



A
LEGACY
OF WESTERN
HERITAGE

— *Caldwell Night Rodeo Next 100 Capital Campaign* —



FOR THE NEXT 100 YEARS!



CNR | FOUNDATION

"I was born and raised in Caldwell, and rodeo has been in my blood since the day I was born. I tried my hand at rough stock and eventually ended up as a roper, a header specifically. When I was running for Governor, I used the rodeo circuit as a campaign trail. With hundreds of rodeo days in Idaho, it seemed like a good place to connect with Idaho citizens.

There is nothing quite like rodeo. It's the energy, the excitement, but most of all it's the fans that make the sport of rodeo what it is. Often riding around in an arena the thing that stood out the most to me was the faces in the crowd – you've got everyone from junior to grandma. From the athletes to the fans, there are not many other events that bring out the entire family.

The rich heritage of the Caldwell Night Rodeo is a staple in our community and we are excited to take the next step on this project. These enhancements will welcome more rodeo athletes and fans to continue to give them the best rodeo action underneath the lights in Caldwell for the next 100 years. Thank you for your support and we'll see you at the Rodeo!"



A handwritten signature in black ink that reads "E. O. Butch Otter".

*Governor of Idaho (Retired)
CNR Next 100 Chairman*



CALDWELL NIGHT RODEO MEANS
**WESTERN
TRADITION**

Rodeo is a celebration and an homage to the Western way of life. For the past 100 years, the Caldwell Night Rodeo has been showcasing American values, the Cowboy Code of Ethics, community connection, and a celebration of the rich heritage of Idaho and the west.

We are asking you to come alongside us in this project that will honor and steward the legacy of the Caldwell Night Rodeo for the next 100 years through the CNR Next 100 Campaign. This \$7.5 Million project will provide much needed facility updates and enhancements as well as increase arena capacity to reach more visitors. Overhauled and upgraded bucking chutes, as well as a new announcer's stand, will ensure that we are giving the best to our rodeo athletes, announcers, timers, and the entire team who make CNR so special.

In all that we do, CNR remains committed to promote, support, and foster activities to develop the next generation of rodeo athletes and fans.

"As champions of our community, we thank you for the investment you make in Caldwell and the Treasure Valley. We hope that you will consider joining us in this project." – Edward Lodge, *President, CNR Board of Directors*





1922

US Government threatened to disband the Caldwell National Guard horse cavalry unless proper stables could be built.

1923

The first fundraising event (no rodeo) was held.

1924

A second event was held featuring a bucking horse competition. This was the start of what would eventually be the Caldwell Night Rodeo.

1925-26

Two more events were held and enough money was raised to save the Caldwell National Guard horse cavalry.

1935

Caldwell Homesteaders' Jubilee Rodeo kicked off and rodeo was BACK in Caldwell. Lights were installed this same year, making the Caldwell event the first in Southwest Idaho to be held under arena lights.

1937-41

CNR went by Homesteaders' Stock Show & Night Rodeo and Caldwell Homesteaders' Night Rodeo.

1942-43

World War II halted all rodeo activity.

1940's

The first big name star, Tex Ritter, joined the event as a headliner. This trend continued until 1965 when Patti Page sang, "(How Much Is) That Doggie in the Window."

1946

The popular Caldwell rodeo took on another name change, and Caldwell Night Rodeo was officially born.

1952

Dean Oliver of Nampa, 23, won the first go-round of calf roping. He went on to win our rodeo eight times in his career.

1956

Miss Rodeo Idaho Contest began and ran in conjunction with the Caldwell Night Rodeo.

1965

The rodeo moved from its original location of Paynter Ave. & S. Kimball to the new multi-purpose Simplot Stadium. Disaster struck with torrential downpour and the rodeo filed for bankruptcy.



1966

In order to save CNR, a \$100 per plate dinner (equivalent to \$1,000 today) fundraising event was held. The rodeo was saved and moved to its exact location where it remains today. They vowed to never bring in another headliner and that CNR would be the rodeo "Where the Cowboys are the Stars."

1978

Caldwell native, Dee Pickett, emerged onto the rodeo scene as a team and calf roper. Choosing to turn from a promising football career, he went with his first love: rodeo. He went on to qualify for the NFR 24 times and won the NFR All-Around with partner Mike Beers in 1984.

1990

CNR paid out all bonds that were sold in 1966 with the purpose of getting the rodeo back on its feet.

1993

Wooden bleachers started the change to the aluminum bleachers of today, and the south end bleachers were added.

2004

CNR recognized the need for charitable arm and Caldwell Western Heritage Foundation was established. Today, this 501(c)(3) is dba as Caldwell Night Rodeo Foundation.

2021

CNR added Breakaway Roping to its event lineup as an official professional rodeo event.

2022

CNR adopted the unique, women's-only, three-day timed event called, "So, You Think You're a Cowgirl."

2024

CNR celebrated 100 years of world class rodeo action by kicking off a Capital Campaign to build a new announcer's stand, skyboxes, and facility upgrades to take us into the next 100 years!

CALDWELL NIGHT RODEO MEANS

FAMILY VALUES



Caldwell Night Rodeo is a safe, fun, family-friendly atmosphere that appeals to the whole family. Many of our athletes are local to Caldwell and have come up through the ranks of Jr. Rodeo, going on to compete in PRCA sanctioned events. Throughout the crowd are many generations of families attending rodeo together enjoying quality time, entertainment, and quality western sportsmanship.

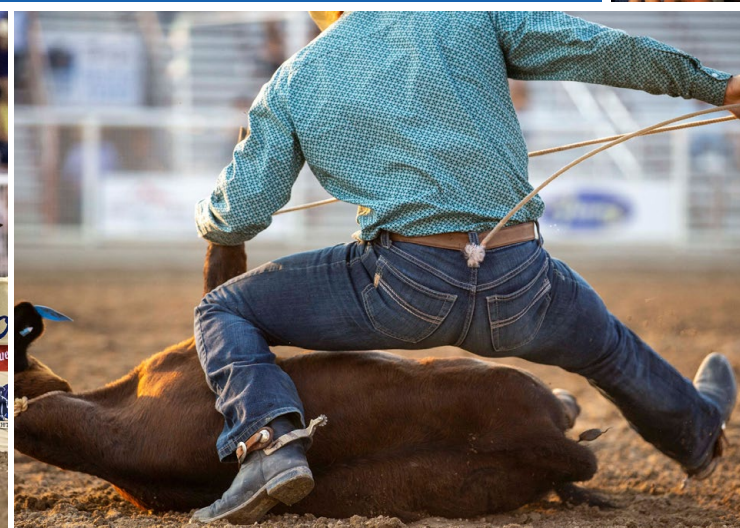
70%

of visitors have attended CNR since childhood

“The CNR Board and its volunteers produce a world class rodeo right here in Caldwell, Idaho. As CNR moves into its second century of rodeo, the community has an opportunity to help establish the foundation for its success for the next 100 years! The CNR Capital Campaign is a unique opportunity to get involved in preserving our agricultural roots that are celebrated with every performance at the Caldwell Night Rodeo!”



Mark R. Schmitt
President/CEO
D&B Supply





CALDWELL NIGHT RODEO MEANS

COMMUNITY SUPPORT

Giving back to the community that has supported us is one of the core values of CNR. We believe in neighbors helping neighbors; it's the rodeo way. By investing in local organizations, youth programs, events, and charities in our area, CNR has established itself as a strong community partner. In 2024, CNR invested more than \$315,000 back to Idaho organizations and causes. The CNR Foundation invests in the future of rodeo by developing the next generation of fans and athletes through rodeo 101 events, clinics, and scholarships for young athletes.



CALDWELL NIGHT RODEO FOUNDATION

\$315,000

given back to local organizations and causes in 2024



“The J.R. Simplot Company Foundation is proud to support the Caldwell Night Rodeo Foundation and its work to help promote and enhance the Western way of life. An arena expansion will provide important access to future generations in the Intermountain West, to enjoy exciting events like the Caldwell Night Rodeo as well as other educational opportunities for regional students in 4H and FFA. We are excited and proud to participate in this campaign.”



John Otter
Board of Directors
J.R. Simplot Company

OUR PARTNERSHIPS AND COLLABORATORS





\$10-12M
 returned back into the
 community each year

CALDWELL NIGHT RODEO MEANS

ECONOMIC IMPACT

CNR attracts athletes and fans from across the Treasure Valley, the state, and even the country. This fan base benefits the City of Caldwell and Canyon County through visitors, job creation, and tourism dollars.

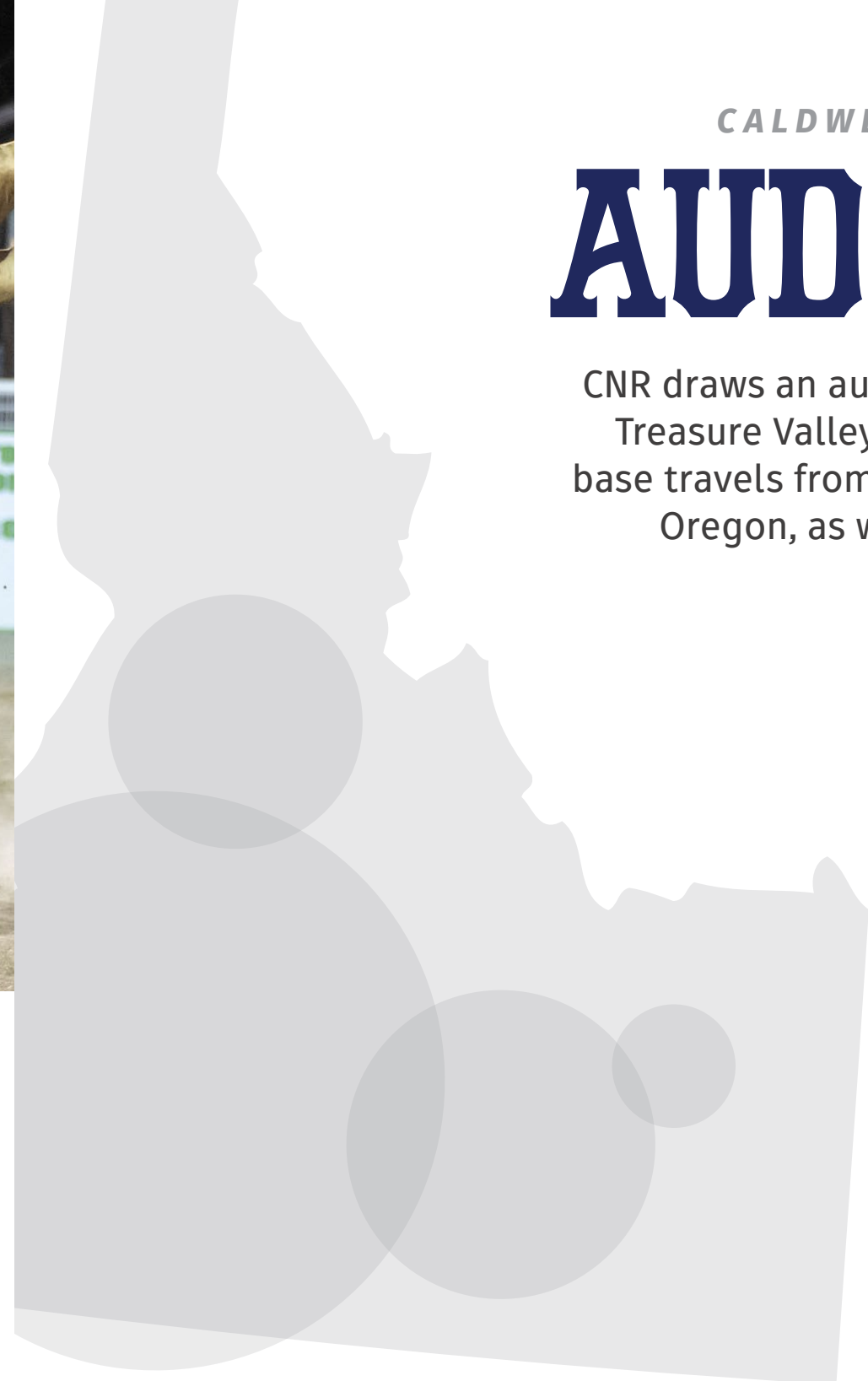
CALDWELL NIGHT RODEO'S

AUDIENCE

CNR draws an audience primarily from the Treasure Valley, but our far-reaching fan base travels from all across Idaho, Eastern Oregon, as well as many other states.

IDAHO	29,964
BOISE	10,344
CALDWELL	6,542
CASCADE	6
EAGLE	280
EMMETT	16
FRUITLAND	65
GARDEN VALLEY	28
GLENN'S FERRY	30
HOMEDALE	494
KUNA	98
LUCILE	15
MARSING	285
MERIDIAN	9,456
MIDDLETON	114
MOUNTAIN HOME	8
NAMPA	917
NEW MEADOWS	6
NEW PLYMOUTH	24
OREANA	126
PARMA	24
RUPERT	6
STAR	120
SUGAR CITY	8
SUN VALLEY	3
TWIN FALLS	752
WEISER	12
WILDER	185
OREGON	1,646
WASHINGTON	87
COLORADO	81
CALIFORNIA	75
UTAH	66
NEVADA	40
MO, SC, GA, NY, IN, MI, IL, KY, FL	206

* Ticket sales data from 2024





BIG CHANGES

are coming to the Caldwell Night Rodeo.

The landscape of Idaho is changing. When rodeo came to Caldwell, it was a small rural community. As the state continues to grow, CNR must grow and evolve as well. As we look ahead to the next 100 years, it is evident that significant updates are needed as we aim to maximize the facilities at CNR and meet the expectations of our fans. CNR sells out four of the five nights of rodeo, and the need for additional seating and enhancements to aging structures are critical if we are going to best serve the community.

Launched in October 2024, the CNR Next 100 Campaign is a multi-phased approach to expansion and enhancement that includes the new announcer's stand, complete with restrooms and conditioned spaces, increased ADA accessibility through the two phases, and private skyboxes that, once completed, will that increase capacity by 500 seats per night.

For 100 years, CNR has been a staple in Caldwell and a destination to come experience five nights of rodeo action with premier athletes from across the country. These campaign updates will allow CNR to step into the new era of rodeo to serve a growing fan base while staying true to our hometown roots in Caldwell. Whether it's your first year or your 40th year, we want everyone to experience the magic in Caldwell so that the legacy of rodeo may be carried into the next 100 years.



50,000

visitors over 5 nights



700

participants in 8 events



\$130,000

given annually in donations/scholarships



500

volunteers make CNR possible



\$11M

annual local economic impact



PHASE ONE

- Upgraded Announcer's Stand
- Six Premium Skyboxes
- New Bucking Chutes
- Conditioned Space (including private bathroom) for Event Timers, Announcers, and VIP Guests
- Elevator for ADA Accessibility
- Restrooms and Skywalk to Skybox Expansion

ANTICIPATED COMPLETION: July 2025

TOTAL COST: \$3.5 Million



PHASE TWO

- 21 Semi-Private Skyboxes
- Three Premium Double-Sided Skyboxes with C of I Football Field Views
- Naming Opportunities Available (see next page for details)
- ADA Accessible

ANTICIPATED COMPLETION: July 2026

TOTAL COST: \$4 Million





OUR MISSION

To be one of the premier rodeos in the United States by preserving and promoting Western Heritage for future generations, entertaining the American family, becoming a partner with the community, charities, youth and nonprofit organizations and having year-round community involvement.

Kendra Dustin
Capital Campaign Manager



CNR | FOUNDATION

PO Box 98 | Caldwell, ID 83606

208-859-6780

kendra@amgidaho.com

LEARN MORE:

www.caldwellnightrodeofoundation.org

www.caldwellnightrodeo.com