



Merchandise Vendor Packet

EVENT OVERVIEW

Rodeo Celina will take place May 29–31, 2026 at Myers Park in McKinney. The event will feature three PRCA rodeo performances:

- Friday, May 29 at 7:00 PM
- Saturday, May 30 at 7:00 PM
- Sunday, May 31 at 2:00 PM

Gates open two hours prior to each performance, activating the grounds early with a DJ on the Main Stage, the 'Lil Buckeroo Zone' featuring inflatables and youth activities, and a lively Entertainment Plaza with food trucks and full-service bars. This pre-rodeo programming is designed to draw guests onto the grounds sooner, increasing overall dwell time and providing vendors with expanded shopping opportunities before and after each performance. Live concerts follow the rodeo on Friday and Saturday nights, extending guest engagement and foot traffic through approximately 10:30 PM.

On Sunday, a Kids Entrepreneur Market will be featured as a supplemental attraction that encourages family participation and early arrival. These youth booths are intentionally positioned beyond the primary Vendor Alley so that guests first experience the core merchandise vendor area before exploring the children's market.

VENDOR EXPERIENCE



Rendering of Container Booth

Rodeo Celina is proud to offer a premium merchandise vendor experience that maximizes both visibility and security. This year, we're introducing single and double vendor spaces built from shipping containers, each featuring a flip-up side to provide shade during the day. At night, the side lowers to create a fully lockable, rainproof space, giving vendors a secure, weather-resistant setup for the duration of the event.

Each unit provides:

- 2 electrical outlets
- Lockable, secure structure
- Weather-resistant protection
- High-visibility placement in a central guest hub

For vendors with branded trailers, Rodeo Celina provides premier spots adjacent to Vendor Alley with 30-amp electrical service, ensuring full access to power while keeping your setup in a prime, high-traffic location.

Traditional pop-up tents and generators will not be permitted in this area. All booths are unfurnished. Vendors are required to provide tables, tablecloths, props and any chairs needed.

VENDOR ALLEY LOCATION

Vendor spaces are located in the center of the Entertainment Plaza, one of the most active areas of the event grounds. This prime placement situates vendors directly adjacent to the Guest Pavilion and Main Stage, ensuring consistent traffic flow before the rodeo and after performances when guests gather for concerts and entertainment.

SPACE RENTAL

Single Container Booth	(12) booths available	approx. 10' x 10'	\$200
Double Container Booth	(6) booths available	approx. 10' x 20'	\$300
Branded Trailer	(6) spots available	approx. 10' x 20'	\$300

VENDOR INFORMATION

VENDOR/COMPANY NAME _____

PRIMARY CONTACT _____

ADDRESS _____ **CITY** _____ **ST** _____ **ZIP** _____

CELL _____ **EMAIL** _____

DAY OF CONTACT NAME & CELL _____

WEBSITE _____

SOCIAL MEDIA _____

DESCRIPTION OF MERCHANDISE OR SERVICES _____

*RODEO CELINA MGMT. RESERVES THE RIGHT TO LIMIT NUMBER OF VENDORS WITH DUPLICATE ITEMS.

PAYMENT

PAYMENT IN FULL IS REQUIRED TO SECURE SPACE.

There are no refunds for cancellation. No exceptions.
Please complete the quantity and amount due below.
Payment may be made via the link on QR code below.

Booth Type	Quantity	Amount per Booth	Total Due
Single Container		\$200	
Double Container		\$300	
Branded Trailer		\$300	

Single Container Booth



Vendor (Single Booth)

Double Container Booth



Vendor (Double Booth)

Branded Trailer



Vendor (Double Booth)

BOOTH PLACEMENT Booth assignments will be made in the order registration was received.

DETAILS

MOVE -IN Vendors will be assigned a setup window in advance for Friday, May 29, 2026. Vendors who do not arrive during the allocated time frame, may be removed from Rodeo Celina authorized vendor list.

MOVE-OUT Vendors may move out immediately following the final performance on Sunday, May 31, 2026. Vendors MUST BE completely moved out by 6pm CST on Sunday, May 31, 2026.

Branded Trailer Vendors, please email a photo of your plug to ckdwickliffe@thewickcelina.com no later than 5/1/26.

HOURS OF OPERATION Doors will open at 5:00pm CST on Friday and Saturday and at 12:00pm on Sunday. All booths must be 100% set up, staffed and ready to operate when doors open. Any vendor not set, staffed and ready to operate when doors open will be removed from the Rodeo Celina authorized vendor list and excluded from future events. Performances will start at 7:00pm CST on Friday and Saturday and at 2:00pm on Sunday. Vendors may not close booths and must stay open and staffed until the conclusion of the rodeo each night. Vendors may opt to stay open for the concerts on Friday and Saturday. Vendors must leave booths

up throughout the event unless prior written authorization is provided by Rodeo Celina to breakdown at the end of each day. If such authorization is provided, vendors are required to be 100% set by the time doors open again the following day.

AGREEMENT The use of the Rodeo Celina or WarHorse Cavalry logos on products is strictly prohibited without prior written approval by WarHorse Cavalry Foundation. Rodeo Celina and WarHorse Cavalry are not responsible for any damage or loss to your merchandise and / or equipment. By execution of this contract, the exhibitor/vendor agrees to be bound by the rules of Rodeo Celina and indemnifies Rodeo Celina from any and all losses, damages, or expenses including reasonable attorney fees occasioned by any act of failure of the exhibitor/vendor. Exhibitor/vendor hereby warrants that it carries adequate insurance covering the above-mentioned contingencies and that upon request a certificate of insurance can be provided.

Vendor has read and agrees to abide by all terms and conditions of this contract.

Authorized Signature _____ Date _____

Email signed contract to:

RODEO CELINA

ckdwickliffe@thewickcelina.com

Call or text with any questions:

Kim Wickliffe

Rodeo Celina Vendor Committee Chair

972-658-7398