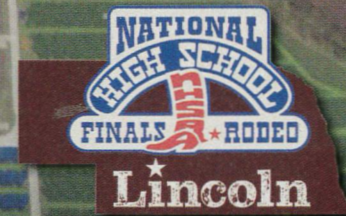


High School Rodeo Rides to Nebraska in 2020-21



Centrally-located Lincoln's Lancaster Event Center is a new destination for the NHSFR.



Amy Dickerson, Lancaster Event Center Managing Director, pictured with site improvement plans that include additional and upgraded campgrounds, expanded outdoor multi-purpose arena and a new covered grandstand. Below: "Welcome NHSFR" sign in Lincoln, Nebraska on Lancaster Event Center's grassy fairgrounds.

By Amy Dickerson, Lancaster Event Center Managing Director

Summer is in full swing with student athletes like you packing up and traveling to pursue the fun and thrills of rodeo competition. While you're busy honing your skills, we're hard at work in Lincoln, Nebraska, preparing the Lancaster Event Center to host the NHSFR in 2020 and 2021.

Plain and simple, the Lancaster Event Center is where the good times grow. With 400,000 square feet of buildings on our grassy fairgrounds, there's plenty of room for all parts of the NHSFR. We're investing \$7 million toward improvements, which include additional and upgraded campgrounds, an expanded outdoor multi-purpose arena and a new covered grandstand. In addition to having great facilities, the Lancaster Event Center is proud to have four NHSFR Alumni on staff who competed from 1978 to 2017. Our staff knows first-hand how it feels to compete. We're committed to providing you an incredible rodeo experience.

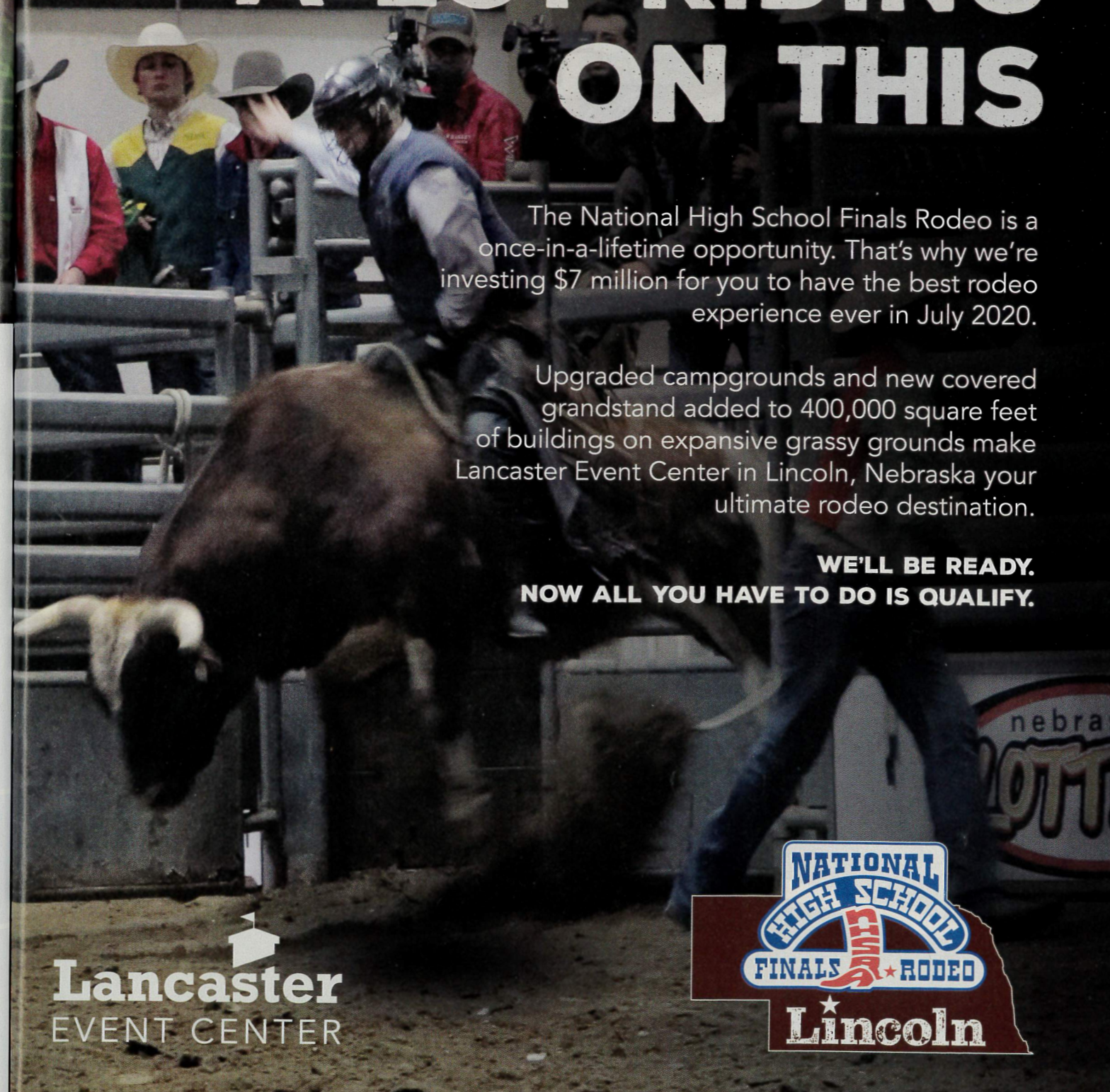
Located in the middle of America, the Lancaster Event Center is truly at the center of it all, making it the ultimate rodeo destination. Lincoln is a well-known place

to visit where you're sure to encounter the "Nebraska Nice" hospitality on your travels and during the NHSFR. In fact, Lincoln was named #3 Best Places to Visit in 2017 (Lonely Planet), #4 Most Giving Cities in the U.S. (Travelocity.com), and #5 Top 10 Cities for Stretching a Dollar (Successfulmeetings.com). Lincoln offers lots of amenities and attractions for contestants, families and friends to enjoy. Just off I-80 and near I-29, the city of Lincoln features more than 70 hotels with over 5,000 rooms ranging from full-service Hiltons and Marriotts to economy options. Lincoln also has more than 900 restaurants, plenty of shopping and a variety of places to go for family fun including nationally-recognized attractions like the Lincoln Children's Museum, Lincoln Children's Zoo, Speedway Motors Museum of American Speed, and the University of Nebraska State Museum of Natural History and Mueller Planetarium. The world-renowned Omaha's Henry Doorly Zoo & Aquarium, Strategic Air Command and Aerospace Museum, water parks, an outlet mall and other opportunities are also within a short driving distance.



In the Event Center team's multiple visits to the NHSFR since 2016, we've seen what an exciting event this is. It's a fantastic opportunity to give it your all and be surrounded by a great extended "family" support system. When the rodeo rides into Lincoln, Nebraska, at the Lancaster Event Center, you're going to experience that and so much more. Learn more about NHSFR 2020 by visiting NHSFRlincoln.org. In the meantime, good luck to all those lucky enough to compete in Rock Springs!

YOU'VE GOT A LOT RIDING ON THIS



The National High School Finals Rodeo is a once-in-a-lifetime opportunity. That's why we're investing \$7 million for you to have the best rodeo experience ever in July 2020.

Upgraded campgrounds and new covered grandstand added to 400,000 square feet of buildings on expansive grassy grounds make Lancaster Event Center in Lincoln, Nebraska your ultimate rodeo destination.

**WE'LL BE READY.
NOW ALL YOU HAVE TO DO IS QUALIFY.**

Lancaster
EVENT CENTER



NHSFRlincoln.org
July 2020 & 2021

Photo from UNL Rodeo in April 2019