

>> 2007 DIRT SHOW PRODUCERS GUIDE <<

AMP Live Events 15849 N. 77th St., Scottsdale, AZ 85260 (480) 905-5353 www.AMPLiveEvents.com	FOUNDED : 2005	EMPLOYEES : 6 FT employees	ANNUAL ATTENDANCE : 650,000
	NO. OF SHOWS : 120	TICKET PRICE : \$10 for kids, average adult \$17	
	KEY PERSONNEL : Scott Hart, CEO and president; Ron Woodbridge, chief operating officer		
	UNITS TOURING : 3 - Red Team, Blue Team, White Team		
	COMMENTS : Doing more outdoor shows and expanded into new major markets. Looking to do some European tours.		
Broncs & Bulls World Challenge P.O. Box 212, Mandan, ND 58554 (860) 572-9531 www.mosbruckerrodeo.com	FOUNDED : 1969	EMPLOYEES : 3 FT employees	ANNUAL ATTENDANCE : NA
	NO. OF SHOWS : 110 (2005)	TICKET PRICE : \$10 to \$45	
	KEY PERSONNEL : Jim and Wally Mosbrucker, producers		
	COMMENTS :		
Buffalo Bill's Wild West Show P.O. Box 1060, Springville, CA 93265 (559) 539-3500 www.buffalobill.com	FOUNDED : 1971 (Original show founded in 1883 by Buffalo Bill)	EMPLOYEES : 6 FT employees	
	NO. OF SHOWS : Only doing a few shows for private events.		
	KEY PERSONNEL : Montie Montana Jr., president; Matt Mazer and Stuart Synder, co-producers		
	UNITS TOURING : 1		
	COMMENTS : Planning to put the show back on the road in 2009.		
ESPN 6033 West Century Blvd., Suite 601, Los Angeles, CA 90045 (860) 766-2000 www.expn.com	FOUNDED : 1995	EMPLOYEES : 25 FT employees	ANNUAL ATTENDANCE : X Games, 122,402; Winter X Games, 76,150
	NO. OF SHOWS : 5	TICKET PRICE : \$5- \$20	
	KEY PERSONNEL : Dean Swanson, senior operations director; Tim Reed, senior director of sports and competition		
	UNITS TOURING : 5 - X Games and Winter X Games are the main events. Also hosted X-Games Dubai, X-Games Asia and X-Games Mexico.		
	COMMENTS : Planning to launch a motocross championship event at Qualcomm Stadium, San Diego.		
Flying U Rodeo Co. 320 Fifth St., Marysville, CA 95901 (530) 742-8249 www.flyingurodeo.com	FOUNDED : 1929*	EMPLOYEES : 15 FT employees	ANNUAL ATTENDANCE : 1.25 million
	NO. OF SHOWS : 210	TICKET PRICE : \$12	ANNUAL TICKET SALES : \$2.5 million
	KEY PERSONNEL : Cotton Rosser, president; Karen Rosser, vice-president		
	UNITS TOURING : 2 - rodeos		
	COMMENTS : Ticket sales remain strong, but rising price of fuel and labor continues to outpace revenues. Operational losses shrinking. *Founded by Doc Sorenson (Purchased by Cotton Rosser in 1956 and merged with Ed Rutherford in 1966)		
Grit Rock Rodeo 7400 East Crestline Circle, Suite #210 Greenwood Village, CO 80111 (303) 930-8486, www.wtrodeo.com	FOUNDED : 1996	EMPLOYEES : 15 FT employees	ANNUAL ATTENDANCE : 100,000
	NO. OF SHOWS : 12-20	TICKET PRICE : \$45-\$15	UNITS TOURING : 2
	KEY PERSONNEL : Jac Sperling, chairman and CEO		
	COMMENTS : Books the Wrangler World Tour and the World's Toughest Rodeo. Just inked deal with AEG for joint ownership.		
Image Promotions Ltd. 13205 Samara Ct., Charlton, OH 44024 (440) 286-2333 www.monsternationals.com	FOUNDED : 1993	EMPLOYEES : 1 FT employee	ANNUAL ATTENDANCE : 117,000
	NO. OF SHOWS : 16	TICKET PRICE : \$13	ANNUAL TICKET SALES : \$1.5 million
	KEY PERSONNEL : George Eisenhart, owner and operator		UNITS TOURING : 1 - Monster Nationals
	COMMENTS : Entering Chicago market with several shows at the Sears Centre. Celebrating 15th anniversary as a company.		
Live Nation Motor Sports 4255 Meridian Parkway Aurora IL, 60504 (630) 566-6100	FOUNDED : 1965*	EMPLOYEES : 200 FT employees	ANNUAL ATTENDANCE : 5 million
	NO. OF SHOWS : 600	TICKET PRICE : \$18.50 average	
	KEY PERSONNEL : Charlie Mancuso, president; Eric Cole, vice president of booking; Ken Hodges, vice president of marketing		
	UNITS TOURING : 11 - Supercross, Monster Jam, Arenacross, Freestyle Motocross, Thunder Nationals, IHRA Drag Racing, PBR		
	COMMENTS : Planning major expansion into Europe with eight new Monster Jam shows. *Formerly Pace Motor Sports		
Longhorn World Championship Rodeo 3679 Knight Dr., Whites Creek, TN 37189 (615) 876-1016 www.longhornrodeo.com	FOUNDED : 1965	EMPLOYEES : 2 FT, plus 35 road crew and contract performers	
	NO. OF SHOWS : 4	TICKET PRICE : Adults, \$16 to \$30; kids and seniors \$8 to \$15	
	KEY PERSONNEL : Sheila Lehrke, office manager		UNITS TOURING : 1
	COMMENTS : Reducing number of touring acts following death of general manager Bruce Lehrke. Planning possible return under new family management.		
Professional Bull Riders Inc. 101 West Riverwalk Pueblo, CO 81003 (719) 242-2800 www.pbrnow.com	FOUNDED : 1992	EMPLOYEES : 79 FT employees	ANNUAL ATTENDANCE : 1 million
	NO. OF SHOWS : 202	TICKET PRICE : \$15 to \$100 for box seats; Built Ford Tough, \$15 to \$120 for box seats	
	KEY PERSONNEL : Randy Bernard, CEO; Sean Gleason, CMO; Clayton Colon, chief production officer; Dennis Dach, CFO		
	UNITS TOURING : 4 shows - The Built Ford Tough Series is the top tier event; also hosting the U.S. Smokeless Tobacco Company Challenge Tour, Enterprise Tour and the Discover Tour		
	COMMENTS : Recently moved headquarters; looking at hosting PBR World Cup in Brazil.		
The Professional Rodeo Cowboys Association 101 ProRodeo Dr., Colorado Springs, CO 80919, (719) 593-8840 www.prorodeo.com	FOUNDED : 1936	EMPLOYEES : 80 FT employees	ANNUAL ATTENDANCE : 24 million
	KEY PERSONNEL : Troy Ellerman, commissioner; Aaron Enget and John Davis, co-directors of Rodeo Administration		
	UNITS TOURING : Sanctions over 700 rodeos and self promotes a number of rodeo tours and events including Dodge Extreme "Bulls Ride Hard" Tour, Pace Picante Pro Rodeo Shootout, Dodge National Circuit Finals and Wrangler National Finals.		
	COMMENTS : Largest rodeo sanctioning body in the United States, underwent some key executive personnel changes in the last year.		
White Stallion Productions Inc. 1053 Van Arsdale St., Oviendo, FL, 32765 (407) 366-0366 www.lippizaner.com	FOUNDED : 1988	EMPLOYEES : 35-40 FT employees	ANNUAL ATTENDANCE : 325,000
	NO. OF SHOWS : 220	TICKET PRICE : \$19.50 to \$150	ANNUAL TICKET SALES : \$7 to \$8 million
	KEY PERSONNEL : Gary Lashinsky, president and producer; Michael Lashinsky, vice president; Billie Hoyt, vice president.		
	UNITS TOURING : 1 - The "World Famous" Lipizzaner Stallion Show		
	COMMENTS : Working as the U.S. promoter for Spanish Riding School for fourth quarter West Coast tour.		

Source: Venues Today Research