

# COWBOY KENNY'S STEEL RODEO

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**KICKER**

## **"COWBOY" KENNY BARTRAM**

Is a freestyle motocross household name. He started his career at the ripe old age of seven and has been hitting the dirt ever since. Racing his way through the ranks of both amateur and professional motocross circuits, Kenny moved into Freestyle Motocross in 1998. Kenny is a dominant force in the sport; winning an unprecedented 13 IFMA events in a row and 26 Main Event wins in a single season. Bartram has also accumulated 7 World Championships, Dew Tour Champion and 10 medals from X Games and Gravity Games, including 4 Gold and many more titles and championships along the way. Through it all Kenny stayed true to his Stillwater, Oklahoma roots, wearing his signature cowboy hat and playing country music during his runs, making him a true individual in the freestyle industry.

## **STEEL RODEO**

Steel Rodeo Tour is Oklahoma based and owned by Freestyle Motocross champion Cowboy Kenny Bartram. Steel Rodeo Tour provides non-stop, action packed freestyle motocross exhibitions for events and venues across the country.

Steel Rodeo Tour is a company that has been in the heart and mind of Bartram for years. We have now brought this dream to fruition, bringing our goal of quality family entertainment to venues across the country. When you choose Cowboy Kenny's Steel Rodeo, you are choosing to work with professional athletes and a company that is unsurpassed in providing quality shows. Our leadership prides itself with integrity, professionalism, and dedication to the sport and to fulfilling our clients needs in top-notch entertainment.









# **KICKER®**

## **MUSIC FESTIVALS**

Steel Rodeo Tour are firm believers in living life loud and “LIVE”. Whether its sports or music, living loud and “LIVE” encompasses the feel of a music festival. Steel Rodeo Tour offers a broad range of entertainment to bring additional excitement to large music festivals and concerts. Crowds can enjoy the thrill of dirt bikes flying through the air with riders twisted and even upside down, high in the sky above them. Steel Rodeo shows provide the perfect set change to any music festival or concert and in some cases a part of the show with jumps being right over the stage!







# COWBOY KENNY

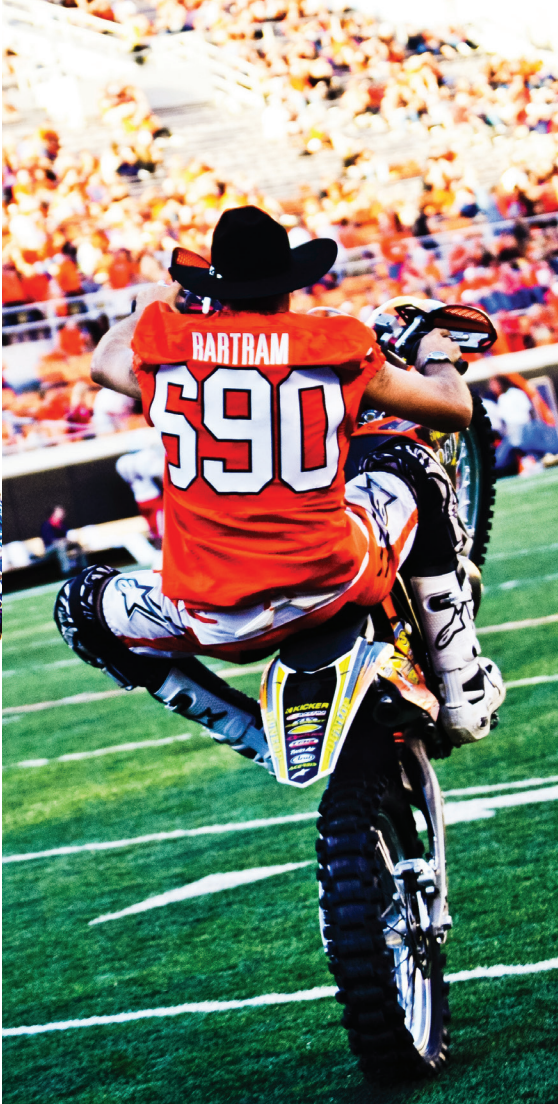


## **GAMEDAY**

Atmosphere is a great term that encompasses not just the tailgating and the ambiance of college and professional football, but the game itself. Who doesn't love the electricity within a stadium, the excitement of tailgating and the big-time feel that comes with big-time football.

There are places all over the country that brag about having a great game day experience. But Steel Rodeo offers a chance to bring that to a completely different level, draw a demographic that may not have come to a football game but fall in love with the atmosphere and become fans themselves.

In the past two years, Steel Rodeo Tour has partnered with Kicker and Oklahoma State University to be an addition to their Game Day Experience during the annual Kicker Game Day Bash . Thousands of fans ascended on the street paralleling the stadium as X Game athletes flew over 40 feet in the air above the crowd with jaw dropping aerobatics. After the exhibition the athletes also from each corner of the field brought in the game ball on their bikes to a sold out crowd cheering yet again a new experience to the stadium.







REAL ESTATE

STOP  
BIKE PARKING ONLY  
THIS SIDE OF STREET  
DAN GAN  
LOADING WILL BE TOWED

24 HR.  
20 MINUTE  
GUEST  
REGISTRATION  
→

NO  
PARKING  
HERE TO  
CORNER  
TROLLEY  
STOP ONLY



## **BIKE RALLIES**

For those who haven't ever been to a bike rally such as Sturgis, Daytona or Laconia you can have many misconceptions. It's really where riders are able to come together with a sense of belonging, a sense of family and brotherhood. Freestyle motocross shares this same brotherhood.

The excitement of a rally is hard to hide. The rally is full of not only crazy good times, but also tradition. Annual events and trips are planned to return even before they have left. Steel Rodeo Tour brings freestyle motocross exhibitions to bike rallies all across the country including Bikes Blues and BBQ and huge shows in Sturgis. This band of brotherhood has embraced Steel Rodeo and freestyle motocross as fellow two wheel daredevils. The shows are always packed and even the most experienced rider is amazed at what riders can do!



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 **Nationwide**  
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Express  
FOOD CITY

CHEVROLET

# **KICKER**®

## **MOTORSPORTS**

Sitting in the stands, the smell of race fuel in the air. You feel the ground rumble as engines fire. These are all the things that tell all of us motorsports fans it's race day.

Freestyle Motocross is no exception to this and has become a part of the race day experience. Steel Rodeo Tour exhibitions provide non stop heart racing action that will leave all motorsport fans wanting more. The highest level of athletes combined with state of the art ramps and equipment make our shows surpass all of the competition. Keep the action going when the racing stops with Steel Rodeo Tour.





# COWBOY KENNY



## COUNTY FAIRS

The smell of cotton candy, lights of the midway, communities coming together to celebrate local traditions. For most people, county and state fairs are nostalgic and bring back many memories. A lot of these memories are from the carnival itself – young thrill seekers setting out to the ferris wheels, Zippers, Tilt A Whirls and maybe just maybe racing to see if they are tall enough for the Gravitron this year.

Steel Rodeo Tour brings top notch entertainment to the midway and fairgrounds for all thrill seekers young and old, past and present. Where else can you look over your shoulder on a ride and see a motorcycle upside down at eye level with you! You can't wait to go to the next show at the fair and see it up close. We bring the thrill ride to the masses and have become a tradition ourselves at state and county fairs across the country.

## **RODEOS**

It's not often you see cowboys from all disciplines of the rodeo line the fence at the same time in anticipation. But when Steel Rodeo Tour pulls in to the arena a common bond is that all eyes are on us. From bull riders to barrel racers, fans of all ages are on the edge of their seats. The heart pounding action leaves even those who make it eight seconds stand in awe. We have the opportunity to share in the western heritage atmosphere in a very old sport that involves every age group from mutton busters, high school to college, amateur and pro, all competing together. Rodeo is a real family. You revel in the atmosphere of an event full of western culture and tradition. Steel Rodeo Tour are PRCA members and we pride ourselves on that. We have the upmost respect for the rodeo, livestock and the sport itself. We feel as if we are a part of the rodeo family and look forward to each and every rodeo we perform.







# **KICKER**

## **KICKER FLIES HIGH WITH THE STEEL RODEO**

KICKER Performance Audio keeps it Livin' Loud at every event, and the Steel Rodeo helps crank it up a notch. From the Big Air Bash at the Palms Hotel and Casino in Las Vegas, to the open skies over vast stadiums on college football Saturdays, KICKER and the Steel Rodeo deliver mayhem and excitement to thousands of onlookers. Look for the Steel Rodeo teaming up with KICKER at future events, with KICKER subwoofers and amplifiers providing the heartbeat, and Cowboy Kenny and the Rodeo injecting the adrenalin.







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