



# A Regional Tourism Event

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- ❑ Rodeo Killeen is one of the city's longest-running tourism events and continues to grow its regional and national presence each year.
- ❑ The event attracts visitors from across Texas and beyond, helping position Killeen as a destination for western sports and family-friendly entertainment.
- ❑ Recognition at the national level strengthens Killeen's reputation within the rodeo industry.
  - ❑ 79-year community tradition
  - ❑ 13,200 total visits in 2025
  - ❑ Visitors from 40+ U.S. cities + international attendance
  - ❑ Broadcast on Cowboy Channel
  - ❑ WPRA Medium Rodeo of the Year
  - ❑ Justin Best Footing Award





# Economic Impact

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- Events like Rodeo Killeen directly support local hotels, restaurants, and small businesses over a single weekend.
- This type of visitor-driven spending is exactly what Hotel Occupancy Tax funding is intended to support.
- The rodeo continues to demonstrate a strong return on investment for the community each year.
  - \$409,500 day visitor spending
  - \$877,500 overnight visitor spending
  - Hotel activity generated
  - Restaurant and retail activity supported
  - Vendor and beverage sales
  - \$1.3 million estimated total impact



# Visit Killeen!

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- Rodeo Killeen provides exposure for the city far beyond Central Texas through regional media and national streaming coverage.
- This type of visibility helps promote Killeen as a destination community and supports long-term tourism growth.
- It also strengthens public awareness of the Killeen Civic and Conference Center complex both state-wide and nationally.
  - Broadcast through Cowboy Channel App
  - 1,500+ hours streamed
  - 1,300+ playbacks nationwide
  - Coverage from KWTX, KCEN, KXXV
  - 265 TV commercials aired
  - 100 radio commercials aired
  - 30 digital billboard placements



# Community Impacts

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- Rodeo Killeen provides meaningful opportunities for community involvement and youth engagement.
- The event is supported by volunteers, sponsors, and local organizations working together to create something that benefits the entire community.
  - 563 rodeo contestants participated
  - 18 world champion competitors attended
  - 5,000 pounds of food donated locally
  - Scholarship support for youth participants
  - The Special Hearts Rodeo creates inclusive experiences for families across the region - 88 participants



# FY 2027 Sponsorship Request

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- Support through the Committee of Partners program helps Rodeo Killeen to continue attracting visitors, support local businesses, and promote the city across Texas and nationwide.
- This investment helps sustain an event that delivers measurable economic benefit while strengthening Killeen's visibility as a tourism destination.
- We respectfully request consideration **for FY 2027 sponsorship in the amount of \$50,000** to continue growing this community event.
- Funding supports:
  - Regional tourism marketing
  - Media advertising
  - Event operations
  - Visitor recruitment
  - Continued promotion of the City of Killeen
- Return on investment: \$1.3 million estimated economic impact from one weekend!