

**>> 2008 DIRT SHOW PRODUCERS GUIDE <<**

<b>AMP LIVE EVENTS</b> 15849 N. 77th St., Scottsdale, AZ 85260 (480) 905-5353 www.AMPLiveEvents.com	<b>FOUNDED :</b> 2005	<b>NUMBER OF SHOWS :</b> 100	<b>NUMBER OF EMPLOYEES :</b> 6
	<b>ANNUAL ATTENDANCE :</b> 750,000	<b>UNITS TOURING :</b> 3 — Red Team, Blue Team, White Team	
	<b>ANNUAL TICKET SALES :</b> \$5 Million	<b>TICKET PRICE :</b> \$10 for kids, average adult was \$17	
	<b>KEY PERSONNEL :</b> Scott Hart, CEO and president; Ron Woodbridge, chief operating officer		
	<b>COMMENTS :</b> Working on some specialty tours targeted towards smaller markets, outdoor tour.		
<b>BRONCS AND BULLS WORLD CHALLENGE</b> P.O. Box 212, Mandan, ND 58554 (701) 663-6098 www.mosbruckerrodeo.com	<b>FOUNDED :</b> 1969	<b>NUMBER OF SHOWS :</b> 75	<b>NUMBER OF EMPLOYEES :</b> 3
	<b>ANNUAL ATTENDANCE :</b> NA	<b>UNITS TOURING :</b> 1	
	<b>ANNUAL TICKET SALES :</b> NA	<b>TICKET PRICE :</b> \$10-\$45	
	<b>KEY PERSONNEL :</b> Jim and Wally Mosbrucker, producers		
	<b>COMMENTS :</b> Continues to hold events in conjunction with the Professional Rodeo Association, including its December Finals.		
<b>ESPN</b> 6033 West Century Blvd., Suite 601 Los Angeles, CA 90045 (860) 766-2000, www.expn.com	<b>FOUNDED :</b> 1995	<b>NUMBER OF SHOWS :</b> 75	<b>NUMBER OF EMPLOYEES :</b> 25
	<b>ANNUAL ATTENDANCE :</b> 184,000	<b>UNITS TOURING :</b> 5; X Games and Winter X Games are the main events	
	<b>ANNUAL TICKET SALES :</b> NA	<b>TICKET PRICE :</b> \$5-\$20	
	<b>KEY PERSONNEL :</b> Dean Swanson, senior operations director; Tim Reed, senior director of sports and competition		
	<b>COMMENTS :</b> Planning international X-Games events in Shanghai and Dubai for 2009.		
<b>FELD MOTOR SPORTS</b> 4255 Meridian Parkway Aurora, IL 60504 (630) 566-6100	<b>FOUNDED :</b> 1965	<b>NUMBER OF SHOWS :</b> 477	<b>NUMBER OF EMPLOYEES :</b> 200
	<b>ANNUAL ATTENDANCE :</b> 4 million	<b>UNITS TOURING :</b> 11; Supercross, Monster Jam, Arenacross, Freestyle Motocross	
	<b>ANNUAL TICKET SALES :</b> NA	<b>TICKET PRICE :</b> \$5-\$100 Monster Jam; \$15-\$25 Arenacross; \$25-\$45 for Supercross	
	<b>KEY PERSONNEL :</b> Charlie Mancuso, president; Eric Cole, vice president of booking; Ken Hodges, vice president of marketing		
	<b>COMMENTS :</b> Recently purchased from Live Nation Motor Sports; planning to launch major international expansion by 2011.		
<b>FLYING U RODEO CO.</b> 320 Fifth St., Marysville, CA 95901 (530) 742-8249 www.flyingurodeo.com	<b>FOUNDED :</b> 1929	<b>NUMBER OF SHOWS :</b> 210	<b>NUMBER OF EMPLOYEES :</b> 15
	<b>ANNUAL ATTENDANCE :</b> 1.25 million	<b>UNITS TOURING :</b> 2 rodeos	
	<b>ANNUAL TICKET SALES :</b> \$2.5 million	<b>TICKET PRICE :</b> \$12	
	<b>KEY PERSONNEL :</b> Cotton Rosser, president; Karen Rosser, vice-president		
	<b>COMMENTS :</b> Ticket sales remain strong, but rising price of fuel and labor continues to outpace revenues.		
<b>GRIT ROCK RODEO</b> 3275 West Lambert Rd. Weatherford, TX 76088 (817) 598-0511, www.wtrodeo.com www.prorodeotour.com	<b>FOUNDED :</b> 2004	<b>NUMBER OF SHOWS :</b> 25	<b>NUMBER OF EMPLOYEES :</b> 12
	<b>ANNUAL ATTENDANCE :</b> NA	<b>UNITS TOURING :</b> 3; Toughest Bulls & Broncs, World's Toughest Cowboy and Wrangler Pro Rodeo	
	<b>ANNUAL TICKET SALES :</b> NA	<b>TICKET PRICE :</b> \$10-\$50	
	<b>KEY PERSONNEL :</b> Jac Sperling, chairman and CEO; Tommy Joe Lucia, executive V.P.; Steve Rempelos, executive V.P.		
	<b>COMMENTS :</b> Launching a reality TV show in conjunction with Mark Burnett to televise World's Toughest Cowboy series.		
<b>IMAGE PROMOTIONS LTD.</b> 13205 Samara Ct., Charlton, OH 44024 (440) 286-2333 www.monsternationals.com	<b>FOUNDED :</b> 1993	<b>NUMBER OF SHOWS :</b> 20	<b>NUMBER OF EMPLOYEES :</b> 1
	<b>ANNUAL ATTENDANCE :</b> 166,000	<b>UNITS TOURING :</b> 1; Monster Nationals	
	<b>ANNUAL TICKET SALES :</b> \$1.6 million	<b>TICKET PRICE :</b> \$5-\$25	
	<b>KEY PERSONNEL :</b> George Eisenhart, owner and operator		
	<b>COMMENTS :</b> Entering Chicago, two markets in Kentucky, and Cincinnati		
<b>LONGHORN WORLD CHAMPIONSHIP RODEO</b> 3717 Knight Dr., Whites Creek, TN 37189 (615) 668-8311 www.longhornrodeo.com	<b>FOUNDED :</b> 1965	<b>NUMBER OF SHOWS :</b> 4	<b>NUMBER OF EMPLOYEES :</b> 2, 35 crew/performers
	<b>ANNUAL ATTENDANCE :</b> NA	<b>UNITS TOURING :</b> 1	
	<b>ANNUAL TICKET SALES :</b> NA	<b>TICKET PRICE :</b> Adults, \$16-\$30; kids and seniors \$8-\$15	
	<b>KEY PERSONNEL :</b> Heather Lehrke, president; Kevin Debusk, circuit and facility manager		
	<b>COMMENTS :</b> Now helmed by Heather Lehrke, daughter of the late Bruce Lehrke, under new company name Wonago Productions.		
<b>PROFESSIONAL BULL RIDERS INC.</b> 101 West Riverwalk, Pueblo, CO 81003 (719) 242-2800 www.pbrnow.com	<b>FOUNDED :</b> 1992	<b>NUMBER OF SHOWS :</b> 300+	<b>NUMBER OF EMPLOYEES :</b> 100
	<b>ANNUAL ATTENDANCE :</b> 1.5 million	<b>UNITS TOURING :</b> 4; The Built Ford Tough Series is the top tier event	
	<b>ANNUAL TICKET SALES :</b> NA	<b>TICKET PRICE :</b> Lower tier, \$10-\$100 box seats; Built for Tough, \$10-\$120	
	<b>KEY PERSONNEL :</b> Randy Bernard, CEO; Sean Gleason, COO; Clayton Colon, SVP of productions; Dennis Dach, Senior VP of Operations		
	<b>COMMENTS :</b> Looking at moving PBR World Cup to Brazil 2009 in Barretos, Sao Paulo.		
<b>THE PROFESSIONAL RODEO COWBOYS ASSOCIATION</b> 101 ProRodeo Dr. Colorado Springs, CO 80919 (719) 593-8840	<b>FOUNDED :</b> 1936	<b>NUMBER OF SHOWS :</b> NA	<b>NUMBER OF EMPLOYEES :</b> 100
	<b>ANNUAL ATTENDANCE :</b> 24 million	<b>UNITS TOURING :</b> Sanctions over 600 rodeos and self promotes many rodeo tours and events	
	<b>ANNUAL TICKET SALES :</b> NA	<b>TICKET PRICE :</b> NA	
	<b>KEY PERSONNEL :</b> Karl Stressman, CEO; Kay Bleakly, Chief Operating Officer; Aaron Enget and John Davis co-directors of Rodeo Admin.		
	<b>COMMENTS :</b> Started the Heartland Pro Rodeo Series — four rodeos of \$30,000 or less in total prize money.		
<b>WHITE STALLION PRODUCTIONS INC.</b> 1053 Van Arsdale St. Oviedo, FL 32765 (407) 366-0366, www.lippizaner.com	<b>FOUNDED :</b> 1988	<b>NUMBER OF SHOWS :</b> 240	<b>NUMBER OF EMPLOYEES :</b> 45
	<b>ANNUAL ATTENDANCE :</b> 350,000	<b>UNITS TOURING :</b> 1; The "World Famous" Lipizzaner Stallion Show	
	<b>ANNUAL TICKET SALES :</b> \$8.5 million	<b>TICKET PRICE :</b> \$19.50-\$29.50	
	<b>KEY PERSONNEL :</b> Gary Lashinsky, president/producer; Elizabeth Lashinsky, secretary/treasurer; Michael Lashinsky, V.P.; Billie Hoyt, V.P.		
	<b>COMMENTS :</b> Celebrating their 38th anniversary with new music, choreography and routines.		
<b>W GAS MOTORSPORTS</b> 3006 Highway 49 Cool, CA 95614	<b>FOUNDED :</b> 1973	<b>NUMBER OF SHOWS :</b> 60-80	<b>NUMBER OF EMPLOYEES :</b> 4
	<b>ANNUAL ATTENDANCE :</b> 6.2 million	<b>UNITS TOURING :</b> 8	
	<b>ANNUAL TICKET SALES :</b> NA	<b>TICKET PRICE :</b> \$5-\$35	
	<b>KEY PERSONNEL :</b> John Borba, CEO, Chelsea Kessler, competition director, Taunya Mastin, marketing, Jim Seemster, event production		
	<b>COMMENTS :</b> Developing extreme sports spectacular, from bull riding to freestyle motocross to transformers to monster trucks.		

SOURCE: Venues Today Research