

>> 2010 DIRT SHOW PRODUCERS GUIDE <<

AMP LIVE EVENTS 15849 N. 77th St., Scottsdale, AZ 85260 (480) 905-5353 www.AMPLiveEvents.com	FOUNDED : 2005	NUMBER OF SHOWS : 35	NUMBER OF EMPLOYEES : 6
	ANNUAL ATTENDANCE : 500,000	UNITS TOURING : 6 — Red Team, Blue Team, White Team	
	ANNUAL TICKET SALES : \$5 Million	TICKET PRICE : \$10 for kids, average adult \$20	
	KEY PERSONNEL : Scott Hart, CEO and president		
	COMMENTS : Adding new elements to show for 2011, including the Globe of Death (motorcycles inside cages) and a monster tank; also increasing discounts and promotions by implementing advance purchase savings and discount family packs.		
BRONCS AND BULLS WORLD CHALLENGE P.O. Box 212, Mandan, ND 58554 (701) 663-4973 www.mosbruckerrodeo.com	FOUNDED : 1969	NUMBER OF SHOWS : 75	NUMBER OF EMPLOYEES : 3
	ANNUAL ATTENDANCE : NA	UNITS TOURING : 1	
	ANNUAL TICKET SALES : NA	TICKET PRICE : \$10-\$45	
	KEY PERSONNEL : Jim and Wally Mosbrucker, producers		
	COMMENTS : Continues to hold events in conjunction with the Professional Rodeo Cowboys Association, including its December Finals at the Thomas & Mack Center in Las Vegas, and also produces bull riding only events.		
ESPN X-GAMES 6033 West Century Blvd., Suite 601 Los Angeles, CA 90045 (310) 642-1500 www.xgames.com	FOUNDED : 1995	NUMBER OF SHOWS : 75	NUMBER OF EMPLOYEES : 25
	ANNUAL ATTENDANCE : 188,000	UNITS TOURING : 4-6; X Games and Winter X Games are the main events	
	ANNUAL TICKET SALES : NA	TICKET PRICE : \$5-\$40 for Summer X Games; Winter Games are free	
	KEY PERSONNEL : Dean Swanson, senior operations director; Tim Reed, senior director of sports and competition		
	COMMENTS : Winter X Games 15 will return to Aspen, Colo., for the 10th consecutive year with more than 250 athletes competing in ski, snowboard and snowmobile events. Winter X Games 15 takes place Jan. 27-30 and will feature 24 hours of live program. ming on ESPN, ESPN2 and ESPN3D.		
FELD ENTERTAINMENT MOTOR SPORTS 4255 Meridian Parkway Aurora, IL 60504 (630) 566-6100	FOUNDED : 1965	NUMBER OF SHOWS : 480	NUMBER OF EMPLOYEES : 200
	ANNUAL ATTENDANCE : 4 million	UNITS TOURING : 9; Supercross, Monster Jam, Arenacross, Freestyle Motocross, Thunder Nationals, IHRA Drag Racing (3 tours) and Nuclear Cowboyz	
	ANNUAL TICKET SALES : NA	TICKET PRICE : \$5-\$125 Monster Jam; \$15-\$25 Arenacross; \$10-\$75 for Supercross	
	KEY PERSONNEL : Kenneth Feld, CEO; Charlie Mancuso, president of Motor Sports; Ken Hudgens, COO of Motor Sports; Mark Duryea, VP of Booking		
	COMMENTS : Launched Nuclear Cowboyz in 2010, incorporates Feld-style theatrics with freestyle motocross performance.		
FLYING U RODEO CO. 320 Fifth St., Marysville, CA 95901 (530) 742-8249 www.flyingurodeo.com	FOUNDED : 1929	NUMBER OF SHOWS : 150	NUMBER OF EMPLOYEES : 15
	ANNUAL ATTENDANCE : 1 million	UNITS TOURING : 2 rodeo companies	
	ANNUAL TICKET SALES : \$2.5 million	TICKET PRICE : \$12	
	KEY PERSONNEL : Cotton Rosser, president; Karen Rosser, vice president		
	COMMENTS : Still working with more local/national promoters.		
MX SPORTS 166 Vista Del Rio Morgantown, WV 26508 (308) 284-0084	FOUNDED : 1973	NUMBER OF SHOWS : 30+	NUMBER OF EMPLOYEES : 25
	ANNUAL ATTENDANCE : 350,000+	UNITS TOURING : 6, including the Lucas Oil AMA Pro Motocross Series, Can AM GNCC, Loretta Lynn Amateur Motocross Championship, and a few others.	
	ANNUAL TICKET SALES : NA	TICKET PRICE : \$25	
	KEY PERSONNEL : Carrie Coombs, VP and CFO; Tim Cotter, VP; Nick McCabe, director of Marketing		
	COMMENTS : MX Sports is a family owned and operated company that owns, operates and produces a number of power sports-related off-road racing series.		
THE PROMOTION COMPANY 838 N. Delaware St., Indianapolis, IN (317) 236-6515 www.monsternationals.com www.4wheeljamboree.com	FOUNDED : 1987	NUMBER OF SHOWS : 40	NUMBER OF EMPLOYEES : 17
	ANNUAL ATTENDANCE : 1.5 million	UNITS TOURING : 11, including Monster Nationals, Hot Rod magazine Power Tour, Car Craft Summer Nationals, Street Machine Nationals, <i>Hot Rod</i> Super Nationals, International Route 66 Mother Road Festival, Autofest, Indy Mile, Monster Truck Thunder Drags, Bike Time, and 4 Wheel Jamboree Nationals	
	ANNUAL TICKET SALES : \$2.3 million	TICKET PRICE : \$5-\$25	
	KEY PERSONNEL : C Bruce Hubley, owner		
	COMMENTS : In 2010 they purchased Lucas Oil Off-Road Expo in Pomona, Calif. from Advanstar Communications.		
PROFESSIONAL BULL RIDERS INC. 101 West Riverwalk, Pueblo, CO 81003 (719) 242-2800 www.pbrnow.com	FOUNDED : 1992	NUMBER OF SHOWS : 300+	NUMBER OF EMPLOYEES : 100
	ANNUAL ATTENDANCE : 1.7 million	UNITS TOURING : 4; The Built Ford Tough Series is the top-tier event	
	ANNUAL TICKET SALES : NA	TICKET PRICE : Built Ford Tough, \$10-\$120	
	KEY PERSONNEL : Jeffrey N. Pollack, executive chairman; Sean Gleason, president & COO; Dockery Clark, Chief Marketing Officer; Kevin Camper, Chief Partnership and Sales Officer; Clayton Cullen, senior VP of Operations		
	COMMENTS : World Finals will return to Las Vegas for the 18th consecutive year in 2011.		
THE PROFESSIONAL RODEO COWBOYS ASSOCIATION 101 ProRodeo Dr. Colorado Springs, CO 80919 (719) 593-8840, www.prorodeo.com	FOUNDED : 1936	NUMBER OF SHOWS : NA	NUMBER OF EMPLOYEES : 100
	ANNUAL ATTENDANCE : 24 million	UNITS TOURING : Sanctions over 600 rodeos and self-promotes many rodeo tours and events	
	ANNUAL TICKET SALES : NA	TICKET PRICE : NA	
	KEY PERSONNEL : Karl Stressman, Commissioner; Matt Barnett, Deputy Commissioner; Kay Bleakly, COO; Aaron Enget, Rodeo Administration; John Davis, Member Relations; Joe Shafer, CFO; Cindy Schonholtz, Animal Welfare/Industry Outreach; Kendra Santos, Media		
	COMMENTS : Third year under new management group for commissioner Karl Stressman; planning for 52nd National Finals in December.		
LIPIZZANER STALLIONS, INC. 1053 Van Arsdale St. Oviedo, FL 32765 (407) 366-0366 www.lippizaner.com	FOUNDED : 1988	NUMBER OF SHOWS : 240	NUMBER OF EMPLOYEES : 35 (when on tour)
	ANNUAL ATTENDANCE : 350,000	UNITS TOURING : 1; The "World Famous" Lipizzaner Stallion Show	
	ANNUAL TICKET SALES : \$8.5 million	TICKET PRICE : \$19.50-\$29.50	
	KEY PERSONNEL : Gary Lashinsky, president/producer; Elizabeth Lashinsky, secretary/treasurer		
	COMMENTS : Also produce tours of the Spanish Riding School of Vienna in North America, for limited engagements.		

SOURCE: Venues Today Research