

HOME OF CHAMPIONS RODEO

The Red Lodge Home of Champions Rodeo, sanctioned by the Professional Rodeo Cowboy Association (PRCA), is in its 86th year and is a Montana institution attracting national and international media and visitors, while retaining the spirit of the West in its entirety – past, present and future.

The Home of Champions Rodeo and Parade is a non-profit organization and event. Approximately \$75,000 in advertising and sponsorships are raised in anticipation of the event and ticket sales earn about \$125,000. No monies are received from the County or State in sponsoring the rodeo. The Red Lodge Area Chamber of Commerce (Chamber) (nonprofit 501 c6) sees more than 21% of their total annual budget coming from rodeo ticket sales with a 15% increase in ticket sales from 2012 to 2014.

During the rodeo's three day period, every July 2, 3 and 4, ten-thousand people visit the unique Red Lodge community. Local lodging, restaurant and retail businesses in the historic downtown district continue to benefit with a 20% increase in tourists over the last six years.

By offering online ticket sales, adding digital electronic scoreboards at the arena and placing speakers on the parade route, we continue to add and improve the appeal to current and future attendees.

The Red Lodge Area Chamber of Commerce believes that the Home of Champions Rodeo embodies the community, heritage and spirit that support Montana's brand and pillars. Attendance and attention for the event continue to grow as the event coordinator answers inquiries by cell phone...on horseback...herding cows. This is Red Lodge. This is Montana.

WWW.REDLODGERODEO.COM

85 Years of
Ropin' and Ridin',
Singin' and Swingin'

HOME OF CHAMPIONS RODEO

July 2nd, 3rd, 4th

Photo © Mary Coleman

Tickets available at www.redlodgerodeo.com or 406-446-1718

HOME OF CHAMPIONS RODEO

JULY 2nd, 3rd and 4th
RED LODGE, MONTANA

Call Us: 1-800-446-2422

Home Events Parade Rodeo Royalty Tickets Contact Us

JULY 2nd, 3rd and 4th
Photo by KODI KOUNTZ

Let's Rodeo!

85 Years of Ropin' and Ridin', Singin' and Swingin'

When the chutes open this July 2nd, 3rd, and 4th in Red Lodge, Montana, it will be to celebrate 85 years of Red Lodge Rodeo! This year promises to be an outstanding event with the world's best cowboys and cowgirls competing. Cowboys will be competing on stock provided by Shipler's Rodeo Company, Joe Rodeo Cowry, Bart Clark and bullfighter Al Sandvick will entertain the crowds and Doug Mattox from Texas will keep everyone informed from the announcer's booth.

The Red Lodge Rodeo dates back to the late 1890's with four cowboys getting together on a Sunday afternoon at the railroad yard to ride exhibition horses. In 1929 a group of local cowboys built an arena, gathered up some wild horses, charged admission and roped the rodeo. In 1938, with the success of the rodeo the year before, the Red Lodge Rodeo Association was formed. In 1952, the Association acquired 180 acres of land and they went to work building a new arena and grandstand at its present location. In 1954, after local cowboy Bill Underman won the first Grand All-around Champion Title, the name "HOME OF CHAMPIONS" was adopted. [PURCHASE TICKETS ONLINE!](#) [Seating Chart](#)

"If you're lucky enough to draw a good horse, you still have to ride him."
-Steve Lucius

Rodeo Times

July 2nd.....8:00 pm
July 3rd.....6:00 pm
July 4th.....3:00 pm

RESERVE SEATS NOW!
[SEATING CHART](#)

Reserve your seats for this wild, western experience now! [Click here to purchase tickets.](#)

Parades

The 2014 Grand Marshal is DON COUTTS, long time partner and owner of Beartooth Village. Singin' Rides for 28 years in Red Lodge. This year's theme is "Vintage Fun". [Read more](#)

Rodeo Royalty

Meet the 2014 Home of Champions Rodeo Queen: Marley Strick. [Read more](#)

Our History

The rodeo was named in 1954, when local cowboy Bill Underman won his first World All-around Champion Title, making Red Lodge the true Home of Champions. [Read more](#)

Red Lodge Chamber of Commerce
801 North Broadway
Intersection of Highways 78 and 212
(406) 446-1718
www.redlodgerodeo.com
8117 TICKETS ONLINE

Shipler's Big R West
3900 Cabot Road
406-602-6118

Shipler's Big R East
216 N. 14th Street
406-250-0583

Rodeo Times

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July 3rd.....6:00 pm
July 4th.....3:00 pm
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Red Lodge Rodeo Association

PO Box 1546
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