

The Producers

AMP LIVE EVENTS

15849 N. 77th St., Scottsdale, AZ 85260
 (480) 905-5353
www.AMPLiveEvents.com
 FOUNDED: 2005
 NUMBER OF SHOWS: 30-35
 NUMBER OF EMPLOYEES: 6
 ANNUAL ATTENDANCE: 500,000 in the last couple years

UNITS TOURING: 2- East and West
 ANNUAL TICKET SALES: \$5 million
 TICKET PRICE: \$5 with promotions for kids and then \$12; average adult, \$20
 KEY PERSONNEL: Scott Hart, CEO and president; Ron Leach, tour manager
 HIGHLIGHTS: The Globe of Death, implemented last year, was a big success. This year they will have a motorcycle demolition derby as well as quad racing. Does 'economy-buster' pricing.

APASSIONATA

Kantstraße 24
 10623 Berlin
 Germany
 N.Y. Contact: (212) 819-8121
 FOUNDED: 2002
 NUMBER OF SHOWS: Approximately 90, Nov.-June
 NUMBER OF EMPLOYEES: 40 office, 75 on tour
 ANNUAL ATTENDANCE: 545,000

UNITS TOURING: 5-7
 TICKET PRICE: \$26-\$179
 KEY PERSONNEL: Peter Massine, founder, producer and CEO
 HIGHLIGHTS: The European show features 50 stallions and two donkeys.

BRONCS & BULLS WORLD CHALLENGE

P.O. Box 212, Mandan, ND 58554
 (701) 663-6098
www.mosbruckerodeos.com
 FOUNDED: 1969
 NUMBER OF SHOWS: 75
 NUMBER OF EMPLOYEES: 3
 UNITS TOURING: 1
 TICKET PRICE: \$10-\$45
 KEY PERSONNEL: Kelly Mosbrucker, president; Wally Mosbrucker, vice president; Jim Mosbrucker, producer

ENDUROCROSS

Source Interlink Media
 1733 Alton Parkway, Suite 100, Irvine, CA 92606
 (817) 694-0125
www.endurocross.com
www.sourceinterlinkmedia.com
 FOUNDED: 2004
 NUMBER OF SHOWS: 8
 NUMBER OF EMPLOYEES: 10

ANNUAL ATTENDANCE: 30,000
 UNITS TOURING: 1
 ANNUAL TICKET SALES: \$750,000
 TICKET PRICE: From \$22-\$47
 KEY PERSONNEL: Mike Karsting, VP of Events; Lance Bryson, director of Sales and Marketing

AFTER A SUCCESSFUL X GAMES DEBUT IN 2011, ENDUROCROSS WILL HEAD BACK TO X GAMES LOS ANGELES IN SUMMER 2012.

ESPN X GAMES

6033 West Century Blvd., Suite 601,
 Los Angeles, CA 90045
 (310) 642-1500
www.xgames.com
 FOUNDED: 1995
 NUMBER OF SHOWS: 79
 NUMBER OF EMPLOYEES: 50
 ANNUAL ATTENDANCE: 392,500 in four events for 2011
 UNITS TOURING: 4-6; X Games Los Angeles and Winter X Games in Aspen, Colo., are the main events
 TICKET PRICE: \$5-\$50 for X Games Los Angeles; Winter X Games Aspen is a free event
 KEY PERSONNEL: Tim Reed, senior director of content strategy; Shawn Seward, director of sports & competition; Anthony Dittmann, director of venue operations
 HIGHLIGHTS: Currently in the bid process to narrow down host cities for three additional X Games internationally, on par with events in L.A. and Aspen. X Games will infuse cultural flavor into those events.

FELD ENTERTAINMENT MOTOR SPORTS

4255 Meridian Parkway, Aurora, IL 60504
 (630) 566-6100
 FOUNDED: 1965
 NUMBER OF SHOWS: 500+
 NUMBER OF EMPLOYEES: 225
 ANNUAL ATTENDANCE: 4 million
 UNITS TOURING: 9; Supercross, Monster Jam, Arenacross, Freestyle Motocross, Thunder Nationals, IHRA Drag Racing (3 tours) and Nuclear Cowboyz
 TICKET PRICE: \$5-\$125, Monster Jam; \$15-\$25, Arenacross; \$10-\$75, Supercross
 KEY PERSONNEL: Kenneth Feld, CEO; Charlie Mancusco, president of Motor Sports; Ken Hudgens, COO of Motor Sports; Mark Duryea, VP of Booking
 HIGHLIGHTS: Launched in 2010, Nuclear Cowboyz continues to be successful and has dates scheduled for 2012. Monster Jam is growing its licensing program.

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; Karin Rosser, VP
 HIGHLIGHTS: Working with more local and national promoters.

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MX SPORTS

166 Vista Del Rio, Morgantown, WV 26508
(308) 284-0084
www.mxsports.com
FOUNDED: 1973
NUMBER OF SHOWS: 40+
NUMBER OF EMPLOYEES: 25
ANNUAL ATTENDANCE: 350,000+
UNITS TOURING: 5, including the Lucas Oil AMA Pro Motocross Series, Can AM GNCC, Loretta Lynn Amateur Motocross Championship, AMA Pro ATV Championship and ATVA
TICKET PRICE: \$20-\$200
KEY PERSONNEL: Carrie Coombs, VP and CFO; Tim Cotter, VP
HIGHLIGHTS: MX Sports is a family owned and operated company that owns, operates and produces a number of motorcycle and ATV racing series.

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: 2; Built Ford Tough Series is the top-tier event
TICKET PRICE: Built Ford Tough, \$10-\$100
KEY PERSONNEL: Jim Haworth, CEO; Sean Gleason, president & COO; Kandie Strickland, senior VP of Marketing Operations; David Cordovano, Chief Global Events officer; Terry Bassett, EVP of Sales & Partnerships; Barry McMullin, senior VP of Sales; Jay Daugherty, senior VP of Competition; Clayton Cullen, senior VP of Operations

**PROFESSIONAL BULL RIDERS
 WORLD FINALS WILL RETURN TO
 LAS VEGAS FOR THE 19TH
 CONSECUTIVE YEAR IN 2012.**

**PROFESSIONAL RODEO COWBOYS
 ASSOCIATION**

101 ProRodeo Dr., Colorado Springs, CO 80919
(719) 593-8840
www.prorodeo.com
FOUNDED: 1936
NUMBER OF EMPLOYEES: 100
ANNUAL ATTENDANCE: 24 million
UNITS TOURING: Sanctions 572 shows a year and self-promotes many rodeo tours and events
KEY PERSONNEL: Karl Stressman, Commissioner; Kay Bleakly, COO; Aaron Enget, rodeo administration; John Davis, member relations; Joe Shafer, CFO; Cindy Schonholtz, animal welfare/industry outreach
HIGHLIGHTS: PRCA is the sanctioning, governing body of professional rodeo.

THE PROMOTION COMPANY

838 N. Delaware St., Indianapolis, IN 46204
www.monsternationals.com
www.4wheeljamboree.com
FOUNDED: 1987
NUMBER OF SHOWS: 30
NUMBER OF EMPLOYEES: 17

ANNUAL ATTENDANCE: 1.5 million
UNITS TOURING: 13, including their most popular events, Hot Rod magazine Power Tour and 4 Wheel Jamboree Nationals
ANNUAL TICKET SALES: \$2.3 million
TICKET PRICE: Some free spectator events, or \$5-\$45
KEY PERSONNEL: C Bruce Hubley, owner; Mike Moore, president
HIGHLIGHTS: Also produces garage sales and market-places, as well as cultural festivals.

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: 0; stopped touring in Santa Maria, Calif., in 2011
ANNUAL TICKET SALES: \$8.5 million
TICKET PRICE: \$19.50-\$29.50
KEY PERSONNEL: Gary Lashinsky, president/producer; Elizabeth Lashinsky, secretary/treasurer
HIGHLIGHTS: Lippizaner has pulled their shows for the last of 2011 due to soft ticket sales. The horses are resting and being trained at the Lippizaner facility in Florida. They will resume touring in the beginning of 2012 and are planning 120 shows for the year.

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