

# WYOMING OFFICE OF TOURISM CO-OPERATIVE OPPORTUNITIES



## SALES WINDOW

10/22/25 - 12/31/25

## COWBOY CHANNEL BROADCAST TV

Engage in a western-lifestyle audience with Cowboy Channel broadcast inventory, including cherry-picked rodeo broadcasts.

Cowboy Channel provides strong contextual alignment, with rodeo-specific programming.

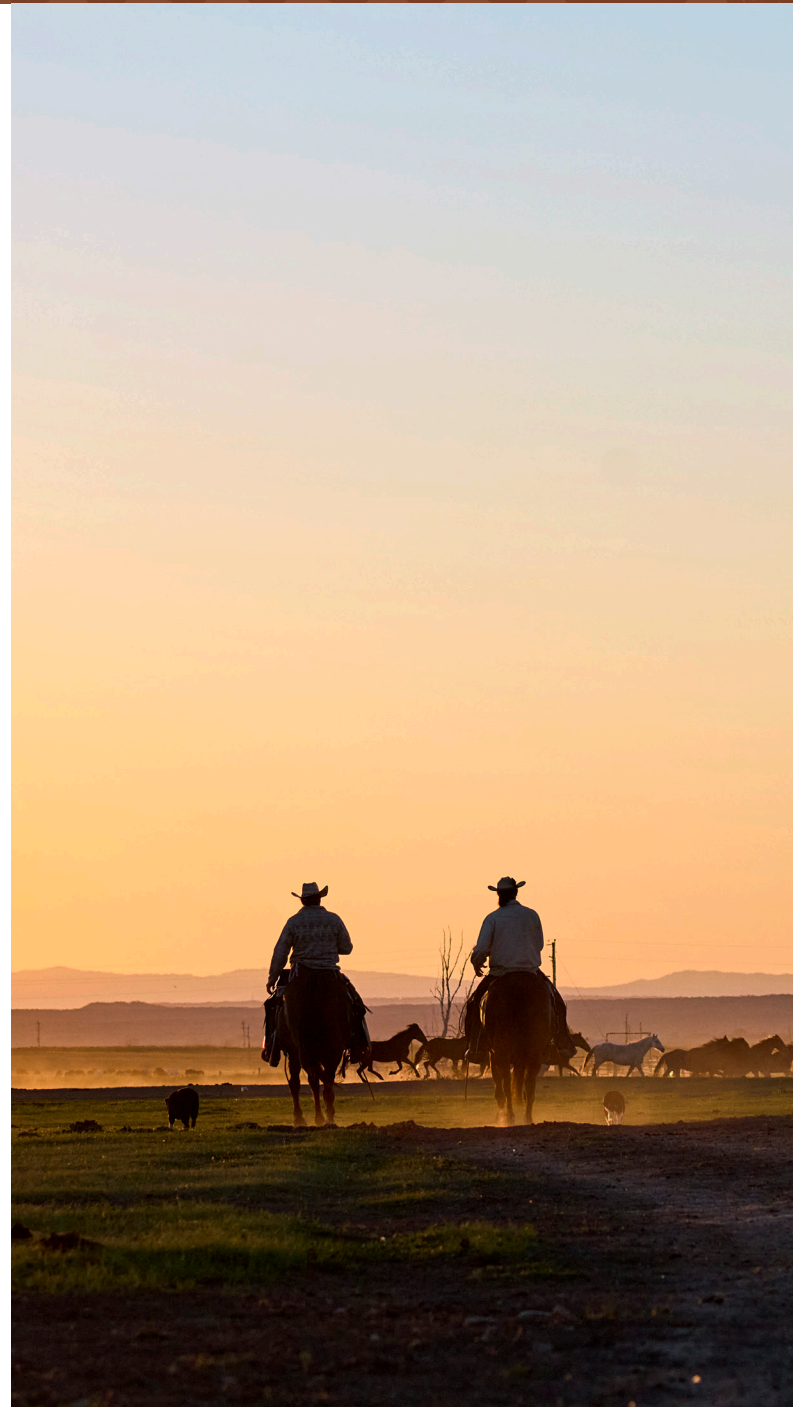
	Bronze Package	Silver Package	Gold Package
Number of Rodeos	4-8	6-12	8-16
Number of Spots	16	20	28
Total Value	\$8,750	\$12,500	\$17,500
Wyoming Match	\$4,375	\$6,250	\$8,750
Partner Price	\$4,375	\$6,250	\$8,750
Creative Units	:30 Spot	:30 Spot	:30 Spot
Added Value	3-5 Bonus Spots	7-10 Bonus Spots	12-15 Bonus Spots

PACKAGES ARE LIMITED AND OFFERED ON A FIRST-COME, FIRST-SERVED BASIS.  
INFORMATION IS SUBJECT TO CHANGE

### Notes:

- Creative should be provided by partner
- Partners to select preferred rodeos from March thru September

FIND OUT MORE: [ABBY.JENKINS@BVK.COM](mailto:ABBY.JENKINS@BVK.COM)



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*That's*  
**WY**<sup>TM</sup>

TRAVELWYOMING.COM

## COWBOY CHANNEL - POTENTIAL RODEOS

Potential Rodeos for Broadcast Component

\*SUBJECT TO CHANGE, PENDING FINAL BROADCAST SCHEDULE

\*RODEOS NOT FEATURED IN FINAL BROADCAST SCHEDULE (PENDING) MAY REQUIRE ADDITIONAL FUNDING AND APPROVAL

### Wyoming PRCA Rodeos

Forever West Xtreme Bulls

Thermopolis Cowboy Rendezvous PRCA Rodeo

Cody Stampede

Central Wyoming Fair & PRCA Rodeo

Sheridan WYO Rodeo

Cheyenne Frontier Days

Red Desert Rodeo - Rock Springs

New Years Eve Buck & Ball

### Out-of-State Rodeos

Houston Livestock Show & Rodeo

Nebraskaland Days

Reno Rodeo

Yellowstone Rodeo

Greeley Stampede Rodeo

Mesquite ProRodeo Series

World's Oldest Continuous Rodeo

Dodge City Roundup

Caldwell Night Rodeo

Rancho Mission Viejo Rodeo

Ellensburg Rodeo

Pendleton Roundup



#### Notes:

- Creative should be provided by partner
- Partners to select preferred rodeos from March thru September
- Requires broadcast quality assets