



We're looking forward to having you all here in San Luis Obispo for the 79th annual Poly Royal Rodeo.

As we have a great opportunity to showcase our sport, I want to inform you that we are going to be very proactive in presenting this event in a favorable light for all of the rodeo industry.

"We will be putting our best foot forward for rodeo and the Western industry."

Here in California, we are at the forefront of animal welfare and rodeo controversies.



As we set the stage for one of the largest rodeos in California this year — showcasing the talent of the best college rodeo athletes in the West in front of crowds up to 15,000 people nightly — I want to assure you that we will be putting our best foot forward for rodeo and the Western industry. This will include an extensive plan to continue to promote our rodeo in the coming

month, incorporate a strict and aggressive animal welfare plan, and to inform our audience of the realities of rodeo and debunk our opposition's myths.

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Animal Welfare Plan

Our stock is our single biggest asset in rodeo. How we treat that stock and ensure its wellbeing is what will help us succeed both in the arena and in the eyes of our spectators.

Here is an overview of our plan specific to Poly Royal and how it will involve you as a contestant.



Ground Rules

1. Three veterinarians will be on call for the duration of the rodeo.
2. No animals that are lame, sick, or injured will be allowed to compete.
3. **All officials, workers and contestants must have proper identification passes.**
4. No coach's credentials will be issued to anyone under 21 years of age.
5. Only identified workers and officials will be allowed in the arena.
6. Contestants will be responsible for their own equipment at all times. No horses may be left tied unattended.
7. Dress code will be enforced. All contestants and coaches must be properly dressed in western attire while in the arena areas.
8. **All disorderly conduct or mistreatment of animals will result in an infraction. \$500 first time offense. No exceptions.**
9. **There will be an Animal Health Committee observing all weekend in all contestant areas. They can report and issue fines.**
10. All fines are to be paid to the rodeo secretary by cash only.
11. **All contestants must attend the contestant meeting on Thursday, April 10, immediately following Cuesta One Header.**
12. Riders must exit the arena immediately after the ride or run.
13. **If the contestant is not ready when called, they may be fined \$50 for the first offense, doubles for subsequent offenses.**
14. No hotshots or sorting sticks allowed during stock sorting, loading or competition.
15. All timed-event contestants will exit through designated gates, immediately after competing.
16. Team roping contestants will follow their steer to the out gates and exit.
17. All contestants using the same horses, including hazers, will be required to confirm this one hour before the start of the rodeo.
18. Contestants are required to provide their own pusher/hazer. Must be member in good standing with vest visible.
19. A \$25 fine will be issued to a contestant that loses her hat during her barrel run.
20. **All contestants must follow the directions of the chute boss and arena director.**
21. In a performance, an escaped animal will be replaced by the extra. In slack, an escaped animal will be brought back.
22. All dogs must be on a leash in contestant parking areas. No dogs in the stadium.
23. All contestants must adhere to parking, traffic signage, and direction of traffic flow officials.
24. No firearms on campus.
25. **All contestants must sign required releases before competing.**
26. No building of pens. Tie ups overnight are permitted. Stalls are available.
27. **No alcohol allowed in contestant areas or either arena.**

Schedule

Time	Event	Location
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Thursday, April 11		
8 a.m.-3 p.m.	Cuesta One Header Rodeo	Cal Poly Rodeo Grounds
6 p.m.	Rodeo Banquet	Alex Madonna Expo Center
Friday, April 12		
8 a.m.-3 p.m.	Long Round	Cal Poly Rodeo Grounds
3:30 p.m.	Gates Open	Spanos Stadium
	Booster VIP Area Open	Arena Floor of Spanos Stadium
	Premier Sponsor Area Open	Arena Floor of Spanos Stadium
4:30 p.m.	President's Suite Open	Spanos Stadium
5:30 p.m.	CINCH Chute Out	Spanos Stadium
8 p.m.	Concert	Spanos Stadium
Saturday, April 13		
9-11 a.m.	Alumni Roping	Cal Poly Rodeo Grounds
3:30 p.m.	Gates Open	Spanos Stadium
	Booster VIP Area Open	Arena Floor of Spanos Stadium
	Premier Sponsor Area Open	Arena Floor of Spanos Stadium
4:30 p.m.	President's Suite Open	Spanos Stadium
5:30 p.m.	Short Round	Spanos Stadium
8 p.m.	Concert	Spanos Stadium

Traffic Flow Plans

- Contestants can park in the designated field (weather permitting) and ride to appropriate locations for competition.
- Be prepared. Know when you need to be in the arena for slack or a performance and allow time for the extra precautions and procedures.
- Follow and obey all traffic laws while in transit route and all signage for traffic flow.
- Have proper credentials ready. Be in mandatory western attire with your school vest on. No credentials, no vest, no western attire will prevent you from entering stadium.
- Any negative comments or lip given to our traffic control staff will result in a no-questions-asked fine. \$50 first offense. Will double after for each sequential infraction. This goes for parents and contestants.

Contestant Info

-Trailer parking area will have stalls available for rent. All transactions are credit/debit card online. All reservations must be done before **Thursday, April 4 at 6 p.m. No refunds.**

<https://www.eventbrite.com/o/cal-poly-rodeo-8347219365>

-Tickets for the rodeo- only contestants allowed on the arena floor for the rodeo. Parents and friends will have to purchase tickets to attend. They are selling out quick so I advise getting them now. Link...

tickets.calpoly.edu

Cal Poly and Cal Poly Rodeo are not responsible for theft or damage to any personal equipment or vehicles while in contestant parking or in transit to or from Cal Poly Rodeo Grounds or Spanos Stadium.

-No RV hookups or power available.

-Releases must be signed when paying fees before contestants are allowed to compete.

-Contestants must have western attire and vests if in the arena or adjacent areas during a slack or performance.

-Contestants must have proper identification to get into the arena during performances of rodeo. Contestants will receive credentials at check-in of the rodeo. Credentials will get them into stadium for performances and for the concerts on Friday and Saturday nights.

-Absolutely no alcohol allowed in the arena or in contestant areas. Contestants found in violation will be disqualified immediately and fined \$100. This goes for contestants watching the performance who may not be competing. If you want to watch the rodeo from the stands, you're free to do as you please but if you are going to be in the contestant viewing area on the arena floor....no booze.

Promotional Plan and Protestor Etiquette

We apologize for the long lists of what you can or cannot do while here over the weekend. Although these guidelines and rules may seem excessive and lengthy, they are for your protection and the betterment of this entire region and this rodeo. We have a difficult task ahead of us. Putting on a rodeo of this magnitude on the busiest weekend of the year for Cal Poly creates some challenges. However, if our contestants are in-the-know and adhere by the aforementioned plans then we can make this entire process easier for everyone involved.

Over the last few weeks and, from what I expect, over the weeks coming before our rodeo weekend here you can expect to see some hazing and static coming through social media about our rodeo and the sport as a whole. We at Cal Poly and Cuesta are promoting our rodeo more than ever. This attracts both positive and negative feedback. I have told our teams to take the following approach and ideology when dealing with rodeo protestors. I would like to suggest the following to you all as representatives of the West Coast Region, the sport of rodeo, and the Western way of life...

God Bless America, we are all entitled to speak out against anything we do not agree with in this country. It's this single phrase in the constitution that is part of what makes this country great. People that don't agree with our sport are completely entitled to voice that opinion. They can post negative remarks on our Facebook page, Instagram, and publish negative press. This is okay. They are doing nothing illegal and it will only hurt our industry if we fuel their fires. Deleting posts, arguing with them on social media, confronting protestors, all of these confrontational actions will have no positive effect for our cause.

We are embracing this opinion and using it to educate the masses that don't know. Just like they have a legal right to protest, we have the legal right to put on rodeos. Our animals are our livelihood and the misconception of their treatment should be the primary goal of our campaign and our promotions. Keep in mind many of the fans you will see at Poly Royal are not your average rodeo fan.

We have started an educational front showing people the real story behind rodeo, its tradition, and how the stock is handled with the utmost care. Our plan starts here locally with our media outlets and filters through many channels and organizations. We are working from the top down. There is no logic to confronting the radicals at the bottom. They only exist for the drama and documenting negative images to raise funds for their organizations. They rarely make true efforts to actually help animals. They are just here to catch you jerking on your reins or to get you to argue with them at a picket line. A video of you doing something controversial is enough for them to go campaign for more money to continue their fight.

The more we downplay them and their attempts, the less their impact will be. So as we approach Poly Royal, as you go on to face this in professional rodeo, as you continue to stand for something you believe in...remember pay them no mind at all. Focus on what you can do to positively promote your sport.

No snapchats of picket lines, no posts of their actions, do not delete their comments, do not respond at all. They will not detour our fans, they will not keep the show from going on, and they will not damage the image we have created.

Exciting Facts about the Rodeo

Stadium Construction

9 hours, 200 dump truck loads, 2,000 cubic yards of material, 1,500 sheets of plywood, 48,000 square feet of filter fabric, 20+ personnel, 2 truckloads of arena panels and chutes.

Special Features

Instant replay/giant video board
Flying Cowboys - Specialty Act
JJ Harrison - Rodeo Clown
Kent Lane – Skydiving Flag Intro

Weekend Entertainment

Chancey Williams and the
Younger Brothers Band
Friday, April 12
Casey Donahew Band
Saturday, April 13