



About NGRA/BigHorn Rodeo

WHAT IS NGRA?

NGRA (Nevada Gay Rodeo Association) was established in 1992 and is an affiliate of IGRA (International Gay Rodeo Association) which has 25 member associations in the U.S. and in Canada. These associations hold at least 18 sanctioned rodeos each year, including the World Gay Rodeo Finals.

NGRA has produced fourteen BigHorn Rodeos since 1996. BigHorn Rodeo 2012 will be held in Las Vegas at Horseman's Park on May 11-13. Our rodeos include traditional events in rough stock (such as Bareback Bronc Riding and Bull Riding), speed, and roping categories, as well as camp (comical) events, entertainment, dancing, vendors, and other activities. BigHorn Rodeo is a strong rodeo on the gay circuit averaging 100 competitors.

WHAT DO WE DO?

NGRA is an *all-volunteer, non-profit* organization promoting the western lifestyle and producing gay rodeos with a commitment to raise funds for charitable organizations within the Las Vegas community. We strive to increase the amount of funds we distribute annually to these charitable causes. Over the years NGRA has raised and distributed funds for organizations that care for and seek cures for those with HIV/AIDS, as well as other health and social issues within our society as a whole. In each of the last ten rodeo years, the Governor of Nevada, the Nevada Attorney General and the Mayor of Las Vegas have formally recognized NGRA for its efforts. NGRA has also been honored to have noted contributors to Las Vegas serve as Grand Marshal for the annual event including former Mayor Oscar Goodman, Clark County Commissioner Tom Collins, as well as national celebrity Judy Shepard (Director of the Matthew Shepard Foundation).

In addition to our annual BigHorn Rodeo, NGRA has produced several other national events including the IGRA Annual Convention in 2000, the International Country-Western Dance Championships in 2000, and the IGRA University from 2006 through 2010. NGRA's other annual local events include our annual Royalty Pageant, Closet Ball, themed fundraising shows, raffles, auctions, special entertainment events, and support of the Annual Las Vegas Gay Pride festival through a Country-Western Dance Tent or support at the front gate selling general admission tickets.

The attendance records, financial success of our rodeos and other fund-raising activities have allowed NGRA to contribute donations many different non-profit groups. A list of charitable recipients may be found at the end of this document. NGRA also proudly partners with other non-profit organizations for charitable activities.

GAY RODEO DEMOGRAPHICS

IGRA spectator and contestant surveys indicate that in past years, the average attendee at our rodeos was male, over 30 years of age, and had income of *over \$40,000 a year*. With the increasing popularity of gay rodeo and with our tremendous growth, we have seen a shift in the demographics over the last two years, with many more women and families in attendance. Attendees at our rodeos and other events comprise an *ideal target market* for your products and services and as a group, enjoy a *higher than average disposable income*. NGRA rodeos, entertainment events, and public dances provide an ideal venue to expose your product or service to this market, as well as demonstrate your commitment to the local gay and lesbian community.


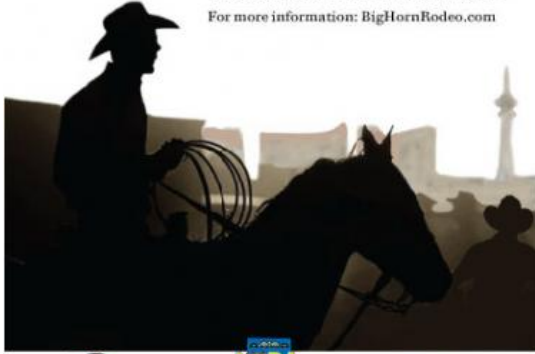
NGRA is a 501(c)4 approved not-for-profit.

Nevada Gay Rodeo Association
BIGHORN RODEO

**May 11-13,
2012**

See all the action for \$5

Horseman's Park • East Flamingo
Host Hotel Eastside Cannery Hotel & Casino info,
702-856-5300, Mention NGRA for discount.
For more information: BigHornRodeo.com



Nevada Gay Rodeo Association
BIGHORN RODEO 15
**May 11-13,
2012**

See all the action for \$5

Friday - Contestant Registration 6:00pm to 9:00pm, Horseman's Park
Friday - BBQ & Entertainment 6:00pm to 11:00pm, Horseman's Park
Saturday - Rodeo all day starting & 9:00am, Horseman's Park
Saturday - Bighorn Rodeo Hoedown 9:00pm, Charles Saloon
Sunday - Rodeo 9:00am Horseman's Park
Sunday - BBQ & Awards 7:00pm BBQ \$6 - 8:00pm Awards Horseman's Park

For more information go to www.bighornrodeo.com



Contact Information:

NGRA
PO Box 96055
Las Vegas, NV 89193-6055
702-615-6261
888-643-NGRA

Additional Information:

Association Website: www.ngra.com
Rodeo website: www.bighornrodeo.com

Asst. Rodeo Director: Jeffrey Neal
Secretary@NGRA.com

MORE ABOUT BIGHORN RODEO AND IGRA WORLD GAY FINALS RODEO



An NGRA rodeo is much more than a simple spectator sporting event. It is a *cultural festival* where the attendees enjoy entertainment, dancing, dining, and vendor sales, as well as educational and artistic experiences.

Of course, the rodeo is the main show. NGRA operates its own rodeos under the code of fellowship and good sportsmanship developed in concert with the other member associations of IGRA. This code provides standardized rules and guidelines for the conduct of our rodeos, with special attention to humane treatment of all animals. Although gay rodeo is considered an amateur sport, the rules are very similar to professional rodeos. In fact, IGRA rules have been adopted by the big traditional professional rodeo organizations. IGRA officials monitor every aspect of the event and *sanction* a rodeo, only after determining that all rules have been followed properly.

Throughout the year, IGRA circuit rodeo athletes from around the United States and Canada compete in various IGRA member association rodeos, hoping to win enough points to finish in the top 20 in their event(s). The top 20 compete in the IGRA Finals Rodeo. The location of Finals Rodeo is determined by which association makes the winning bid at the IGRA annual convention.

Men or women may perform all events in Gay Rodeo.

IGRA sanctioned rodeos are intended as amateur events. Even though competitors may win monies, ribbons, buckles, and other prizes, the rules for the events are intended to provide a *safe environment* for competitors of an amateur ability and to *protect animals* involved in the competition, as well.

This year, NGRA plans to add more exciting Rodeo Specialty Entertainment Acts in the main arena. This will make all the action more attractive than ever and make excellent opportunities for sponsorships.

In addition to the activities at the rodeo grounds, NGRA utilizes a host hotel for the weekend and produces well-attended public entertainment evening events. In addition to a major show featuring local and national entertainers, one of the highlights of the rodeo is the public dance held on Friday and Saturday nights.

IGRA-SANCTIONED RODEO EVENTS

These are traditional rodeo events, usually performed by seasoned rodeo competitors:

Rough Stock Events:

- Bareback Bronc Riding
- Bull Riding
- Steer Riding
- Chute Dogging

Speed Events:

- Pole bending
- Barrel Racing
- Flag Racing

Roping Events:

- Calf Roping on Foot
- Break-Away Roping
- Team Roping

The *Camp Events* have been designed to allow novice competitors an opportunity to compete along with the more seasoned rodeo competitors. These events are *unique* to gay rodeo and the crowds are immensely entertained by watching them. There are usually large numbers of competitors in these events, and men and women may compete against each other. The prize purses for the camp events are usually relatively large for the rodeo.

Details of these events are available at the International Gay Rodeo website at www.igra.com

Camp Events:

- Steer decorating
- Goat Dressing
- Wild Drag Race

NGRA also adds some of its own events, which are designed to involve the spectators, especially children:

NGRA Specialty Events:

- Mutton Busting
- Wild 'N Wooley Wodeo Drag Race
- Martha Washington Race

BENEFICIARIES OF NGRA DONATIONS

NGRA contributes to many 501(c)3 organizations. These contributions include hard dollars, donations of food and material assets, holiday gifts, landscaping, and providing labor, maintenance, and transportation. Our donation report is available on request.

Bighorn Rodeo 2012 is proud to be benefiting two very worthy not-for-profit local organization with the proceeds this year:

The Sin City Sisters AIDS Drug Assistance Program
and the
The Gay & Lesbian Community Center of Southern Nevada

The Holy Order - Sin City Sisters of Perpetual Indulgence is the local chapter of 21st century drag nuns who do community outreach and volunteering for HIV/AIDS awareness, and 'teach without preach' safer sex education. The Sisters most important passion at this time is the Sisters AIDS Drug Assistance Program (SADAP). This program is helping to provide the emergency bridge for clients transitioning between service providers. www.SinCitySisters.org

The Gay & Lesbian Community Center of Southern Nevada (The Center) is a community-based organization which supports and promotes activities directed at furthering the well being, positive image, and human rights of the Gay, Lesbian, Bisexual and Transgender community and its allies in Southern Nevada. www.thecenter-lasvegas.com

A partial list of other 501(c)3 organizations supported by NGRA through past Rodeo proceeds:

Golden Rainbow: Golden Rainbow's Vision is a uniquely caring and responsive non-profit organization, which exists to ensure that the fundamental needs of men, women and children living with HIV/AIDS are met. www.goldenrainbow.org/main.shtml

Pedregal House/Caminar: Caminar/Las Vegas operates Pedregal House as a communal living arrangement for the physically disabled who are at high risk of homelessness and who require minimal supervision and assistance with activities of daily living. It is anticipated that most residents will be disabled due to HIV/AIDS.

ReachOut is a nonprofit, charitable organization founded in 1989 in the city of Las Vegas by parents of children living with HIV. REACH OUT's mission is to provide programs and support to the HIV infected and affected child and his/her family.

AFAN - The Pantry: Aid for Aids of Nevada: Provides food and dry goods to persons living with AIDS who are otherwise unable to afford the basic necessities of life.

WISH: Women In Support of Healing: Provides educational services and support for women with Breast Cancer.

Desert Rescue: Provides free ambulance service to the community. All who are affiliated with Desert rescue donate their time and skills for the welfare of our city.