



Go Texan Day Contest Rules & Information 2024

Please read all rules before entering the contest.

Entry Fees: This is a Free contest, sponsored by Wrangler and hosted by Houston General Go Texan Committee.

Deadline: Must submit video by **February 27, 2024** (see below for details).

NEW for 2024: We listened to your feedback and have added a Go Texan Day Contest Spirit Award for 2024. The winner and runner-up from the Go Texan Day Contest Spirit Award category will be chosen by the Houston General Go Texan Committee from all entries. Now there are more ways to win!

People's Choice Divisions: Contestants will select a division based on organizational criteria below and winners will be selected by public voting.

- **Schools (Preschool, K-12 and Higher Education)**
- **Small Business (Less than 50 employees)**
- **Large Business (Over 50 employees)**
- **Government and Non-Profit**

Eligibility: The 2024 Go Texan Day Video Contest is open to organizations that wish to showcase their event for a chance to win great prizes and gain recognition for the way they celebrated Go Texan Day and embraced their Western heritage during the RODEOHOUSTON season. One entry is allowed per organization, department, or location.

To align with other RODEOHOUSTON online contests and campaigns, division winners and runners-up will be selected based on the total number of votes their video submission receives through online public voting. Additionally, contestants will have the capability to share their video to their own social media channels to gain more votes!

2024 Go Texan Day Contest Schedule:

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| • February 12 – 25 | Contestants Host Go Texan Day Celebrations |
| • February 12 – 27 | Contestants Submit Video Entries |
| • February 28 – March 3 | Public Online Voting |
| • March 4 | Winners Announced |

Hosting an event: Go Texan Day is the unofficial kickoff of the Houston Livestock Show and Rodeo. We encourage organizations to hold events for customers, employees, members, clients, etc. to raise awareness of the Houston Livestock Show and Rodeo season and to embrace Western heritage in Texas.

Here are a few tips to make your event a success and increase your chances of winning.

- **Hold your event anytime up to February 25, 2024.**
- Make your event as unique and creative as you'd like! We want to see everyone embrace Western heritage and raise awareness for the Houston Livestock Show & Rodeo.
- Take lots of photos and videos! Capturing highlights from the event and activities will add to the quality of your video.
- Encourage everyone to wear Western attire such as jeans, cowboy boots, and cowboy hats. Try holding a Best Dressed contest to gain participation.
- Decorate your office or lobby with a Western theme. You can even add door decorating contests between your teams.
- Cater a BBQ lunch, dinner or your own cook-off competition for chili, beans, salsa, etc.
- Bring in a DJ or live band to enjoy country music and dancing at your event.

- **How to submit a video:** Contestants may submit their YouTube video entries through the Houston Livestock Show and Rodeo's Go Texan Day page. <https://www.rodeohouston.com/Visit-the-Rodeo/Pre-Rodeo-Events/Go-Texan-Day>.
- **Contestants must submit their video online between February 12-27, 2024.**
- **Video must be 60 seconds or less. Those that exceed 60 seconds are disqualified.**
- Video must be uploaded to YouTube and have Visibility setting set to "Public". If your settings are not "Public", your video will not be viewable for public voting. For more information, visit YouTube's website page. https://support.google.com/youtube/answer/157177?hl=en&ref_topic=9257428.
- A link to the YouTube video is required to enter the contest.
- The video can include action footage, a photo slideshow, or a combination of both.
- Videos must be family-friendly appropriate.
- Background music with lyrics that are deemed lewd, violent, or contain profanity are not allowed.
- The entry form must be completed in full. Please add the name of the Rodeo committeeman who assisted with your event or referred you to the contest. They get points for helping you!

Contest voting and selection: Each competitor may submit only one video per organization, department or location. Submitting more than one video may result in disqualification.

- **Voting by the public will begin at 12:01 a.m. on Wednesday, Feb 28, 2024, and conclude at 11:59 p.m. on Sunday, March 3, 2024.**
- Voting link accessible via <https://www.rodeohouston.com/Visit-the-Rodeo/Pre-Rodeo-Events/Go-Texan-Day>.
- Users may vote for the same entry only once per hour per Facebook account.
- Share your entry through all your social media channels for more votes.
- Winner and Runners-up will be selected from each category based on the total number of votes their video receives during the public voting period.
- **Winners and Runners-up will be announced by Wednesday, March 6, 2024.**

Trophy presentation and prizes:

An awards ceremony will be held at the Houston Livestock Show and Rodeo. Winners and Runners-up will be presented with a special trophy and other prizes.

- **Go Texan Day Contest awards ceremony will be held in NRG Center at 4:00 p.m. Monday, March 11, 2024.**
- 10 ground passes will be provided to each Winner or Runner-up organization to attend the awards ceremony.
- Photos will be taken with Winners and Runners-up.
- Light appetizers and drinks will be provided.

First Place

- Houston Livestock Show and Rodeo Trophy presented by Houston General Go Texan Committee.
- 2 field-level tickets to the March 11, 2024 RODEOHOUSTON performance and concert.
- 2 VIP passes to ride in either a wagon or firetruck during RODEOHOUSTON's Grand Entry* the evening of Monday, March 11, 2024. Check-in for Grand Entry begins at 6:00 pm at the Grand Entry participant tent.

* All riders must be five years old or older and will be required to sign a Release of Liability and Indemnity Agreement. Type of vehicle (wagon or firetruck) is subject to availability. Riders must agree and adhere to Grand Entry Procedures that will be provided prior to the date.

Second Place

- Houston Livestock Show and Rodeo trophy presented by Houston General Go Texan Committee.

Other Considerations

The organizations and their participants understand, that as a condition of participation in this contest, they are granting HLSR permission to promote (via website, or social media) and display the entry; to photograph, film or otherwise record the entry or entries; and, to reproduce the entry in whole, in part or composite.

The organization and their participants waive and release any, and all rights to inspect and approve the final product, and they release, discharge, and hold harmless HLSR from any liability by virtue of the use of the entry.

Entries with copyright or licensing infringement will not be accepted. If there is any reproduction, in whole or in part, of a registered trademark or work of another individual, HLSR reserves the right to disqualify the entry.

HLSR is a family-oriented event. HLSR reserves the right to disqualify any entry that in HLSR's sole judgement, is deemed inappropriate for family consumption, is controversial or in poor taste prior to public judging.

All entries will become property of HLSR in perpetuity.

For more information about the Go Texan Day Video Contest, sponsored by Wrangler, please email the contest team at: houstongotexanday@gmail.com.