



# *Bullriders Of America*

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## 2010 Request for Proposal Bull Riders of America Finals

The Bull Riders of America, Inc., a nonprofit, amateur bull riding association, is searching for arenas to host its year-end finals in the proposed months of February, March or April 2011. As a reputable venue, we would like to extend the opportunity to you to host the event.

The BOA was established in 1996 with a vision of providing quality amateur bull riding events in an entertaining capacity and bull riders with an opportunity to compete in a professional setting. Based out of Central Missouri, the BOA hosts events throughout the Midwest. Currently, there are 120 members within the association, and we have increased membership annually since 1996. We aim to become the premier amateur association, serving as a stepping stone to professional organizations such as the Professional Rodeo Cowboy Association and the Professional Bull Riders Association.

### **CONTACT INFORMATION:**

Todd Crase, President  
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Professional bull riders are privileged with many benefits. From television publicity to national press, their names are widely known in the realm of bull riding. They also experience larger events with more money added than amateur associations.

The BOA's goal is not to compete with professional associations, but to showcase amateur talent in a reputable manner. Although the bells and whistles of larger events aren't there, we promise to uphold a high standard of business ethics while producing an excellent show.

### **FINALS DATES:**

February, March or April 2011 – The BOA Finals will be held on two consecutive evenings on a date to be determined upon receipt of proposals from arenas.

*1821 Barnes Road  
Cherokee, IA 51012  
(712) 225-2431  
Fax (712) 225-2513*



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## **FINALS DETAILS:**

The 2011 BOA Finals will feature the top 25 riders from the 2010 season competing for \$10,000 in prize money, two saddles to the finals and year-end champions, and buckles for the year-end top four. The two-day event will consist of four go-rounds, two per night. Bull riders will face a total of four bulls to compete for the title of Year-End Champion and Finals-Average Champion. The rider who has accumulated the most money in the past year will be declared the Year-End Champion, and the rider who wins the most points over the two-day finals will be named Finals-Average Champion.

As the 2010 season nears its end, we feel confident in the ability to host the biggest finals event to-date. In line with our goal to become the premier amateur association, we plan to increase marketing and public relations efforts in the coming years. In addition, the BOA would like to establish a "home" for the finals for the next several years to create consistency and a sense of tradition for the event.

## **EVENT SET-UP AND REQUIREMENTS:**

Space requirements: livestock pens adequate for 60 bulls

## **PROPOSALS DUE/DECISION PROCESS:**

1. Proposal
2. Brochures/pictures of your facility addressing the requirements to include cost

Please mail items to Todd Crase at the address listed on page one.

The selection process will be completed by the Bullriders of America Board of Directors and arenas will be notified immediately thereafter.

We look forward to receiving your proposal. Please contact President Todd Crase or Vice President Travis Marshall with any further questions or concerns.

Sincerely,

Todd Crase  
President

Travis Marshall  
Vice President

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