



### **Will Rogers Memorial Center**

Established in Fort Worth, Texas in 1936 to house events near downtown and in the Cultural District, the Will Rogers Memorial Center now attracts in excess of 2.5 million visitors each year. This 125-acre facility plays host to an extensive variety of social, cultural, educational, recreational and sporting events. The heart of the facility is the historic Will Rogers Coliseum which is home for many equestrian and sporting events including the legendary Fort Worth Stock Show & Rodeo which celebrated its 123<sup>rd</sup> championship year in 2020.

Over 3,800 hotel rooms are accessible within three miles of the Center for the convenience of your staff, referees and exhibitors. The Will Rogers Memorial Center also offers a unique location set in one of the country's most heralded cultural districts including the Kimbell Art Museum, Modern Art Museum of Fort Worth, Amon Carter Museum of American Art, Fort Worth Museum of Science & History, National Cowgirl Museum and Hall of Fame and the 109-acre Fort Worth Botanic Garden.

### **City of Cowboys and Culture**

Fort Worth is a vibrant city with a unique blend of western heritage and culture assets. During the last decade, through our renovations, the redevelopment of cultural district and new hotels in the area, Fort Worth's charm and appeal has never been stronger. It will be the perfect location and backdrop for your event.



Based upon our understanding of your requirements, we are offering the space and rental rates for the use of the Will Rogers Memorial Center as outlined below. Please let me know if you need to make any adjustments. For your convenience, we have put together a comprehensive rental rate that includes the setup, move in, move out and event day schedule of use of the following rooms:

**Total number of usage days included:**

Set Up Day – 1 total

Move In Days – 3 total

Event Days – 6 total

Move out Days- 3 total

**Rooms/Spaces Included:**

**Texas Room**

94,000 square feet

The Texas Room (located in our Amon G. Carter, Jr. Exhibits Hall) offers 94,500 square feet of floor space and will give you access to an overhead door and dock access for load-in, office spaces, and concessions and restroom access inside the room.

**Round Up Inn Room**

18,000 square feet

The Round Up Inn Room (located in our Amon G. Carter, Jr. Exhibits Hall) offers 18,000 square feet of climate controlled floor space. It also has a built in stage, dressing rooms, and a bar built into the room itself.

**Silver Spur Room**

980 square feet

The Silver Spur Room (located in our Amon G. Carter, Jr. Exhibits Hall) offers 980 square feet of climate controlled floor space.

**South Texas Room**

980 square feet

The South Texas Room (located in our Amon G. Carter, Jr. Exhibits Hall) offers 980 square feet of climate controlled floor space.

**Cattle Barn**

35,000 square feet

Indoor space (not currently climate controlled)

**Small Exhibits Building**

25,000 square feet

Indoor space (not currently climate controlled)

**Tower Promenade**

25,000 square feet

Covered outdoor space

**Cattle Barn parking lot**

Outdoor Exhibit Space

**Option: Will Rogers Auditorium**

Our 2,800 seat climate-controlled Auditorium is available, and could be used for volunteer check-in or wherever you see fit.

## **Sample Schedule/Availability:**

### **Move In Days-**

#### **August 5-7 (3 total)**

Cattle Barn

Tower Promenade

Round Up Inn

Silver Spur

Small Exhibits

Cattle Barn parking lot

Texas Room (please note only half of the TX room will be available for Move In until the first event day...then the full room will be yours until Move Out)

### **Event Days-**

#### **August 8-13 (6 total)**

Cattle Barn

Tower Promenade

Round Up Inn

Silver Spur

Small Exhibits

Cattle Barn parking lot

Texas Room

### **Move Out Days-**

#### **August 14-16 (3 total)**

Cattle Barn

Tower Promenade

Round Up Inn

Silver Spur

Small Exhibits

Cattle Barn parking lot

Texas Room

### **Ancillary items included (Based on availability)**

- Tables
- Chairs
- Microphones
- Mixer
- Tensa Barriers
- Pipe and Drape
- Barricades
- A-frame signs
- Ability to use our fork lift

Your organization will also be responsible for all expenses invoiced directly to you by our exclusive service providers. This will include all internet and telecommunications needs, electrical needs, event staffing (ushers and security), decorators and all city taxes owed.

To assist with your planning, here is some additional information about our services and capabilities:

Audio Visual Equipment:

Will Rogers Memorial Center will supply existing lighting and house sound with the building rental. You are welcome to use your own A/V Company and the power drop would be ordered directly through our exclusive electrical provider.

Catering/Concessions:

The City of Fort Worth currently has an open catering policy. You will have the ability to select one of our approved caterers to provide services for any meal function you may have and they are required to pay a twenty-two percent (22%) catering commission on the total charges to the City of Fort Worth. The Will Rogers Memorial Center concessions services provider retains the exclusive rights regarding the service and sale of any alcoholic beverages and concession services. They would be open daily for your event and have the capability for you to purchase meal vouchers from.

Parking:

Paid parking is available in adjacent surface lots and garages. The current special event rate is \$10 per day anywhere on the main campus and this rate is subject to change. You will receive a minimum of ten complimentary parking passes with your contract.

Electricity/Climate Control:

Edlen Electrical Exhibition Services is the WRMC exclusive provider for electrical distribution. All electrical requirements for the competition space, commercial vendors and/or above and beyond that which is readily available must be contracted through the city's exclusive provider. Air conditioning and/or heating are included with the venue rental.

Insurance:

Your show will be required to furnish a General Liability Insurance Policy/Certificate of Insurance showing coverage of at least \$1,000,000 Combined Single Limit per occurrence (or reasonable equivalent split limits) during the period of time stipulated on your Rental Agreement. This coverage must show the City of Fort Worth as additional insured.

Internet/Wi-Fi:

NetSteady Communications is our exclusive internet, video and telecom services provider. They have extensive experience and specialize in multi-use facilities like ours and understand the diverse needs of our wide variety of event types.

Security/Crowd Management:

Lone Star Security and Usher & More are our exclusive provider for crowd management staffing to include security, ushers and door guards when required. Off-duty Fort Worth Police officers are also available to schedule should you need them for your event as well. The final staffing requirements will be determined based on your anticipated attendance and schedule. These service providers will bill you directly for the staffing scheduled.

Ticketing:

We do not have an exclusive or in-house ticketing agency, so you are welcome to use your preferred ticket agency and on-site box office staff. (Ticketmaster and Prekindle are most commonly used.) The City of Fort Worth does have a 10% admission tax (for paid admissions only) that would be billed directly to you by the City of Fort Worth and is based on the admission charged.

Rental Price:

\$67,000 (without the use of the Auditorium)

\$77,000 (with the use of the Auditorium)



I look forward to discussing your program in more detail and our ability to successfully accommodate your event in our wonderful facility. Please feel free to contact me at [jordan.steffan@fortworthtexas.gov](mailto:jordan.steffan@fortworthtexas.gov) should you have any questions or need any additional information.

Sincerely,

*Jordan Steffan*

Jordan Steffan  
Sales Manager

## WILL ROGERS MEMORIAL CENTER

**Please answer the following questions for each of the aforementioned venues in detail.**

**(Please also include pictures, videos, and/or virtual tours, as appropriate.)**

*Note: CrossFit is willing to discuss and resolve any outstanding issues, assuming the financial implication of those resolutions are fully addressed.*

- Are these venues on the same campus? What is the proximity of each venue to the others?

Please include a detailed map of the city that encompasses all potential venues.

*Yes, all are on the same campus very close to one another.*

- Are these indoor or outdoor venues? If indoor, are they climate controlled?

*All rooms in our Amon G. Carter Exhibits Hall and Auditorium are indoor, climate controlled facilities. The Cattle Barn and Small Exhibits building is indoor, but not climate controlled. The Promenade is a covered outdoor area, not climate controlled.*

- What capabilities does it have for video boards, ribbon boards, or other electronic signage? What are the audio capabilities in the location?

*All of our facilities have built in audio system capabilities. They can be configured to be individualized for each space, or one connected system across all facilities. We do have the capability of outside video boards being brought in.*

- What is the available upload and download internet bandwidth at each location? Please provide information on reliability and redundancy, as appropriate.

*We work with a company called NetSteady, who is our exclusive internet provider. Please see attached rate sheet for their capabilities and pricing.*

- What parking options are available at each venue(s) or in close proximity? Are there shuttle or public transportation options?

*We have both outdoor parking lots available, as well as an underground parking garage located under the Amon G. Carter, Jr. Exhibits Hall. Overall we have over 6000 regular parking spots available and parking for 212 Recreational Vehicles.*

- What facilities exist at each location, including locker rooms, shower facilities, spectator restrooms, administrative offices, box office, back-of-house storage space, loading docks, etc.? Please provide details on each.

*All indoor facilities have their own dedicated bathrooms for spectators. We do have offices available in the Cattle Barn, Small Exhibits Building, and Amon G. Carter, Jr. Exhibits Hall. Loading docks are available on the North side of the Exhibits Hall.*

- For each venue and the campus grounds (including all transport and ancillary related spaces), do the permanent physical structures fully comply with all local, state/provincial/regional/national accessibility laws and guidelines (such as ADA)?

*Yes, they are all ADA compliant.*

- What food and beverage concessions and catering options are available? Are alcohol sales permitted? Identify any contractual F&B rights (commissary, catering, and concessions), pouring rights, or related service contracts for each venue.

*Our exclusive concessionaire would be available to provide all concessions, catering and alcohol sales. No other food/beverage or alcohol sales would be allowed to come in without their consent.*

- Can these venues support on-site RV & Tent Camping?

*Absolutely, we have a dedicated RV parking lot with 212 spaces with full hookups for power and water (and sewage services).*

- What are the signage, advertising, and venue sponsors for each venue, if any?

*Signage, advertising and venue sponsorships are allowed, and non-permanent signage can be displayed in any mutually agreed upon spaces.*

- Please disclose all permanent corporate signage placements at each venue and any sponsor

*Exclusivity:*

- Please disclose any electronic signage requirements to sponsors – *N/A*
- Please disclose all venue sponsors and the general terms of their sponsorship – *N/A*
- Venue may be required to cover certain signage as requested by CrossFit.
- Who is responsible for selling and managing these sponsorships?

- Who are the owner(s) and operator(s) of these venues? – *City of Fort Worth*

- Will these venues require CrossFit to utilize union labor? – *No*

- What additional operational support can each venue provide as part of the rental fee (items, operation, setup / teardown)? *Setup and teardown of ancillary items are included at our venue. Trash removal and custodial services are also included.*

- Forklifts (operated with CrossFit or venue provided licensed operator)- *Yes*
- Scissor lifts (operated with CrossFit or venue provided licensed operator) - *Yes*
- 6-ft.- 8-ft. barricades (aka bike racks) - *Yes*
- Tables (various sizes with linens) and chairs - *Yes*
- Pipe and drape - *Yes*
- *We have a wide range of ancillary items (tables, chairs, bike rack, barricades, staging, A-frame signs, microphones, mixers, etc. on site for you to utilize.)*

**SUPPLEMENTAL VENUE SURVEY**

Item	Yes	No
CrossFit will have exclusivity at these venues during competition days.		X
Each venue maintains an adequate grounds staff that can maintain the fields of play over the course of the event.		X
Each venue will maintain adequate support staff on site as needed for IT, mechanical, maintenance, etc.	X	
Each venue will develop and provide a comprehensive security and emergency-response plan and will submit the plan to CrossFit for review and approval at least six months in advance of the event.	X	
CrossFit will retain all broadcast and media rights in all forms.	X	
CrossFit will maintain the exclusive right to sell, sample, promote and distribute merchandise, programs, sponsorships, partnerships, exhibitor space, sampling opportunities, handbills, flyers, electronic advertising, and all other kinds of temporary signage.	X	
The playing surfaces will be free from the name, marks and/or logos of a professional team, or an institution, conference, or any commercial names or marks.	X	
Message boards, video-display systems, scoreboards, play clocks and public-address systems are available to CrossFit at no cost.	X	
Except for use by the facility in the event of an emergency, CrossFit shall have exclusive and complete control over the video, message, sound and public address systems and all other audible or visible information or communication systems inside and/or outside the facility. CrossFit, at its sole discretion and without exception, will determine all content displayed or played on said systems.	X	
Venue(s)/host organization(s) may retain, operate, and control all food and beverage concession rights. Cups and other service items utilized by the concessionaire will be approved by CrossFit. All concession prices are subject to the approval of CrossFit. CrossFit will require that the concessionaire bring in outside food vendors with healthier options to supplement the concessionaires' efforts.		X
CrossFit will have the right to bring in an outside caterer to provide staff, volunteer, athlete, and media meals and drinks with no applied charges or surcharges.		X
CrossFit will have the ability to provide its own ticketing system for all events/venues and will have complete control of ticket inventory and management of ticket sales, including pricing and fee structure.	X	
CrossFit will provide the host organization(s)/venue(s) with a reasonable amount of complimentary tickets (not for resale).	X	





## AREA ATTRACTIONS

- 1 Will Rogers Auditorium
- 2 Will Rogers Coliseum
- 3 Amon G. Carter Jr. Exhibits Building
- 4 Burnett Building
- 5 Pioneer Tower
- 6 Richardson-Bass Building
- 7 John Justin Arena
- 8 James L. & Eunice West Arena
- 9 Charlie & Kit Moncrief Building
- 10 W.R. Watt Arena
- 11 Equestrian Multi-Purpose Building
- 12 Livestock Barns
- 13 The Pavilion
- 14 Welcome/Sales Center

- a **Dickies Arena**  
3524-3538 Harley Ave. ★ 817.402.9000
- b **Fort Worth Botanic Garden / Japanese Garden**  
3220 Botanic Garden Blvd. ★ 817.392.5510
- c **Botanical Research Institute of Texas (BRIT)**  
1700 University Drive ★ 817.332.4441
- d **Casa Mañana**  
3101 W. Lancaster Ave. ★ 817.332.2272
- e **Farrington Field**  
University Drive at W. Lancaster Ave.
- f **Fort Worth Museum of Science and History / Cattle Raisers Museum**  
1600 Gendy St. ★ 817.255.9300  
Cattle Raisers Museum: 817.332.8551
- g **Fort Worth Community Arts Center**  
1300 Gendy St. ★ 817.738.1938
- h **National Cowgirl Museum and Hall of Fame**  
1720 Gendy St. ★ 817.336.4475

- i Omni Theater / Noble Planetarium**  
1600 Gendy St. ★ 817.255.9300

- Scott Theater**  
1300 Gendy St. ★ 817.738.1938

## OUTDOOR SCULPTURES

- i “Riding Into The Sunset,” Electra Biggs
- ii “Midnight,” Jack Bryant
- iii “John Justin and Baby Blue,” Jack Bryant
- iv “High Desert Princess,” Mehl Lawson

## TRANSPORTATION

- B The "T" Bus Stops**  
817.215.8600 ★ The-T.com
- B Fort Worth Bike Sharing**  
817.348.0043 ★ FortWorth.bCycle.com

Keep up with all the upcoming events  
at Will Rogers:

 [facebook.com/WillRogersMC](https://facebook.com/WillRogersMC)

 [twitter.com/WillRogersMC](https://twitter.com/WillRogersMC)

**Find out what's happening now in Fort Worth:**

 [facebook.com/VisitFortWorth](https://facebook.com/VisitFortWorth)

 [twitter.com/VisitFortWorth](https://twitter.com/VisitFortWorth)

**FORTWORTH.COM**

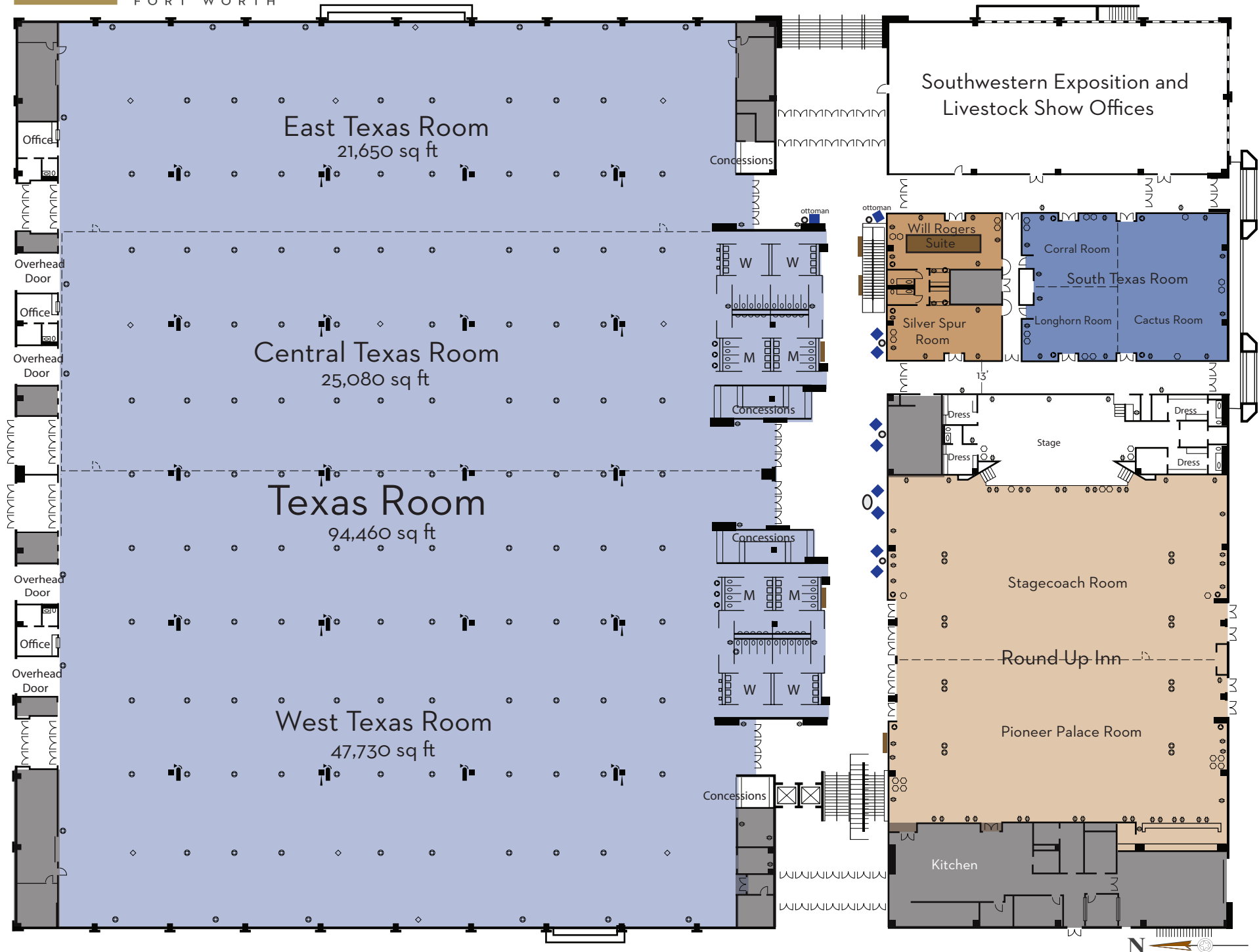
3401 W. Lancaster Avenue  
Fort Worth, Texas 76107  
817.392.SHOW (7469)  
817.392.8170 fax  
WillRogersMemorialCenter.com



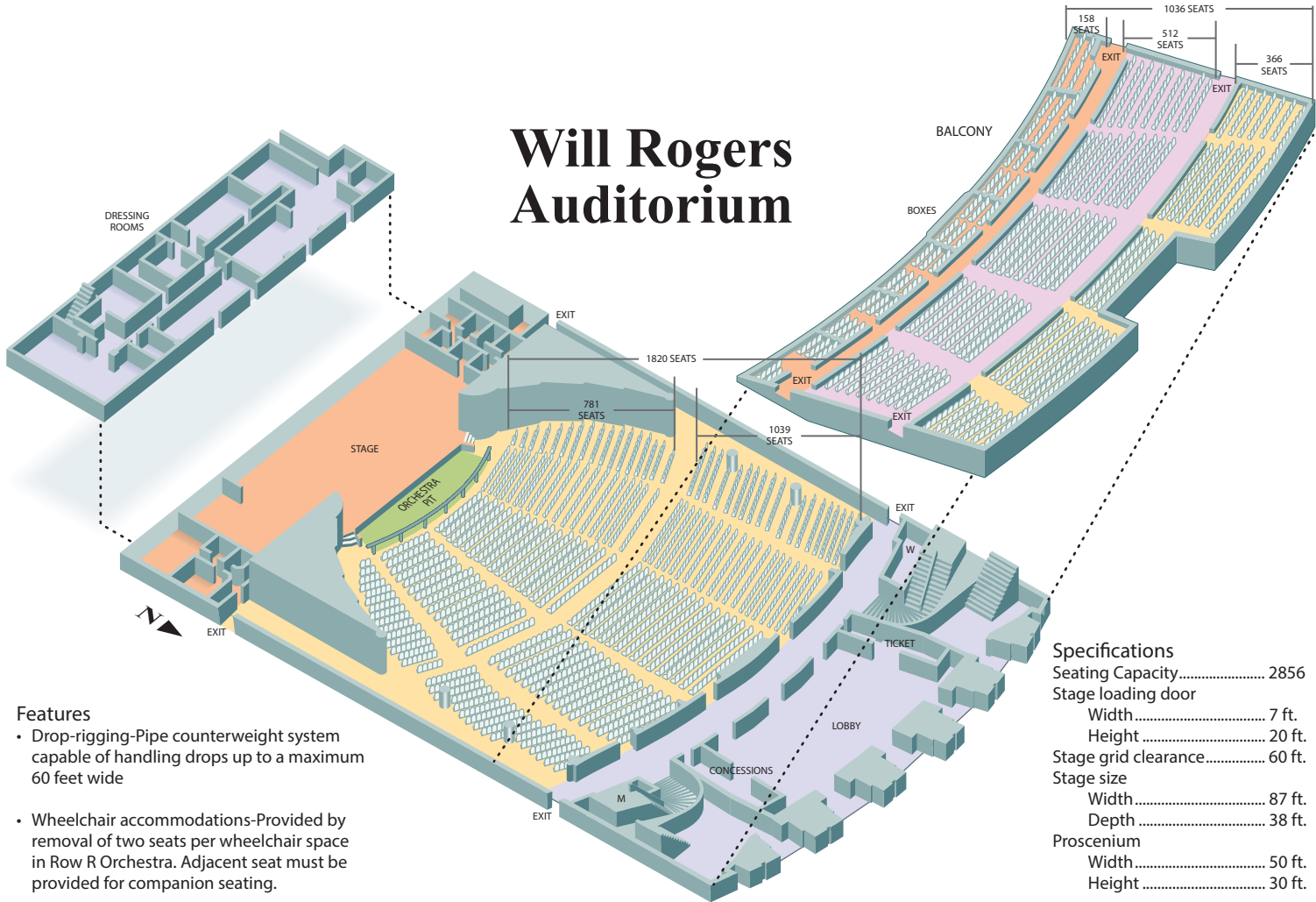


WILL ROGERS  
MEMORIAL CENTER  
FORT WORTH

# Amon G. Carter Jr. Exhibits Hall



# Will Rogers Auditorium



## Features

- Drop-rigging-Pipe counterweight system capable of handling drops up to a maximum 60 feet wide
- Wheelchair accommodations-Provided by removal of two seats per wheelchair space in Row R Orchestra. Adjacent seat must be provided for companion seating.

## Specifications

Seating Capacity.....	2856
Stage loading door	
Width.....	7 ft.
Height.....	20 ft.
Stage grid clearance.....	60 ft.
Stage size	
Width.....	87 ft.
Depth.....	38 ft.
Proscenium	
Width.....	50 ft.
Height.....	30 ft.





# WILL ROGERS

## MEMORIAL CENTER

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### FORT WORTH



*Conveniently located in the heart of Fort Worth's heralded Cultural District offering diverse and unique venue options to accommodate events of almost any size!*





## WHAT WE OFFER

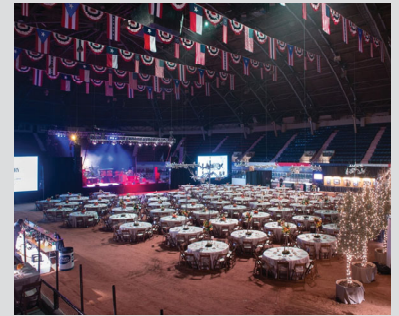
- The historic Will Rogers Auditorium with a proscenium stage and seating for 2,856
- Over 160,000 square feet of indoor exhibit space
- Banquet venues for parties of 20 - 5,000
- Three performance arenas with permanent seating for 998 - 5,652 attendees
- Over 10,000 square feet of breakout meeting space
- 250,000 square feet of contiguous outdoor event and festival space
- 6,000 parking spaces and 212 Recreational Vehicle spaces
- 4,400 hotel rooms are located within 3 miles of the campus



Texas Room



Round Up Inn



Will Rogers Coliseum



The Pavilion



Will Rogers Auditorium



Backstage Club

## DID YOU KNOW?

The Will Rogers Memorial Center was named for Will Rogers, well-known American Humorist, who was born in 1879 and died in an airplane crash in 1935. The late Will Rogers was very close friends with Amon G. Carter, who will always be remembered as a dynamic business leader in Fort Worth and was instrumental in completion of the facility in 1936 to coincide with the Texas Centennial celebration. The Will Rogers Auditorium, Will Rogers Coliseum and Pioneer Tower are the remaining original buildings and are included on the National Register of Historic Places. Some notable events in our history include the Trapp Family Singers, Billy Graham Revival, The Rolling Stones, Placido Domingo, Aretha Franklin, Jimi Hendrix, Gene Autry Ali vs. Frazier, and many more.



## 2019 IMPACT

ANNUAL  
ECONOMIC  
IMPACT

**\$200+**  
MILLION

**225**

PUBLIC  
EVENTS

**631**  
EVENT  
DAYS

**TOTAL VISITORS**  
**2,480,000+**

SOME EXCITING NEW EVENTS COMING TO  
FORT WORTH:

STETSON COWBOY CHRISTMAS  
MARKET

*DECEMBER 2020*

TEXAS USA WRESTLING FREESTYLE &  
GRECO-ROMAN STATE  
CHAMPIONSHIPS *MAY 2021*

2021 TEXAS PINNERS CONFERENCE  
& EXPO

*SEPTEMBER 2021*

LONGINES FEI JUMPING WORLD CUP

FORT WORTH INTERNATIONAL CSI4\*W

*DECEMBER 2021-2023*



## FACILITY IMPROVEMENT

The City of Fort Worth recognizes the importance to maintain and improve the Will Rogers Memorial Center as necessary to compete on a national and international level. Since 2010, over \$95 million in renovations and facility improvements have been completed and include the following projects. More projects are in the works!

- **Western Heritage Garage:** A new 1,100 space parking garage was completed in 2010 on the west side of the campus to better accommodate the growing parking impact of the facility.
- **Equestrian Multi-Purpose Building:** A new two-level building was completed in 2012 and accommodates 1,000 parking spaces or 745 stalls and 15 wash bays on the lower level and two 100'x200' indoor arenas on the upper level. The lower level also has access to the underground tunnel system.
- **The Pavilion:** A new pavilion was completed in 2014 and accommodates a covered 128'x250' arena with covered access to the Richardson-Bass Building/John Justin Arena and the underground tunnel system.
- **Barns 1 and 2:** In 2015, a \$15 million renovation of Barn 2 and the Show Arena and construction of the new Tower Promenade were completed. The extensive renovation brought modern amenities and comfort to the 1940's barns and continued with completion of Barn 1 and the Small Exhibits Building in 2018.
- **LED Lighting:** All original lighting has been replaced in the performance arenas, main barns and many additional locations with new LED fixtures and lighting. This project has greatly improved light quality, increased energy efficiency and reduced radiant heat from the fixtures.

## SOME OF OUR ANNUAL EVENTS:

- Fort Worth Stock Show and Rodeo
- National Reined Cow Horse Association World's Greatest Horseman
- Fort Worth Spring Home & Garden Show
- Cowtown Marathon
- Texas Golden Gloves Regional & State Tournaments
- Fort Worth Kennel Club Dog Show
- Fortress Festival
- Tarrant County Senior Synergy Expo
- Show Jumping Classic & Southwest Classic
- National Cutting Horse Association Summer Cutting Spectacular
- Texas Home & Garden Show
- American Quarter Horse Association Select World Championship Show
- American Miniature Horse Association World Championship Show
- Tarrant County Heart Walk
- American Paint Horse Association World Championship Show
- Texas Auto Body Trade Show
- Amigo International Guitar Show
- National Reined Cow Horse Association Snaffle Bit Futurity
- Christmas in Cowtown Gift Market
- Cowboy Artists of America Annual Sale and Exhibition
- HEB Central Market Feast of Sharing
- National Cutting Horse Association World Championship Futurity
- North Central Ballet Company - The Nutcracker

## FOR MORE INFORMATION

(including events, room layouts and specifications, maps, hotels and more)

**PLEASE VISIT:**

**WillRogersMemorialCenter.com**



facebook.com/WillRogersMC



twitter.com/WillRogersMC





# WILL ROGERS

## MEMORIAL CENTER

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### FORT WORTH

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Established in Fort Worth, Texas in 1936 to house events near downtown and in the Cultural District, the Will Rogers Memorial Center now attracts in excess of 2.4 million visitors each year. This 125-acre facility plays host to an extensive variety of cultural, corporate, educational, recreational and sporting events including many annual national and international equestrian and livestock shows.

The heart of the facility is the historic Will Rogers Coliseum, the first domed structure of its type built in 1936, with 5,652 permanent seats and a 125' x 250' arena floor and is connected to the Burnett Building including metal horse stalls, cattle pens, offices and a warm-up area. The Coliseum has been host to many concerts, equestrian shows and sporting events including the legendary Fort Worth Stock Show & Rodeo since 1944. Located above the Coliseum lobby, the Backstage Club offers a truly unique setting for a social or meal event with western décor, a birds-eye view of the Coliseum arena and the award-winning cuisine of Reata Restaurant.

Also built in 1936 to celebrate Texas' centennial celebration, the Will Rogers Auditorium features 2,856 permanent seats, a proscenium stage, extensive dressing room capacity and beautiful Art Deco features inside and out. For almost 80 years, the theater has been host to national musical, comedic and dance performances, Broadway touring productions as well as local performing arts and educational events. Additionally, the venue offers a great alternative for corporate meetings and seminars.

Opening in 1984, the Amon G. Carter Jr. Exhibits Hall includes the Texas Room with over 94,000 square feet of contiguous exhibit space, the 18,000 square foot Round Up Inn ballroom and four additional meeting rooms. The building is host to a variety of events from black tie galas to conventions to western & horse themed trade shows and sometimes simultaneously...a chance to experience the Cowboys and Culture theme of Fort Worth under one roof!

Catering to the international equestrian world, the Will Rogers Equestrian Center continues to be the venue of choice for many of the top equestrian breed and discipline competitions and livestock shows and features three climate controlled arenas over 2,500 horse stalls and multiple exercise areas. The arenas also offer the perfect setting for a "Black-tie and Boots" banquet to make your visit to Fort Worth even more memorable.

Over 3,500 hotel rooms are accessible within 3 miles of the Center for the convenience of attendees. The Will Rogers Memorial Center also offers a unique location set in one of the country's most heralded cultural district including the expanded Kimbell Art Museum, Modern Art Museum of Fort Worth, Amon Carter Museum of American Art, Fort Worth Museum of Science & History, National Cowgirl Museum and Hall of Fame & Cattle Raisers Museum and the 109-acre Fort Worth Botanic Garden.