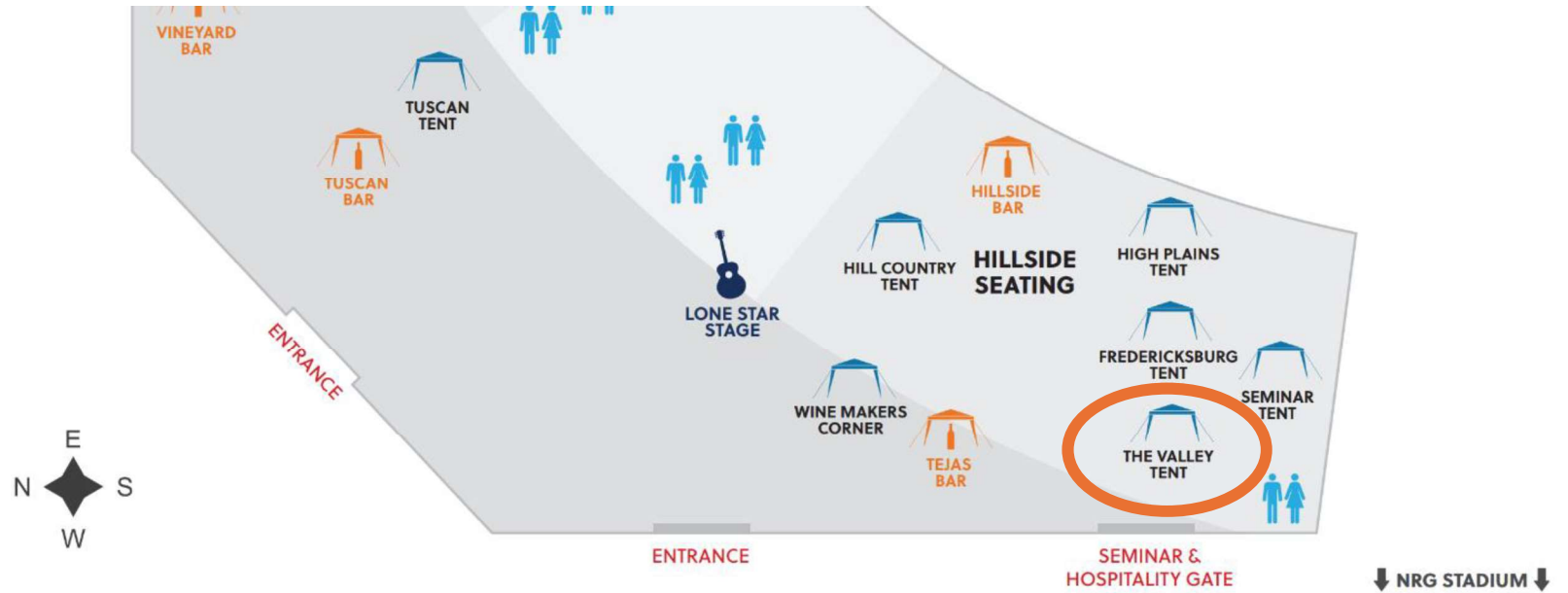


SUITE EXPERIENCE

One (1) suite experience for up to twenty (20) guests with all-inclusive food and beverage.

WINE GARDEN EXPERIENCE

One (1) wine garden tent experience for up to sixty-five (65) guests. Wine and/or beer must be purchased separately, and guests must have other means of grounds access.





HOSPITALITY CONTD.

GOLD BADGES

Four (4) Gold VIP Badges for sponsor representative and a guest to enter NRG Park and the main concourse of NRG Stadium

PREMIUM PARKING

Four (4) Season Parking Passes

Four (4) World's Championship BBQ Contest Parking Passes





HOUSTON LIVESTOCK SHOW AND
RODEO