

**Proposal to Town of Jackson
For 2009 Night Rodeo Producer**

Submitted by:

**Cotter Rodeo Co.
Mark Cotter
15 Fairgrounds Rd.
Buffalo, Wyo. 82834
307 684 5649**

and

**Triple V Rodeo Co.
Bill and Dona Vold Larsen
11225 W. Holland Rd.
Casper, Wyo. 82604
307 259 1674**

Proposal to Produce the Jackson Night Rodeo

Presented By Mark Cotter

1. Experience

A. Mark Cotter

Mark began riding bulls and bareback horses in 1971. He competed in the American Junior Rodeo Assoc. Finals in bull riding in 1972 and 1973. Mark joined the PRCA in 1974 and qualified for the Mountain States Circuit Finals in 1978. He worked for the Harry Vold Rodeo Co. between 1975 and 1981, producing rodeos all over the western United States and Canada. Mark served as livestock foreman for the Sankey Rodeo Co. from 1995 thru 1999. He also was the livestock superintendent for the NILE PBR in Billings and Bozeman and the Chase Hawks Memorial Rough Stock Invitational in Billings.

B. Bill and Dona Vold Larsen

Bill and Dona were both raised in rodeo and ranching families. Bill was the South Dakota High School bareback Champion in 1966. Since then he has won several major rodeos, including the saddle bronc riding average at the College National Finals Rodeo, while running a successful ranching operation. He served as pick-up man for the 1996 NFR. Bill was inducted into the Montana Pro-Rodeo Hall of Fame in 2006.

Dona literally grew up in the rodeo arena. The first daughter of stock contracting legend, Harry Vold, Dona has represented her family at rodeos all over the US and Canada. Dona was selected as Timer for the 1990 NFR. In 1995 Dona co-produced and provide stock for the Cody Nite Rodeo. She also produced the Snowmass Village Rodeo in Aspen, Colo. in 1997

Bill and Dona produced and provided all the stock for the Steamboat Springs Pro-Rodeo Series in Steamboat Springs, Colo. from 1998 thru 2004. In 2004 they won the PRCA Small Outdoor Rodeo of the Year. In 2005 they won the PRCA Small Indoor Rodeo of the Year for their production of "A Tribute to Chris LeDoux". Bill and Dona Vold Larsen have won numerous awards with their stock at major rodeos including the Dodge National Circuit Final and the National Finals Rodeo.

2. Promotions and Marketing

- A. Work with the Chamber of Commerce
- B. Radio ads
- C. Printed Material

3. Presentation and Appearance

- A. Rodeo Performance
 - I. Family Oriented
 - II. Colorful
 - III. Fast Paced
 - IV. Professional
- B. Personnel
 - I. Friendly and Courteous
 - II. Neat
 - III. Knowledgeable
 - IV. Capable
- C. Grounds
 - I. Safe
 - II. Colorful
 - III. Neat
 - IV. Well Maintained

4. Rodeo

- A. Every Wed. and Sat. from 8 pm til 10 pm
- B. Events
 - I. Rough stock events will include bareback, saddle bronc, bulls and jr. bulls
 - II. Timed events will include calf roping, team roping, barrel racing, and steer wrestling (if there is enough interest)
 - III. Any added events the Town of Jackson or the Fairboard deems necessary can be added.
- C. Slack
 - I. Due to time constraints, the number of contestants will be limited in the performance
 - II. Slack will be held prior to the performances
- D. Prize Money will be added in each event each night
- E. Payoff will include all entry fees and prize monies
 - I. Team ropers and barrel racers may pay additional fees as required by the contract
- F. Stock
 - I. Healthy, Safe, and Uniform
 - II. Trucked in not earlier than noon and out immediately after each performance
 - III. Supervised at all times
 - IV. Copies of pasture leases and agreements will be made available, if I am awarded the contract.
- G. There will be a set of ground rules and they will be enforced
PRCA, NIRA, and, NHSRA rulebooks will be used as guidelines for the ground rules
- H. Facilities
 - I. Neat and Clean
 - II. Clean up by 9 am following day

- I. We will coordinate with local authorities about ambulance service and law enforcement. EMTs will be on site each rodeo.
- J. Camping will not be allowed

5. Tickets

- A. Fair prices
- B. General admission, reserved, season tickets, group and family rates
- C. Advanced sales

6. Concessions

- A. Clean and Tidy
- B. Quality Products
- C. Staff
 - I. Neat and Courteous
 - II. Well informed
 - III. Uniformly dressed
- D. Fair Prices
- E. Necessary permits to comply with local laws

7. Contributions to the Community

- A. A first class professionally run rodeo for tourist and locals
- B. Eight years of tourism marketing
- C. Marketing the Jackson area, not just the rodeo
- D. Helping maximize the tourist experience in Jackson

8. Finances

- A. Agree to pay the Town of Jackson 10% of Gross Sales (or \$40,000)
- B. Provide letter of credit from our bank
- C. Agree to pay all utilities and bills when due
- D. May open account at local bank

9. Disabled Access

Disabled access is mandated by law and we will gladly provide access for all disabled guests.

10. Other Events at Fairgrounds

We look forward to working with the fairboard in regard to any other event scheduled on the premises, and will do our best to be the stock contractor for all rodeos.

11. Long Term Goals

- A. Increase in attendance
- B. Develop and maintain a good working relationship with contestants and the business community
- C. Work on National Exposure

12. Insurance

We will provide liability insurance that is required by contractual agreement with an accredited company that meets your standards. We agree to hold harmless and indemnify the Town of Jackson and the Fairboard and will provide copies of all insurance policies in a timely manner to you

A Personal Note from Mark Cotter

As you go through your process you will undoubtedly read several proposals that meet, or at least agree to meet, your demands. However, I am confident that I can do the best job regardless of each candidate's proficiency.

I assure you that I have the desire, dedication, and expertise. Rodeo is a true passion of mine, and has been for nearly thirty years. From competing to working in front of and behind the chutes, and for the last eight years I have been involved in the producing, marketing, and promoting of a weekly series. I know the importance of working hand in hand with the business community. I can assure you that the Jackson Night Rodeos will be my only endeavor during the season. My family will be a part of your community. We will work year-round to improve our production, quality of stock, and cooperate with local business in any way to better the Jackson Night Rodeos. I will be available at your request, any time of the year.

For the last three years I have been affiliated with the Triple V Rodeo Co. They are a well-accredited PRCA stock contracting firm. Bill and Dona Vold Larsen have a resume that is loaded with accomplishments. My association with them brings more years of experience in the rodeo production business, especially pertaining to the night rodeo venue. One of the great advantages they offer is the quality of stock we will bring. Bill and Dona take as much pride in their stock as I do in mine. With their affiliation, I can offer a level of excellence in the rodeo arena that will bring in contestants from all over. Together we have ample quality and quantity to put on two or three rodeos weekly. We will make every attempt to put on any and all rodeos that the town or fairboard would like to promote. Whether it is the high school, old timers, county fair, bull ridings, or pro rodeo, everything will be in place to meet the needs of your community. While the Triple V Rodeo Co. offers me many different options to offer you, I will remain the person in charge and will be at your disposal year-round.

Thank you for considering my proposal, and I look forward to working with you.

References for Mark Cotter

John Garman
Buffalo Lions Club
Buffalo, Wyo
307 684 7905

Margi Schroth
HF Bar Guest Ranch
Saddlestring, Wyo.
307 684 2487
307 684 9494

Smokey Wildeman
Big Horn Mtn. Radio Network
Buffalo, Wyo
307 684 5126

Richard Tass
Klondike Guest Ranch
Johnson Co. Tourism Assoc. board
member
Buffalo, Wyo.
307 684 2390

References for Triple V Rodeo Co.

Bob Loper
Bar J Wranglers
307 527 5116

Bill Montag
Steamboat Springs
Steamboat Springs, CO
970 871 1850

Bank of Wyoming
Morgan Larson
Casper, WY
307 235 3400

Frank Morgan
Flint Hills PRCA Rodeo
Committee member
Strong City, KS
620 340 7532 cell

Dave Denton
White Horse Country Store
Thermopolis PRCA Rodeo
Committee member
Thermopolis, WY
307 921 8654 cell
877 864 3040