

**PROFESSIONAL BULL RIDERS**

# CELEBRATING **25** YEARS





**P**rofessional Bull Riders, the “toughest sport on dirt,” is celebrating its quarter century as an independent sports league, traveling the globe on its 25th PBR: Unleash The Beast tour.

Bull riding was always the most popular of rodeo’s seven traditional events. It was also the most dangerous and required the most athleticism, but the riders received the same status and pay as everyone else in rodeo.

In 1992, a small group of the world’s 20 greatest bull riders broke away from the rodeo circuit. They each ponied up \$1,000, a lot of money for some of them, to establish a professional sports league.

“We wanted to be on the same professional footing as the NFL or NASCAR,” said Ty Murray, co-founder of PBR and nine-time World Champion cowboy. “Rodeo, at the time, was more of an association, like a car club, that had to treat every member equally. Our goal then, as it is today, is to put the world’s best riders on the world’s best bulls and from that determine the best of the best. Bull riding is the original extreme sport.”

Murray himself is an all-around cowboy, not strictly a bull rider. Murray is an

inductee of the ProRodeo Hall of Fame for the all-around event, winning championships for riding bulls, bareback horses and saddle broncs. He is also a commentator for PBR on CBS and breeds bucking bulls on his Texas ranch.

In 25 years, Professional Bull Riders has grown to 82 million fans, according to ESPN Sports Poll, and boasts one of the most passionate fan bases in professional sports. In 2017, PBR was No. 1 in fan engagement on Facebook and had the highest rate of interaction on Twitter of any major pro league.

The league has also spread internationally into Canada, Australia, Brazil and Mexico. In November, PBR launched the PBR Global Cup, a five-nation competition paying out the richest purse outside of the PBR World Finals, in Edmonton. In June, the Global Cup takes place in Sydney, Australia.

PBR has grown so popular the league launched a second circuit, the Velocity Tour, to meet the demand. PBR regularly breaks its own attendance records in markets as varied as New York and Billings, Mont.

The television networks have also taken notice — since 2013, PBR has partnered with CBS to bring bull riding to screens most Sundays.

In 2017, the PBR on CBS maintained its strong ratings with 1.3 million aver-

age viewers per telecast, after delivering a 12 percent viewership increase in 2016.

Sean Gleason, now CEO, has been with PBR for nearly two decades and has seen the sport’s appeal cross over from a rural fan base into a mainstream base, equally at home in the city as the country.

“We’re taking bull riding and wrapping it in a rock concert and turning it into two and a half hours of the best entertainment around,” said Gleason. “Americans have a deep connection to the heritage of Western sports and the values of the lifestyle, no matter where they live. The cowboy is one of our nation’s most recognized, most venerated icons.”

Endeavor, formerly WME-IMG, acquired PBR in 2015 for about \$100 million, a move that gives PBR additional expansion and growth opportunities.

“For a long time, it was tough for PBR to grow because we did everything ourselves, from media to promoting to running every event,” said Gleason.

“With Endeavor’s acquisition, we’ve been able to tap into resources, including for development, original content, IT and sponsorships that we didn’t have. I feel like a kid in a candy store.”

Monster Energy has taken on the title sponsorship for the 25th PBR: Unleash the Beast tour. PBR also boasts some of the longest brand partnerships in sports, tracing sponsorships with iconic brands such as Jack Daniels, Wrangler, Cooper Tires and Caterpillar back to the league’s beginnings.

This year, PBR launched RidePass, a subscription streaming service, for fans to have access 24/7 to more than 100 live PBR and Western-sports events, including additional coverage of PBR’s premier and non-televised tours, international coverage of the sport’s top tours and live rodeo.

PBR has also transformed the bucking bull industry into a prestigious, scientifically driven enterprise, where bulls can be worth millions and receive the same attention to nutrition, rehabilitation and training as the riders themselves. The transformation has resulted in the creation of a unique genetic breed of bull, bred specifically to buck. The league also founded American Bucking Bull Inc. to establish the world’s only registry for bucking bulls, which tracks the lineage and genetics of the breed.

“Finding a bull to compete in PBR is as hard as finding a horse good enough to compete in the Kentucky Derby,” said Murray.

Though the rules for bull riding are

**SEE PBR, PAGE 3A**



Fans get close to the action and the stars at PBR events.

PHOTOS: PBR

BULLSTOCK MEDIA



## PBR Milestones

### 1992:

- Twenty bull riders invested \$1,000 each to found the PBR.

### 1994:

- PBR Events begin airing on The Nashville Network (TNN).
- First season and the inaugural two-day World Finals at the MGM Grand Garden Arena in Las Vegas, with a total purse of \$275,000. Adriano Moraes is the first PBR World Champion.

### 1996:

- PBR launches Touring Pro Division, its developmental league.
- Total purse for World Finals grows to \$1 million.

### 1997:

- Adriano Moraes sets regular-season record with a riding percentage of 83.7. A statue of Moraes on legendary bull Little Yellow Jacket stands outside PBR's HQ in Pueblo, Colo.



### 1998:

- Rider Relief Fund is established to help injured athletes.
- Troy Dunn becomes first Australian to win the world title.

### 1999:

- The World Finals moves Las Vegas' Thomas & Mack Center and is extended to four days.

### 2000:

- Chris Shivers' ride on Jim Jam in Tampa, Florida, ties Bubba Dunn's record of 96.5 points.
- Touring Pro Division becomes the Copenhagen Bull Riders Tour.

### 2001:

- First PBR major network broadcast on NBC from Austin earns a strong 2.3 rating.
- Chris Shivers becomes first PBR rider to earn \$1 million.



### 2003:

- The Bud Light Cup Series becomes the Built Ford Tough Series.
- Bullfighters trade in their makeup and clown clothes for athletic uniforms.
- OLN (rebrands to VERSUS) first airs PBR events.

### 2004:

- American Bucking Bull, Inc., is founded to serve as league's bull registry.
- Little Yellow Jacket becomes first three-time PBR World Champion Bull

### 2005:

- Establishes offices in Australia, Brazil, Canada and Mexico
- "Official Entertainer" Flint Rasmussen signs to work exclusively for the PBR.

### 2006:

- Adriano Moraes becomes first three-time World Champion
- Chris Shivers becomes first PBR rider to earn \$3 million.
- First international elite tour stop in Chihuahua, Mexico sells out



### 2007:

- Spire Capital purchases majority of PBR shares.
- The elite tour debuts at Madison Square Garden.
- The inaugural PBR World Cup is held in Gold Coast, Australia, where Team Brazil clinches the title.
- Justin McBride sets new regular-season record with eight event victories, wins a second world title, and becomes the first PBR bull rider to earn \$4 million.

### 2008:

- PBR first uses draft system, as competitors pick their final round bulls.
- Justin McBride becomes first western sports athlete to surpass \$5 million in career earnings.
- First PBR Bar opens in Kansas City, Missouri

### 2009:

- J.B. Mauney wins World Finals event title after becoming the first rider to go 8-for-8. His winnings of \$348,000 are a World Finals record at the time.

### 2010:

- Inaugural Iron Cowboy Invitational at AT&T Stadium, in Arlington, Texas, draws a crowd of 45,000.
- PBR surpasses \$100 million in prize money awarded.

### 2011:

- First Pay-per-View PBR event airs with Last Cowboy Standing.
- Silvano Alves wins first world title, becomes fastest to win \$1 million in career earnings.



### 2012:

- Silvano Alves becomes first back-to-back World Champion.
- Robson Palermo becomes first rider to win the World Finals event three times.

### 2013:

- Forbes.com proclaims the PBR as America's Fastest Growing Sport.
- PBR reaches \$10 million in total prize money to competitors.
- J.B. Mauney ends Bushwacker's PBR-record 42 consecutive buckoffs with a 95.25-point ride in Tulsa.
- CBS/CBS Sports Network begin televising PBR.

### 2014:

- PBR launches its expansion tour — The BlueDEF Velocity Tour, now known as the Real Time Pain Relief Velocity Tour.
- CBS Sports and the PBR sign long-term agreement.

### 2015:

- Endeavor (Formerly WME | IMG) acquires PBR from Spire Capital Partners.

### 2016:

- J.B. Mauney, the richest athlete in western sports, becomes the first \$7 million rider.



- Netflix, premieres an original six-part documentary series, "Fearless," following PBR's top Brazilian riders.
- World Finals moves to the new and state-of-the-art T-Mobile Arena.

### 2017:

- 2008 World Champion Guilherme Marchi becomes the first rider to record 600 qualified rides on the elite tour.
- PBR Sports Performance Institute breaks ground in Pueblo, Colo.
- Jess Lockwood, 20, becomes youngest World Champion in league history
- Launches PBR Global Cup, a five-nation, team format bull riding tournament in Edmonton, Alberta



### 2018:

- Elite series inks Monster Energy as new title sponsor, rebranding to 25th PBR: Unleash The Beast
- Launches RidePass a western sports digital network.

#### PBR, FROM PAGE 2A

simple — stay on for eight seconds to earn a qualified ride that is scored by sideline judges — the athleticism required is not. "This sport is about physical toughness, mind control and bravery," said Murray. "To make it to the top, you have to be a world-class athlete. Period."

Reigning Rookie of the Year, 21-year-old Jose Vitor Leme, sat on his first bull at the age of 18. He grew up as an urban soccer player in his native Brazil. 2017 World Champion Jess Lockwood, 20, was an accomplished high school wrestler.

PBR has launched youth initiatives to build a pipeline of great athletes for bull riding, creating a "PBR 101" style program to tempt athletes of any sport to cross over. PBR feeds the pipeline with more than 200 events worldwide every year with more than 1,000 riders competing for the top 35 spots.

PBR has broken ground on a sports performance and training facility in Pueblo, Colo., to serve as a center for rehabilitation, training fundamentals and camps. The center will open in 2019.

For the top athletes, bull riding can be a lucrative career opportunity, one of the top six for major sports and far

outpacing extreme sports such as skateboarding.

Gleason points to top rider J.B. Mauney, who, at 31, has taken home \$7.2 million, which is more than any of the original founders of PBR earned as riders. Mauney is the richest athlete in Western sports history.

Now at the quarter-century mark, PBR has circled back to its rodeo roots. In 2017, PBR will air eight major rodeos on RidePass and has taken on partnership roles with World Champions Rodeo Alliance (WCRA) and the National High School Rodeo Association. For 2018, PBR is producing and live streaming the bull riding events for the iconic Chey-

enne Frontier Days, which has as its centerpiece, the world's largest outdoor rodeo with top professionals competing.

"Our goal is for PBR to become a mainstream sport, not a niche," said Gleason. "I feel the momentum for that has taken hold, because once people discover PBR they love it and come back for more."

Murray is even more forthright. "I believe in this sport just like I did 25 years ago," he said. "I'm not going to stop until bull riding is represented at the ESPYs on ESPN and is covered in the sports pages every week. Those riders and those bulls deserve that."



# AEG and Professional Bull Riders Long Partnership Key to Success

Sports industry powerhouse AEG's relationship with Professional Bull Riders spans two decades, nearly dating back to PBR's founding 25 years ago.

"We are fortunate to have hosted championships and events at our iconic venues across the globe," said Bob Newman, president of AEG Facilities. "PBR is one of the most remarkable success stories in our industry. Their growth in both fan base and geographic reach has been unparalleled."

In November, the 25th PBR: Unleash the Beast series comes to AEG's T-Mobile Arena in Las Vegas. The five-day event wraps up the tour with the PBR World Finals. In addition to crowning the sport's champion who is awarded a million-dollar bonus, the week will include live concerts, pre-event fan zones, after parties and rider autograph sessions.

PBR's CEO Sean Gleason refers to T-Mobile Arena and Las Vegas as "PBR's second headquarters." PBR is based in Colorado.

In the two-and-one-half decades since PBR's founding, the sports league has exploded across the U.S. and expanded internationally to Australia, Brazil, Canada and Mexico.

"PBR integrates the highest levels of entertainment production, competition and fan base," said Newman. "We attribute this to an unparalleled commitment — from the top of the organization down to the riders — to produce quality competition and experiences."

AEG Facilities has been there right alongside PBR, hosting PBR events at AEG venues on three continents. Internationally, AEG hosts 10 to 15 major PBR events a year.

In 2014, AEG and PBR joined forces to create the Velocity Tour, a new circuit designed to bring PBR to more fans in previously unserved markets across the U.S. The Velocity Tour, which func-



Bull riding matches Western sports' best athletes with the toughest bull in rodeo's most challenging event.

tions as part of PBR's overall qualification system, showcases both established and up-and-coming riders.

Since its founding, the Velocity Tour has grown in prestige, and is now the fastest-growing PBR tour worldwide. The tour has set eight live attendance records in the first half of 2018, including six sellouts. Ticket sales are up 21% year over year at the season's halfway point.

"There's an affinity for PBR and the Western lifestyle that reaches across genders, ages and socioeconomic levels," said Newman. "That lifestyle is as appealing to urbanites as rural fans. Look at the growth of PBR in major metropolitan markets — they're selling out major venues across the globe."

AEG Facilities' network of world-class arenas, convention centers and stadiums spans five continents and includes more than 20 of the world's top 100 venues. In total, AEG presents more than 22,000 events every year. Some names in the AEG portfolio include the

new T-Mobile Arena in Las Vegas and Staples Center in Los Angeles, which is eyeing a major PBR event. Some of AEG's international arenas include Mercedes-Benz Arena in Shanghai, the Qudos Bank Arena in Sydney, and The O2 in London.

"We think we've just seen the tip of the iceberg of PBR and where it is going to continue to grow," said Newman. "It's going to be fun to watch. There are definitely great days ahead for PBR. Bull riding is one of the few competitions that you can witness where there's absolutely no debate, no controversy ever. It's cowboy versus bull. No question who wins."

AEG owns more franchises and manages more sports and entertainment venues than any other organization in the world. The company focuses on marquee sports including professional hockey, soccer and basketball teams, cycling stage races and esports.

AEG also pioneered a new era in the sports and entertainment industries in 2006 when it opened the renowned entertainment district L.A. LIVE, anchored by Staples Center. It was the first development ever to integrate an entertainment district with a sports facility. In addition to revitalizing downtown Los Angeles, L.A. LIVE changed the fan experience forever and inspired similar destinations around the world.

L.A. LIVE hosts more than 500 events and 20 million visitors a year. The district is home to the Microsoft Theater, The Novo by Microsoft, the Conga Room, Lucky Strike bowling, Regal Cinemas, the GRAMMY® Museum and more than a dozen restaurants. The district also houses ESPN's West Coast broadcast center and is adjacent to the Los Angeles Convention Center.

Since opening L.A. LIVE, AEG has developed entertainment districts

across the globe, including The O2, which is one of the world's most popular music and entertainment venues. The multi-award-winning development is widely acknowledged for its economic revival of the area. AEG launched C2C (Country2Country) at The O2 in 2012. Now the largest country music festival in Europe, it spans three days and welcomes 80,000 fans a year. In summer 2017, AEG launched Hola! London, the capital's biggest Latin American celebration with music, entertainment and Spanish and Latin American food. And, AEG is in its fifth year of operating the Barclaycard British Summer Time festival in Hyde Park.

AEG is continuing to develop new projects at The O2: Icon, a designer outlet village with 89 shops, an expansion of Cineworld to create the largest cinema complex in London, and Oxygen Freejumping — a new trampoline park.

In addition, AEG is in the process of developing a new sports and entertainment district in Berlin, the Mercedes Platz, which is anchored by Mercedes-Benz Arena, and is set to open in October 2018. At buildout, the project will feature the Verti Music Hall with a capacity of 4,500, a state-of-the-art cineplex, a lifestyle bowling lounge, cafes, restaurants, bars, two hotels, and office space.

AEG is also developing an entertainment district in Nashville to be called Nashville Yards. With PBR's final major scheduled each season in "Music City," fans can expect an even bigger festival environment surrounding the bull riding.



PBR events provide multiple opportunities for branding and heightened sponsor visibility.



Bull riding's intensity drives steady growth and industry leading fan engagement.



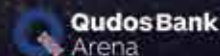
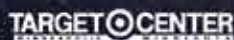
# What a Ride!



AEG CONGRATULATES  
PBR FOR  
*25 Years...*  
*Thrilling Millions*  
OF FANS

WE ARE PROUD TO PARTNER WITH AND WELCOME PBR  
TO OUR VENUES AROUND THE WORLD.

HERE'S TO MANY MORE RIDES OVER THE NEXT 25!





## MainGate Keeps PBR Fans Geared Up

From spittoons to Western vests to miniature bucking shoots for kids, MainGate is PBR's resource for all things merchandise.

"Our goal is to have the right product at the right place at the right time," said MainGate's president and CEO Dave Moroknek. "We're a turnkey operation."

Now in its third season of partnering with PBR, MainGate handles all of the sports merchandising and sales for every event and takes care of PBR's e-commerce.



A fully-stocked MainGate merchandise booth is a familiar site at PBR events.

"We have a great give-and-take partnership with PBR in developing products. We evaluate past performances of products, and change things up when needed, of course, but we are also able to come up with creative new ideas and test them out," said Moroknek. "For PBR,

we develop two totally different lines for each season to keep everything fresh for fans."

The privately held Indianapolis-based company, which is a licensee for all its clients, designs, manufactures, markets, packs and ships merchandise from T-shirts to fleece jackets to hats to coffee mugs. MainGate also designs and creates all retail spaces for its clients from permanent stores to temporary pop-ups and kiosks. MainGate manages all of its operations with only 240 employees.

MainGate's partners are some of the biggest names in sports and entertainment: National Hot Rod Association; NBA and two of its teams — the Indiana Pacers and Milwaukee Bucks; WNBA; NCAA; the NFL along with the Minnesota Vikings, Tennessee Titans, Washington Redskins, and Indianapolis Colts; United States Bowling Congress; Special Olympics; the State Fair of Texas; and Harley-Davidson, among others.

MainGate is currently building out retail space for the Minnesota Vikings at the team's new training facility.

"We've really enjoyed our partnership with PBR," said Moroknek. "We love the Americana feel, which really resonates with PBR's fan base as much in New York as it does in Wyoming. We're excited to be part of PBR's growth for many years."

## PBR's Annual Stop at Scottrade a Success

The annual arrival of PBR for the St. Louis Invitational presented by Express Employment Professionals is a highly anticipated part of the February calendar for Enterprise Center (formerly the Scottrade Center) and the residents of Missouri.

"PBR has been nothing but a good time for us," said Alex Rodrigo, group vice president for sports and entertainment operations at Enterprise. "Not only in terms of the great show they put on. They are pros at load-in and set-up — even when it comes to clearing out 750 tons of dirt afterwards — and they always make our job a lot easier."

Enterprise Center, which seats about 19,500 fans, has played host to major sports events such as the NCAA Women's Final Four Basketball Championship and the NCAA Frozen Four Hockey Championship.

"PBR creates another layer of sports for us," Rodrigo said. "A lot of famous athletes have come through this building; it's great to think of these bull riders, who are some of the greatest athletes in world, walking these halls."

PBR brings pageantry both inside the center and throughout St. Louis, with fans arriving in Western regalia to show pride for their favorite rider.

"Everyone in St. Louis from the



St. Louis fans crowd the Scottrade Center for PBR's annual competition.

hotels to the residents love when PBR is here," said Rodrigo. "The fans are friendly and engaging and they permeate the atmosphere with that culture."

Enterprise Center maintains an active calendar of concerts, family shows and other events that make it a natural home-away-from-home for PBR. Rodrigo said the center serves as a de facto town hall, hosting more than 35 million visitors and thousands of events since the center's opening in 1994.

"PBR has had a great 25 years," said Rodrigo. "I'm looking forward to the next 25 because PBR has an equally exciting vision for their future, as well."

## The Premier Event Retail and Merchandise Company in the Country

### MainGate

has the solution to your merchandise needs.

#### Our Capabilities

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- Event Retail
- E-commerce
- Retail Stores
- Wholesale Programs

MainGate is proud to be the retail partner of PBR.

Congratulations on 25 fantastic years of the toughest sport on dirt!



PBRshop.com



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## ST. LOUIS IS PROUD TO BE A PART OF YOUR 25-YEAR HISTORY.

## CONGRATULATIONS ON THIS INCREDIBLE MILESTONE!



Photo by Andy Watson/BullStockMedia

We look forward to welcoming you back in 2019 at the newly renamed

**Enterprise**CENTER

Formerly Scottrade Center





# CONGRATULATIONS ON YOUR 25<sup>TH</sup> YEAR!

From everyone at IMS Productions, thank you for your partnership - it's been a heck of a ride. Here's to the next 25!



[imsproductionstv.com](http://imsproductionstv.com)



# Bridgestone Arena: Site of final PBR Major Event

Professional Bull Riders (PBR) is an annual staple for Nashville's Bridgestone Arena, a great two nights that frequently sell out. This August, Bridgestone is hosting the Music City Knockout Presented by Cooper Tires, part of the 25th PBR: Unleash the Beast tour.

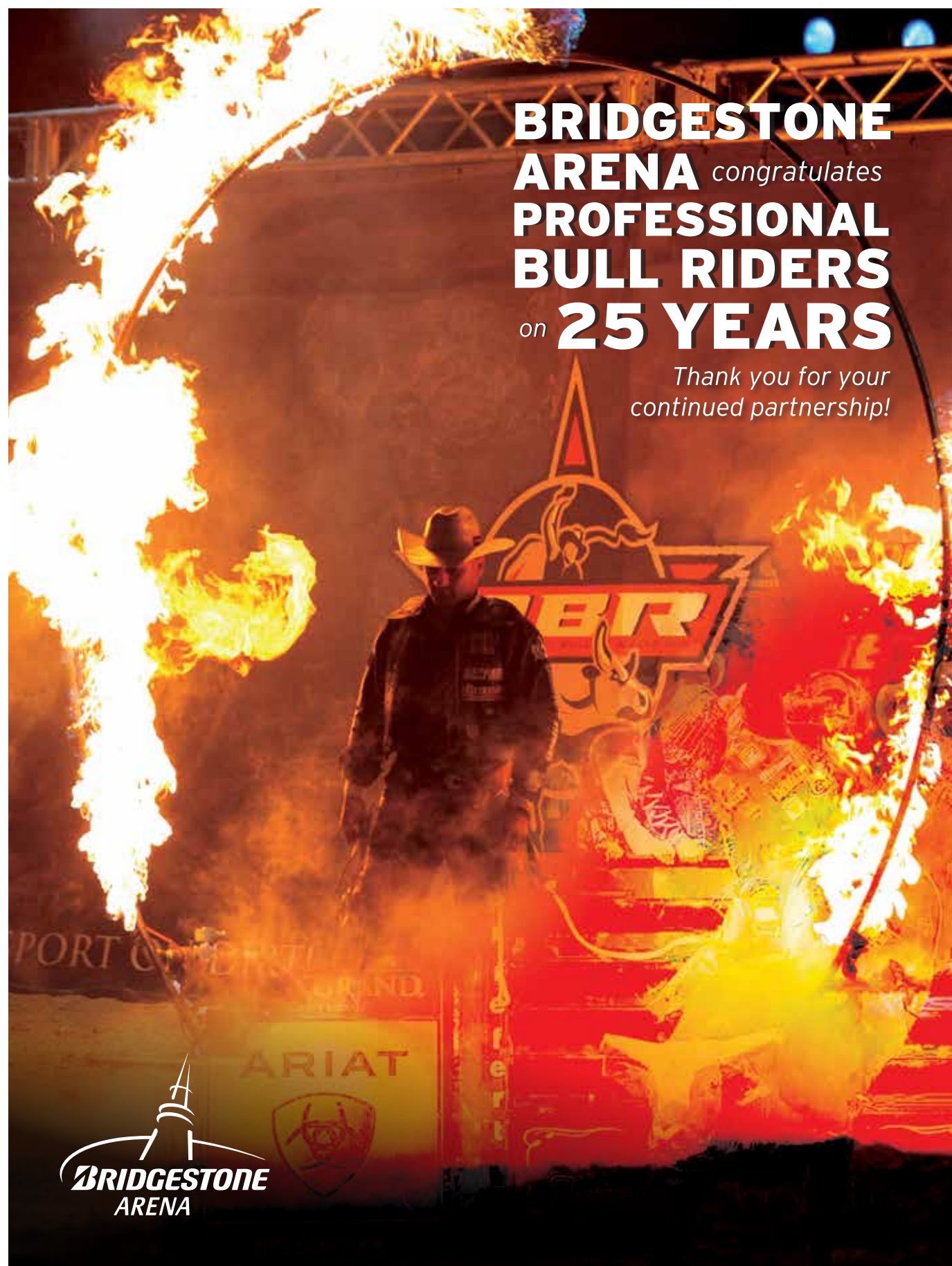
The Nashville "knockout" event is the last PBR Major of the season, awarding more points and dollars to the world's best bull riders, who compete in a unique, head-to-head, bracket-style format until one rider is remaining.

"PBR has been coming here for as long as I can remember, proving to be a tried and true summer staple," said David Kells, senior vice president of booking for Bridgestone Arena. "It's not only a great show inside the arena, but also PBR makes it a great weekend to be anywhere in downtown Nashville. They and their fans go all out on pageantry and fanfare."

Opening in 1996 in the heart of Nashville with two memorable Amy Grant concerts, Bridgestone Arena has



BRIDGESTONE ARENA



The Bridgestone Arena's unique bracket-style format makes for a tension-packed event.

a schedule packed to the gills with sports, events and concerts for all tastes and demographics. Bridgestone is ranked one of the top five venues in the U.S. for entertainment and was recently named the 2017 Arena of the Year by CMA, Pollstar and IEBA. Since its opening, more than 20 million fans have visited the arena to watch history unfold.

In 2017, the arena underwent a \$6 million renovation, including all-new food and beverage areas, renovated concession locations, new seats and more than 20 new point-of-sale locations, as well as "Smashville" self-serve kiosks. The arena also brought in new food offerings, such as hot chicken mac and cheese, after Nashville's famous specialty, hot chicken, which originated at Prince's Hot Chicken.

In January, nationally renowned artist Rob Hendon and country music star Brad Paisley teamed up to create a dazzling graffiti mural that graces an entire wall at the arena. The mural includes the Predators logos, which Paisley spray-painted freehand.

A wide variety of hotels and restaurants in the area make it easy for visitors to find accommodations while planning their visit to see PBR or any of Bridgestone's other amazing lineups, with parking readily available. In addition, Bridgestone Arena offers meeting space, a rehearsal hall, a team store and Tavern '96, a restaurant just outside of the arena's entrance, which is open daily for lunch, dinner and post-event offerings. Dog-friendly Tavern '96 is a sports fan destination with indoor and outdoor seating and a hefty selection of beers and sports programming every day.

In June, Bridgestone Arena will be the site of the 2018 CMT Music Awards. The event, hosted by Little Big Town, is the nation's only entirely fan-voted awards show.

The venue has also been a regular host to the Country Music Association's prestigious CMA Awards, the longest running annual music awards program aired on network television.

"We host NCAA March Madness rounds one and two every year," said Kells. "Not to mention 41 regular season home games a year for the Nashville Predators, our fantastic NHL team."

SEE BRIDGESTONE, PAGE 9A



## BRIDGESTONE, FROM PAGE 8A

Our schedule is stacked and only increases as the Preds advance through the playoffs each year."

As Nashville has exploded in growth over the last few years, Bridgestone Arena has found itself filling its calendar equally fast.

"It's a great time to be in Nashville," said Kells. "Even though Nashville is a huge music town, our city's size meant promoters used to overlook us. They'd either skip Nashville or put us on the second leg of a tour. But because more people are buying tickets, promoters are bringing better events, which, in turn, induces more people to buy tickets. A great cycle to be in."

The jam-packed schedule for 2018



The Bridgestone Arena is located in the heart of Nashville and is the center of one of the most vibrant entertainment districts in the U.S.

includes: Shania Twain on her hotly anticipated NOW Tour, Elton John and his Farewell the Yellow Brick Road tour, four-time Grammy winner Keith Urban

and his Graffiti U World Tour, Jason Aldean on his High Noon Neon Tour, and U2 on its eXPERIENCE + INNOCENCE Tour.

Bridgestone Arena offers top-notch premium seating for its events, including between-the-bench seats for Predators games and the private Lexus Lounge and Bunker Suite spaces on the Performers Level.

Suites include access to the Patron Platinum Club, which offers an upscale dining experience. Fans can also take advantage of Dierks Bentley's Whiskey Row or the 501 Club, which gives members an intimate suite experience.

"PBR has been a great long-term partner for us and is a great way to round out a full arena schedule," said Kells. "Having PBR televised is also a great way for us to send our message of Nashville and Bridgestone Arena to the world. We look forward to many more years of partnership."

## Allstate Arena is PBR's Home in the Chicago Area

Allstate Arena, just outside Chicago in Rosemont, Ill., is host to one of PBR's kick-off events every January, the Chicago Invitational.

"PBR puts on a heck of a show," said Pat Nagle, executive director of Allstate Arena and Rosemont Theatre. "Like us, they're not afraid to try new things."

PBR has been coming to the 18,500-seat Allstate Arena for seven years, said Nagle. Interest has only grown over the years, regularly selling out the two- or three-day event.

"The outstanding experience fans have, has fueled the growth, which has spread as much through word of mouth as through PBR's great marketing," Nagle said. "The interest at the beginning was mostly rural, but the die-hard fans now include just as many urban doctors and lawyers."

The television series, Chicago Fire, films in the area and its cast and crew have made a habit of attending PBR for the last three years. Nagle said cast members have told him that meeting



PBR's early season event at Chicago's Allstate Arena is filled with great competition and big show production.



the riders is one of the highlights of their filming season.

Located a mile from O'Hare International Airport, tiny Rosemont is a major crossroads for the Midwest and a gateway to Chicago, welcoming more than 200,000 visitors a day. The area packs in 17 hotels, one of the nation's busiest convention centers, the 4,400-seat Rosemont Theatre and a brand-new minor league baseball stadium.

With 18,500 reserved seating capacity and 48 luxury suites, the arena is one of the largest indoor

entertainment facilities in the Chicago area. Allstate Arena, which is operated by the Village of Rosemont, is undergoing a \$1.275 million facelift to upgrade the 1980 venue. Excellent sight lines from every seat, plenty of parking and convenient public transportation boost the venue's popularity. The arena is dedicated to sustainability, as well as continually improving facility operations to conserve energy, minimize waste and reduce the overall environmental impact of its events.

"For the first quarter of 2018, Allstate

Arena was the busiest arena in the nation. Overall, we're the eighth busiest in the world," said Nagle. "We do everything here, from PBR to Monster Trucks to Disney on Ice. We're hosting concerts such as Ed Sheeran, Imagine Dragons and George Strait. We're also home to the Chicago Wolves of the American Hockey League. We bring in 150-plus events a year for everyone to enjoy from family shows to sports to musical performances. We like to say we're the 'Center of Chicagoland Entertainment.'"





**CONGRATULATIONS  
ON 25 YEARS**



**FROM YOUR FRIENDS AT THE**

 **Allstate arena**



# IMS Brings action to PBR's worldwide TV Audience



IMS Productions mobile broadcast assets travel wherever PBR goes next.

IMS Productions partners with the Professional Bull Riders tour, providing state-of-the-art mobile television production facilities and award-winning technical expertise week after week, event after event, city after city. From the season opener in January, at the world-famous Madison Square Garden in New York City, through the PBR World Finals in Las Vegas, IMSP's team works side by side with the league's event team to bring the sights and sounds of one of America's fastest growing sports to a worldwide audience and has since 2010.

"PBR's leadership places an

emphasis on both the fans who attend the live events, and their global audience watching on TV, online, and via social media," said Kevin Sublette, president of IMS Productions. "You must have exceptional content that viewers consume on TV or online, but PBR is equally invested in the video presentation arena experience. They want the fans who show up to have a phenomenal time. I really like that about PBR's entertainment mission."

IMS Productions was started in the 1990s by Hulman & Co., owners of the Indianapolis Motor Speedway and the Verizon IndyCar Series. They wanted to

invest in how their sport was presented to fans, and ensure their sport was using best-in-class technology by their media partners.

IMS Productions operates with 45 full-time employees and hires more than 350 seasonal employees to support the PBR and other clients' needs. The award-winning staff offers a broad range of services including cinematography, video editing, sound design and motion graphics. The company also houses two large sound stages for scripted entertain-

SEE IMS, PAGE 11A

## Jack Daniel's: PBR's first and loyal partner

Jack Daniel's has been in the arena with PBR from the very beginning.

"PBR is the longest partnership we've had with any sport," said Greg Luehrs, director of Jack Daniel's sponsorships and partnerships. "That is due to the loyalty of the fans, not only to PBR, but to all of its sponsors."

Bull riding draws the kind of fan base — plenty of 21- to 35-year-olds — that hits Jack Daniel's marketing sweet spot.

"Fans are drawn to PBR because it is great entertainment — they put on a fantastic show," said Luehrs. "The athletes are out there every week to earn their check. You can see how much they want to win — it's serious business for them. And where you might not see a NASCAR or NBA star after their games, the riders are out there shaking hands and attending events with fans. They put their hearts and souls into their sport and fans can feel that."

Like bull riding, the Jack Daniel's brand is a beloved piece of Americana. Jack Daniel was only 13 years

old when he first registered his distillery more than 150 years ago.

"Fans tell us, 'nice T-shirt' when we walk by or point out our 'patch of pride' on the athletes," Luehrs said. "They love to see the Jack Daniel's bucking chute, exactly as it's been for the past 25 years."

Jack Daniel's works hand in glove with PBR to bring the best experiences for fans. The brand brings events to fans over 21 and provides interactive concourse activations. During the two-hour pre-show, for example, Jack Daniel's sets up photo backdrops in the concourses for fans to take pictures with their favorite riders. Part of the "JD swag" includes registering to win a coveted Jack Daniel's belt buckle.

When PBR arrives in Nashville every August, the Jack Daniel's team brings a busload of bull riders to meet fans at the distillery in Lynchburg, Tenn.

As PBR, which is broadcast in 130 territories, expands worldwide, Jack Daniel's plans to grow right alongside



Jack Daniel's gets prime real estate at PBR events right at the point of release.

as a partner. Jack Daniel's, which is distributed in 160 countries around the world, already sponsors bull riding for

PBR Australia, where PBR is holding the second leg of its inaugural Global Cup this month.



## PROFESSIONAL BULL RIDERS

CELEBRATING 25 YEARS OF PARTNERSHIP



PLEASE DRINK RESPONSIBLY

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ANDY WATSON/BULL STOCK MEDIA

AT&T Stadium welcomed more than 46,000 fans to PBR's biggest night ever, the WinStar World Casino and Resort Iron Cowboy, presented by Kawasaki.



ANDY WATSON/BULL STOCK MEDIA

The Dallas Cowboy Cheerleaders treat riders to an all-star introduction at AT&T Stadium.

## Cowboys and AT&T Stadium Host PBR's Big Night

AT&T Stadium hosted the second PBR Major of the 2018 season, The WinStar World Casino and Resort Iron Cowboy, presented by Kawasaki, in front of a record-setting crowd.

In February, more than 46,000 fans packed the largest stadium in the NFL, making the 2018 Iron Cowboy the largest single-day event in PBR history.

PBR majors are the highest profile events on the 25th PBR: Unleash the Beast tour. The special events present the stars of the PBR — bull riders and bulls — competing in unique formats that offer increased world standings points and prize money.

In a single night, the top 40 stars of the "toughest sport on dirt" tackled the world's rankiest bulls, striving to make the eight-second buzzer. If a rider stays on his bull for the required

time, he continues to compete. If he gets bucked off, he is finished. The athletes continue to ride until one cowboy is left.

For 27-year-old Ramon de Lima, the win marked the first major victory



ANDY WATSON/BULL STOCK MEDIA

Big paydays are a feature of the Iron Cowboy contest.

of the Brazilian's career.

It was the ninth consecutive year that AT&T Stadium, home of the Dallas Cowboys, hosted the event.

PBR Elite Seats, a premium seating VIP experience that began in 2016, provided fans front-row seats right on the 50-yard line, as well as a pre-event reception, backstage tours featuring a PBR 101 presentation, meet-and-greets with several of PBR's top stars and dirt access following the PBR event.

To further enhance the fan experience, a new PBR-branded bar will open at Arlington's Texas Live! sports entertainment complex later this summer, complete with a 7,000-square-foot balcony over a 5,000-person event space called Arlington Backyard.

### IMS, FROM PAGE 10A

ment and studio filming.

As part of its extensive client roster, IMS Productions brings its expertise to broadcasting the NBA's Los Angeles Lakers and Indiana Pacers, the L.A.

Galaxy, Mecum Auctions on NBCSN, the Dew Tour, Travis Pastrana's Nitro World Games, more than 100 Pac-12 events, the Miss USA pageant, and of course, the world's largest single day sporting event — The Indianapolis 500.



IMS

IMS brings the latest technologies to the task of broadcasting PBR events to the world.

"We went from two trucks to five trucks in three years. Our company continues to expand as our clients' needs evolve," said Sublette. "Technology is always changing, and it requires significant investment to remain current in our industry."

In February, PBR launched RidePass, a 24-hour subscription-based OTT (over-the-top) streaming service for fans who want to watch bull riding and rodeo events live and in real time as well as western lifestyle programming. IMS Productions provides essential production resources to RidePass, which is a core offering in parent company Endeavor's direct-to-consumer strategy and has the potential to be very big for PBR.

"It's wonderful to see the growth and development of the PBR first-hand," said Sublette. "Their executives have forward-thinking vision as to the future of their brand. They have a great fan base, great athletes and they tell a great story. Bull riding and its culture taps into America's history, and IMS Productions is proud to be a part of that."





# SMG Hosts Many Sold Out PBR Events All Across the U.S.

SMG, one of the globe's largest venue management companies, has played host to PBR and its spectacular entertainment for more than a decade.

"PBR is a fantastic relationship that we really enjoy," said Jim McCue, senior vice president of entertainment for SMG. "Our longest running relationship is with the Chesapeake Energy Center in Oklahoma City, where PBR has sold out shows for more than 10 years. PBR has grown into a significant piece of business for us, playing in markets large and small, coast to coast."

SMG has 40 years under its belt delivering the gold standard in venue management. The company, based in West Conshohocken, Pa., manages more than 240 facilities, including stadiums, arenas, theaters, convention centers and specialty equestrian facilities, in eight nations. Its 5,000-plus employees welcome 65 million guests to its facilities annually.

SMG has a primary, though not sole, focus on managing publicly owned venues, with a roster as wide-ranging as U.S. Bank Stadium in Minneapolis, site of the 2018 Super Bowl, to the Denny Sanford PREMIER Center in Sioux Falls, S.D.

In its fourth year in Sioux Falls, PBR's Unleash the Beast First PREMIER Bank/ PREMIER Bankcard Invitational is a \$1 million grossing event for the venue. It's so popular, PBR had to add a third show to meet the fans' demand.

"Sioux Falls might be a small market, but they bring the fans," said McCue. "Garth Brooks played nine sold-out shows there. It's a community that really supports events at the arena."

Part of PBR's appeal, he said, is that everyone associated with the league from the the riders to the Matador Jerky Bullfighters to the CEO is engaging, interactive and personal. The group has pledged at least \$25,000 a year to local charities, such as Sanford Children's Hospital, LifeScape, McCrossan Boys Ranch and Feeding South Dakota. The event has expanded since its inaugural year, moving into post-party concerts in the adjoining arena. The "Thaw Out Days" parties have featured artists like The Cadillac Three and Warrant.

When PBR CEO Sean Gleason

**"That willingness to engage at every level is a big part of PBR's appeal. I don't think you'd see a lot of other events making that kind of effort."**

**JIM McCUE**

Senior Vice President of Entertainment | SMG



learned that the mayor of Sioux Falls, Mike Huether, is a rabid bull-riding fan, he took the stage to declare Huether "Mayor of PBRville" for the day and presented him with an ornate Montana Silversmiths belt buckle.

"That willingness to engage at every level is a big part of PBR's appeal," McCue said. "I don't think you'd see a lot of other events making that kind of effort."

SMG hosts about a dozen events a year for PBR at venues across the U.S.

PBR saw its highest gross in a single day for its Real Time Pain Relief Velocity Tour at the Fresno Invitational at the Save Mart Center in Fresno, Calif.

The Velocity tour was back at Van Andel Arena in Grand Rapids, Mich., in February for a sold-out Grand Rapids Classic.

"Worcester, Mass., — sold out. North Charleston, S.C., — sold out. Huntington, W.Va., — sold out," said McCue. "We pride ourselves in bringing successful events to every market, large and small."

In recent years, as SMG took over management of the Tucson Arena and The Citizens Business Bank Arena in Ontario, both markets were added to the PBR circuit to great success.

SMG, he said, specializes in the event business, whether that's PBR or hosting the Super Bowl at U.S. Bank Stadium or U2 at Soldier Field.

SMG, the world leader in venue management, marketing and devel-

opment, was founded in 1977 with the management of its first facility, the Louisiana Superdome. SMG quickly grew to manage convention centers, exhibition halls and trade centers, arenas, stadiums, performing arts centers, theaters and specific-use venues such as equestrian centers.

McCue said the company attributes its successful growth to strong partnerships with clients, both municipal and private, and the depth of resources it brings to clients — unparalleled expertise, leadership and creative problem solving. SMG's ownership and team of dedicated corporate support personnel make the company unrivaled in the field of private facility management.

Every June, SMG brings together its marketing executives from across the globe for a private summit to build on their depth of up-to-the-minute knowledge so that every venue remains at the leading edge of the constantly changing sports and entertainment industry.

The company's proprietary programs, well-established management systems, and talented employees ensure that all SMG-managed facilities are professionally and efficiently operated. SMG provides a full range of facility management, operations, marketing and event booking services, as well as pre-development, pre-opening and operations consulting.

SMG owns and operates one of the industry's best-known food and beverage

operations, Premier, which, with its deep roots in California, showcases SMG's passion for chef-driven, seasonal menus. SMG keeps operations local, tailoring hospitality to each venue and its audience, showcasing the singular characteristics of every destination.

In Britain, SMG operates CGC Event Caterers, a 100-year-old catering firm, which brings its distinctive British hospitality to prominent sports, cultural and entertainment venues, such as the world-famous York Racecourse.

In addition to arenas, SMG manages a number of stadiums, including the Mercedes-Benz Superdome in New Orleans; the NRG Stadium in Houston; the national landmark Soldier Field in Chicago; and University of Phoenix Stadium, home of the Arizona Cardinals.

SMG has landed the management contract for China's new Shenzhen World Exhibition and Convention Center, which is scheduled to open in 2019. SMG is in charge of the North American sales efforts for the center.

"Shenzhen is an exciting project for us," said McCue. "The campus will be twice the size of McCormick Place in Chicago, which is the largest of its kind in North America. It will house a convention center with 4.3 million square feet of exhibition space, a 15,000-seat event center, and a 1,900-seat theater. We foresee a wide range of events from local conventions and performers to international sports such as basketball, volleyball and badminton matches. It will be both a showcase for our expanding international business as well as a flagship venue in China's growing trade show market."

The new venue, in a port city considered the "Silicon Valley of China," will also anchor a new business and lifestyle district with hotels and commercial projects, including a retail and entertainment complex. It will serve as the centerpiece of a new Central Business District for Shenzhen.

"We're excited to have been a long-term partner for PBR," said McCue. "Their parent company, Endeavor, will grow that brand, including more media and motion picture opportunities. I predict the future to be bright for PBR."





# Madison Square Garden Kicked off PBR's 25th Season

In January, Professional Bull Riders kicked off its 25th year as the toughest sport on earth to a full house at Madison Square Garden. The three-day Monster Energy Buck Off gave New Yorkers a chance to dust off their boots and hats and watch man versus beast in punishing competition.

"When we first started talking with PBR in 2006, there was that question, 'Is there an audience for bull riding in New York City?'" said Joel Fisher, executive vice president of marquee events and operations for MSG. "The answer is

a resounding, 'yes.' We're going on our 13th consecutive year of hosting PBR to packed stands."

PBR attracts a lot of attention in New York, said Fisher, with fans sporting hats, boots, and belt buckles both inside MSG and out. It starts, he said, when PBR arrives with a line of dump trucks ready to drop 750 tons of Jersey dirt on the arena floor.

"It's a great family event and the fans are some of the best around," said Fisher. "The show has great energy, showcasing the world's top 35 riders, and great fan interaction. PBR is great at marketing their events. (Official Entertainer) Flint Rasmussen and the Matador Jerky Bullfighters have as many devoted fans as the riders and bulls do."

PBR adds another layer of diversity to the wide-ranging mix of events at Madison Square Garden. Diversity is key to MSG's fame, said Fisher, which has seen some of the momentous events of all time.

Muhammad Ali and Joe Frazier met there for the Fight of the Century in 1971, with Frazier winning after 15 rounds. Marilyn Monroe sang her famous birthday serenade to President Kennedy there in 1962. And, in 2015, when Pope Francis visited America, he chose to celebrate Mass at Madison



A bull goes vertical mid-arena at Madison Square Garden.

ANGELA CRANFORD/MSG PHOTOS



SCOTT LEVY/MSG PHOTOS

Add PBR events to the arena that has hosted some of the world's most iconic moments in sports.

Square Garden.

MSG regularly hosts college basketball, boxing and tennis plus manages to squeeze in 90 to 100 concerts annually in the arena and theater.

MSG is also home to some of the most recognized brands in professional sports, holding the franchises for the

New York Knicks and the New York Rangers. The Garden received its first franchise, which was for the Rangers, in 1926. MSG has also made a foray into esports with one of the leading North American organizations, Counter Logic Gaming.

SEE MSG, PAGE 14A

## MADISON SQUARE GARDEN CONGRATULATES THE PBR ON 25 EXPLOSIVE YEARS



**MADISON SQUARE GARDEN**  
THE WORLD'S MOST FAMOUS ARENA®



## MSG, FROM PAGE 13A

"We get these great events because promoters know we can pull off every single one of these events," Fisher said. "That's because we have the best staff in the world."

PBR is a prime example. After PBR's show, he said, MSG's staff, working with PBR, have to remove all those tons of dirt.

"There are 40 dump trucks going in and out of here, dust settling everywhere," he said. "Because we have a phenomenal staff, we can still wipe down every seat and clear out every particle of dust, so that when the next event arrives the next day, you'd never know PBR had been here."

The original Garden opened in 1879. The current building, the Garden's fourth incarnation, opened in



Bringing Western sports to New York's Madison Square Garden has proven to be a popular decision, drawing large crowds and a warm reception.

ANGELA CRANFORD/MSG PHOTOS

1968. Madison Square Garden underwent a \$1 billion transformation that was completed in 2013.

The Madison Square Garden Co. owns a collection of iconic venues, including Radio City Music Hall, the Beacon Theatre and the Hulu Theater at Madison Square Garden in New York. The company also owns The Chicago Theatre, the Forum in Inglewood, Calif., and the Wang Theatre in Boston.

"Every performer, every athlete of every stripe, feels that they've really 'made it' when they can say, 'I've played Madison Square Garden,'" said Fisher.

"PBR is now a global sport," said Sean Gleason, CEO, PBR. "The most fitting way to open our season is to bust out of the chute at 'the world's most famous arena.'"

## ABBI Creates a Thoroughbred Registry for PBR

Professional Bull Riders, Inc. (PBR) took what could be a questionable business of proving, exactly who bred which bull to which dam, and exactly where Calf A went after that, and turned it into a vast database tracking the who's who of bucking bulls.

The organization's American Bucking Bull, Inc. (ABBI) is the only registry of its kind, keeping track of sires, dams, DNA

testing, lineage and genetics for bucking bull breeders. ABBI is the third largest cattle registry in the world.

"Everyone can now prove that they have who they say they have," said Jay Daugherty, Executive Director of ABBI. "That's important in a business where a top bull can earn its owner up to \$200,000 across the season or a partial interest in a bull can cost as much as \$80,000." The ABBI pays out more than \$3 million each year to its members.

The registry currently lists about 200,000 animals. Between 12,000 and 13,000 animal athletes are registered each year.

"Everyone is trying to get to the ABBI/PBR finals," said Daugherty. "There is so much money involved, so much nutrition and science and rehab. The bulls are athletes, just as much as the riders. They get the same rigorous care and attention you'd give any other athlete. It's fun, but it's serious business, too."

Bulls start competing as calves, bucking weighted dummies. Bulls compete at each age level with dummies until age 4, when they're considered large enough for riders. The very top-level bulls for PBR are usually in the 5- to 8-year-old range. Some bulls con-



American Bucking Bull, Inc. partnering with PBR ensures that riders and bulls are well-matched.

tinue competing up to age 11. After that, most bulls live out their days as breeders.

"Our database is built to record and preserve the pedigrees of premier bucking bull livestock, while also enhancing the value and integrity of

the breed," Daugherty said. In addition, ABBI has developed comprehensive programs to educate owners and the general public about bucking bulls and encourage "best practices" in bucking bull ownership, breeding, training and welfare.



ABBI bulls are bred to be the best at throwing riders.

ABBI

ABBI

# WORLD'S BEST BUCKING BULLS START HERE!



American Bucking Bull Inc. (ABBI) is dedicated to unifying, developing and promoting the bucking bull industry through pedigree preservation; enhancement and promotion of bucking bull ownership, breeding, and welfare, with programs and events showcasing the world's finest bucking bull stock.



ABBI is the third-largest cattle registry in the U.S. with more than 200,000 registered animals. The ABBI, a sister organization to the Professional Bull Riders (PBR), was formed in 2004 to help develop the sport's animal athletes through documented blood lines. The ABBI also holds competitive events for bucking bulls, paying out more than \$3 million each year in prize money.

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# Las Vegas Like a Second Home to PBR

For Professional Bull Riders, the city of Las Vegas has long served as the league's unofficial second headquarters, with the city hosting bull-riding events since shortly after the league formed.

"We have been hosting PBR events here in Las Vegas since 1995," said Lisa Motley, director of sports marketing and special events for the Las Vegas Convention and Visitors Authority. "Las Vegas partnered with the Professional Bull Riders early on to bring the series here. With the long-time success of rodeo events in Las Vegas, we were certain that combining the PBR and Las Vegas brands would be a tremendous success. And it has been a great success for both of us."

In the last 23 years, PBR has brought more than 400,000 visitors to Las Vegas, generated an economic impact of more than \$650 million and drawn a total attendance of more than 1.5 million. In 2017 alone, PBR's two Las Vegas events — Finals Week and Last Cowboy Standing — attracted 20,000 visitors and generated a \$42 million economic impact for the destination.

Las Vegas rolls out the red carpet for PBR and its fans, said Motley.

"Our resort partners and the whole community go all out to make the

cowboys and cowgirls feel very welcome when they come to Las Vegas," said Motley. "From country and western concerts and acts to rodeo-themed events and menus, the resorts are committed to making PBR and its attendees have an incredible 'only in Vegas' experience."

PBR Finals Week has been a major part of the sports scene in Las Vegas for two decades. The five-day event this November is preceded by the 2018 PBR Real Time Pain Relief Velocity Tour Finals at South Point Arena in Las Vegas. Five riders from the Velocity Tour are invited to compete in the 2018 PBR World Finals.

Finals Week will culminate at T-Mobile Arena with the PBR 25th: Unleash the Beast 2018 World Finals. Packed in between the bull riding are parties, concerts and rider autograph sessions plus pre-event fan zones.

Las Vegas also plays host to the PBR Last Cowboy Standing, a major event held each spring. This grueling event is one of PBR's toughest stops on the road to the PBR World Finals with 40 riders competing for \$250,000 in prize money and bonus points.

In May, PBR joined forces with World Champions Rodeo Alliance's (WCRA) Rodeo Showdown, a new organization and event with a unique format, a prize



Las Vegas has been hosting PBR events since 1995 and is one of the most popular venues for the league.

purse of nearly \$400,000 and professionals competing in all seven rodeo disciplines: bareback riding, steer wrestling, team roping, saddle bronc riding, tie-down roping, barrel racing and bull riding. Although PBR has a history of supporting rodeos, the WCRA Rodeo Showdown was the first time PBR had formally worked with a professional organization to produce and promote rodeo events.

"As we continue to develop as a

professional sports destination, PBR has been one of our long-standing sports partners," said Motley. "The excitement and action of bull riding is a perfect fit for the excitement and action of Las Vegas. The two brands are great partners. We congratulate PBR on its 25th anniversary. Las Vegas is proud to have played a part in the continued growth and success of the series and we look forward to many more years together."



THE BULLS ARE LOOSE IN VEGAS.  
Celebrating 25 years of the PBR  
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# 25 YEARS. THAT'S ONE HECTUVA RIDE. HAPPY ANNIVERSARY, FROM ALL YOUR FRIENDS AT SMG.



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