

**NAVAJO
NATION
FAIR**



prca
PRORODEO®

Navajo Nation Fair & Rodeo

Marketing & Background Information



For more information:
Navajo Nation Parks and Recreation Department
P.O. Box 2520, Window Rock, Arizona 86515 (928) 871- 6647
visit our website www.navajonationfair.com

* Revised 2008 by Wydale Silversmith, P.P.S. Navajo Parks and Recreation Department

The Navajo Nation Fair was established in 1938 to stimulate livestock improvements and management through exhibits for the Navajo people. The Navajo Nation Fair has become a world-renowned event that showcases Navajo Agriculture, Fine Arts and Crafts, with the promotion and preservation of the Navajo heritage by providing cultural entertainment.

Mission Statement: "To preserve and promote pride in the Navajo heritage and culture for the benefit of the Navajo Nation."

Organization Status: The Navajo Nation Fair Office is an entity of the Navajo Tribe of Indians, A Federally-Recognized Indian Tribe. The Navajo Tribe is exempt from taxes of all states, their subdivisions and the federal government. The Navajo Nation Fair is managed and operated by the Navajo Nation Parks and Recreation Department within the Division of Natural Resources.

Partnership: The Navajo Nation Fair Office will continue to develop a close working relationship with corporate entities, by fostering partnerships outside the Navajo Nation. The Navajo Nation Fair Office will provide new product information to the Navajo people with the goal of being proactive and innovative towards our corporate sponsors needs.

Landscape: The Navajo Nation is the largest North American Indian Tribe with a population of approximately 300,000 members with over 17 million acres of land located around the Four Corners Region of the United States that includes Southeastern Utah, Northeastern Arizona and Northwestern New Mexico. The Navajo Nation is world-renowned for its scenic and natural wonders that attract millions of visitors every year. The intriguing beauty is the (DINE') People's sacred culture and strong artist heritage that ties everything together in harmony.

Navajo Nation Fairground: The fairground is located on 100 acres, ½ mile west of BIA Junction N12 & Highway 264 in Window Rock, Arizona. The Navajo Nation produced events with many organizations such as: PRCA, Championship Bull Riding (CBR), Professional Bull Riding (PBR), Top Country Music Stars, The Ringley Brothers Circus, Arnold Swarzenegger's Fitness Expo, Frazier Shows and the Booger Barter Productions. The Navajo Nation Fairground offers a location to showcase top entertainment, industrial, agricultural and educational events for the benefit of the Navajo Nation. Since the inception of producing events for the Navajo Nation, The Navajo Nation Fair has rapidly grown in size, both in attendance and the scope of production.

Navajo Nation PRCA Rodeo and Youth Celebration: The Navajo Nation PRCA committee plans the annual PRCA Rodeo. The PRCA Pro Tour caters to the Professional Rodeo Cowboy Association members and their fan base. The Navajo Nation PRCA is a "favorite stop" for 500 professional cowboys. The Navajo Nation alone provides a huge fan base for the PRCA cowboys and the Dean C. Jackson Memorial Arena can support over 10,000 fans. There are daytime events and nighttime events during the Annual Fourth of July PRCA Rodeo and Youth Celebration. The Youth Celebration is targeted to Navajo youth between the ages of 5-18, the Office of Dine' Youth and volunteers coordinate the following youth events over a four day period.

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| 1. Sports tournaments/clinics (Basketball, Volleyball, Cross-country, Jr. Rodeo) | 4. Carnival Rides (Frazier Shows) |
| 2. Dances (Navajo Social Song & Dance, Youth Powwow, Country, Hip Hop, Techno, House, Trance) | 5. Fine Arts (Art Contest, Essay Contest) |
| 3. Entertainment (Concerts, Youth Talent Show, Youth Fashion Show) | 6. Exhibits (4-H, Jr. Livestock Show, Tradeshow Exhibits, Career Day) |
| | 7. Youth Day (Ashkii Happy Day) Free for Kids |

The Navajo Nation Fair Production: The Navajo Nation Fair is the largest American Indian Fair and Rodeo within the Southwest United States, with a daily average attendance of 15,000 visitors. The Navajo Nation Fair opens each year on Labor Day weekend and ending on the following Sunday. The Navajo Nation Fair consists of 25 coordinated events that extend over the seven days.

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| 1. All-Indian Professional Rodeo | 14. Youth Rodeo – Labor Day |
| 2. National Contest POW-WOW | 15. Navajo Nation Fair Parade - Saturday (70,000 spectators) |
| 3. Miss Navajo Nation Pageant – Saturday night | 16. Concert – Friday (9,000 spectators) |
| 4. Navajo Social Song & Dance | 17. Carnival Rides(Frazier Shows) |
| 5. Wild Horse Race | 18. Navajo Fry Bread Contest |
| 6. Fine Arts Show and Craft Exhibits | 19. Navajo Baby Contest |
| 7. Tradeshow with over 300 exhibitors | 20. Horseshoe Tournament |
| 8. 4-H - FFA Livestock Show | 21. Youth sports tournaments/clinics |
| 9. Horticulture Exhibits | 22. Youth Hip Hop & Country Dances |
| 10. Navajo Food Pavilion with Native Cuisines | 23. Special Diabetes 2K & 5K Fun Run |
| 11. FREE Fair Barbeque on Thursday afternoon | 24. Fireworks Display – Friday night |
| 12. Ashkii Happy Kids' Day (Free for Kids on Thursday) | 25. Saturday Night Performance (Live American Indian performances with 9,000 spectators) |
| 13. Senior Rodeo | |

Competition: The local competition within a three hundred mile radius would not affect the Navajo Nation Fair due to the fact we offer top entertainment, a large variety of concessionaires, and plenty of seating, parking plus the PRCA sanctioned event that caters to Professional Cowboys. Our main event offers a grand prize giveaways provided by our corporate sponsors. The Navajo Nation PRCA Rodeo and the Youth Celebration is truly a unique production within the four corners area that involves exciting activities for the Navajo youth. Each event is well attended by the Navajo People by being an exciting annual festive event. Visitors mainly consist of Navajo families, with a combined annual average daily attendance of 17,000 and with an anticipated growth rate average of .08%.

TARGET MARKETS: 1. Navajo Communities, 2. Neighboring Cities, 3. National Travel Agencies, 4. International Travel Agencies

Navajo Nation General Population Profile

Ages/Gender: Median Age of 22.
51% of the Navajo Population are Female.
49% of the Navajo Population are Male.

Income: Median income of Navajo Nation is approximately \$12,000

Education: High School graduates are at 44% of the population and College Graduates are at 5% of the population.

Interests: Country Artist - Rodeos – Dances – Carnival rides - Local Sports Tournaments – Exhibits

* Comprehensive Economic Development Strategy, Navajo Nation Division of Economic Development, 2001.

Navajo Nation Visitor Profile

Group Size: Median group size are three and the majority of travel groups range from two to four people.

Length of Stay: Median visit of two days. The majority of visits range from one to five days.

Ages/Genders: Median age of 51. Both male and female visitors are ages from 50 to 55.

Income: Median income of visitors ranges from \$40,000 to \$89,000.

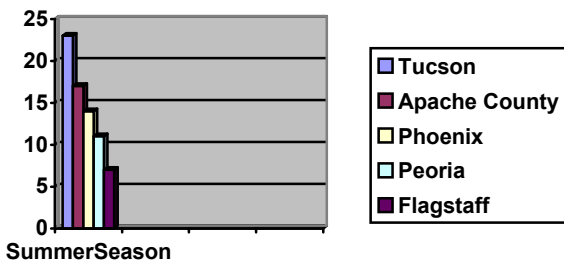
Education: More than 65% of visitors possess a bachelor’s degree.

Interests: Sightseeing
Photography
Looking and buying Fine Arts and Crafts

* Navajo Nation Visitation and Economic Impact Study 2002, School of Hotel & Restaurant Management – NAU, 2002 –2203.

IN THOUSANDS PER YEAR

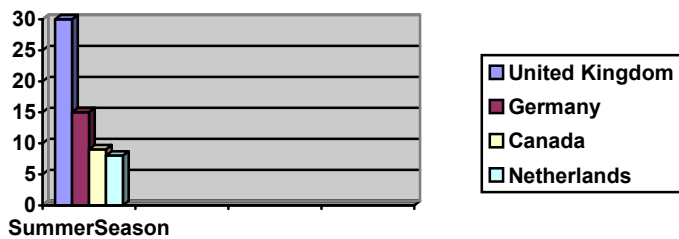
In State Visitors



Out of State Visitors



International Visitors



• Navajo Nation Visitation and Economic Impact Study 2002, School of Hotel & Restaurant Management – NAU, 2002 –2203.