



Greetings!

The International Gay Rodeo Association (IGRA) and Bud Light are proud to present the annual World Gay Rodeo Finals (WGRF) in Ft. Worth, TX October 20-21, 2012. The event will be at the Justin Arena located inside the Will Rogers Memorial Center. The WGRF is the championship event for the IGRA amateur rodeo circuit that runs throughout the year. The top twenty competitors in each of the thirteen events will gather for this exciting weekend. In addition to the actual rodeo, the WGRF will feature a festival and entertainment area. The pivotal point of this area is our vendor showcase.

IGRA is celebrating over 25 years of producing great rodeos across the U.S. and in Canada. Primarily consisting of GLBT competitors, IGRA rodeos are very similar to traditional rodeos with a few small changes. IGRA rodeos feature all of the traditional rodeo events as well as crowd entertaining extras that are always fun to see. Additionally, in gay rodeo, men and women compete in every event, which is unique to the IGRA circuit.

In addition to the competitors, the WGRF production team will number approximately 50 officials and support staff, about 100 volunteers, friends and support teams for the competitors and general attendees collectively resulting in a captive audience of 2000-3000 people for the event. As you may already know, and many studies confirm, marketing shows that gay consumers enjoy more of an expendable income when compared to other segments of the population. In their rodeos across the country, IGRA has many repeat vendors who continually return to these events.

Please review the included vendor application and make plans to join us for this exciting opportunity in Ft. Worth. As noted in the application, we do restrict the amounts of similar types of vendors and encourage participation from vendors both rodeo and non-rodeo related, so reserve your space early! I look forward to answering any questions or assisting in any manner.

Best wishes,

*Scotty Shadix*

Vendor Coordinator