

## **Request for Proposals (RFP) to Host the Turquoise Circuit Finals Rodeo Overview**

The Turquoise Circuit Finals Rodeo (TCFR) is seeking proposals from prospective host venues and communities to host the annual qualifying rodeo. This prestigious event features three performances and takes place the first weekend of November each year. The TCFR serves as the championship for the PRCA/WPRA Turquoise Circuit, highlighting the region's top rodeo athletes and supporting rodeo traditions.

### **Event Overview**

- **Event Name:** Turquoise Circuit Finals Rodeo
- **Organizer:** Turquoise Circuit Pro Rodeo
- **Sanctioning Body:** Professional Rodeo Cowboys Association (PRCA)
- **Event Format:** 3 performances over 2 days
- **Time of Year:** Fall (specific dates to be determined annually)
- **Location:** To be determined based on this RFP process

### **Event Requirements**

#### **Responsibilities of the Host Community/Committee:**

##### **1. Arena and Facilities:**

- **Facility Type:** Please note if arena is open, indoor or covered outdoor arena capable of supporting rodeo events.
- **Seating Capacity:** Minimum of 2500 seats to accommodate spectators for 3 performances.
- **Arena Specifications:** Must meet PRCA requirements for arena size, livestock handling, contestant areas, and equipment needs.
- **Staging and Production:** Ability to logistically support broadcast/streaming wifi/internet access and lighting at minimum.
- **Livestock Accommodations:** Facilities for stalling and caring for livestock, including pens and stalls (specify open or covered), feed and water access.
- **Warm-Up Area:** Space for contestants to warm up prior to competition.
- **On-Site Parking:** Adequate parking for attendees, contestants, staff, and livestock trailers. Parking management with appropriate lighting.
- **ADA Compliance:** Must be fully ADA-compliant to ensure access for all participants and spectators.
- **Equipment:** Provide a tractor with a Black Widow attachment (or equivalent)
- **Grounds maintenance** and availability of a water truck.
- **Security services** for the event.
- **Concessions** management services.
- **Beer Garden** management including Obtain Arizona liquor license and required permits to operate.
- **Trash collection** and cleanup during and after the event, including between performances.

- **Restroom facilities** Adequate number and maintenance (porta-potties if needed).
2. **Event Support:**
    - Assist with ticketing and gate personnel.
    - Collaborate on marketing and advertising efforts to promote the event.
    - Provide assistance for arena setup and teardown.
  3. **Medical Support:**
    - Ambulance service on-site during all performances to ensure safety for contestants and spectators.
  4. **Ancillary Events:**
    - Collaborate with the TCFR team on ancillary events including, Sponsor Party, Back Number Party, Exceptional Rodeo, and other events

**Responsibilities of the Turquoise Circuit:**

The TCFR team will oversee production, contestant management, awards, sponsorship gifts, and various operational components of the event, including arena preparation, sound and music, approvals through PRCA/WPRA, and contract personnel selection.

**Proposal Submission Requirements:**

Interested communities must submit a proposal detailing:

1. **Executive Summary** – A high-level summary of the proposal, including key benefits to the Turquoise Circuit Pro Rodeo.
2. **Facility Details** – Detailed description of the venue’s capabilities, including capacity, amenities, and compliance with PRCA specifications.
3. **Community Support** – Overview of local community support, sponsorships, and marketing plans.
4. **Ancillary Events** – List and description of any proposed ancillary activities.
5. **Budget** – Proposed fees, financial contributions, and potential revenue share models.
6. **References** – Contact information for three (3) references familiar with the venue’s ability to host similar events.

**Deadline for Submissions:**

Proposals must be submitted by January 28, 2025

**Submission Contact:**

Please email your proposal to [julie@juttenmarketingandevents.com](mailto:julie@juttenmarketingandevents.com)

We look forward to partnering with a community committed to celebrating rodeo excellence and ensuring a successful Turquoise Circuit Finals Rodeo!