



**CITGO PRESENTS**

# **BUCCANEER DAYS**

2022 EVENT PLAN

# 2021 Event Recap

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NO EVENT IN 2020.

BUC DAYS RETURNED APRIL 29 – MAY 9, 2021

## New Array of Events for Buc Days 2021

- Carnival and Rodeo Corpus Christi returned in a mitigated fashion
- Postponed events included the BBQ, Concert Series and the Parades
- New events included Wings Over South Texas Airshow and the Buc Days PBR Velocity Tour Chute Out

TICKETED ATTENDANCE REACHED 77,633  
ACROSS ALL EVENTS

Buc Days reach included additional non-ticketed people

- TV
  - The Night Parade was televised on KRIS6. It performed in the top 10 spot for prime time telecast in a local market
  - The Rodeo Corpus Christi Triple Crown event was broadcasted Nationally on CBS (just one of 3 events!)
  - Wings Over South Texas was broadcasted on KRIS6
- Streaming
  - The PBR and Rodeo Corpus Christi events were streamed on RIDEPASS
  - Over 25K total views across both events
- Bayfront
  - An estimated 60,000 people enjoyed the Wings Over South Texas based upon aggregate mobile phone data collected in the downtown area

# 2021 Event Recap

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## SCHOLARSHIPS & GRANTS AWARDED

Despite the loss of a year, scholarships were allotted:

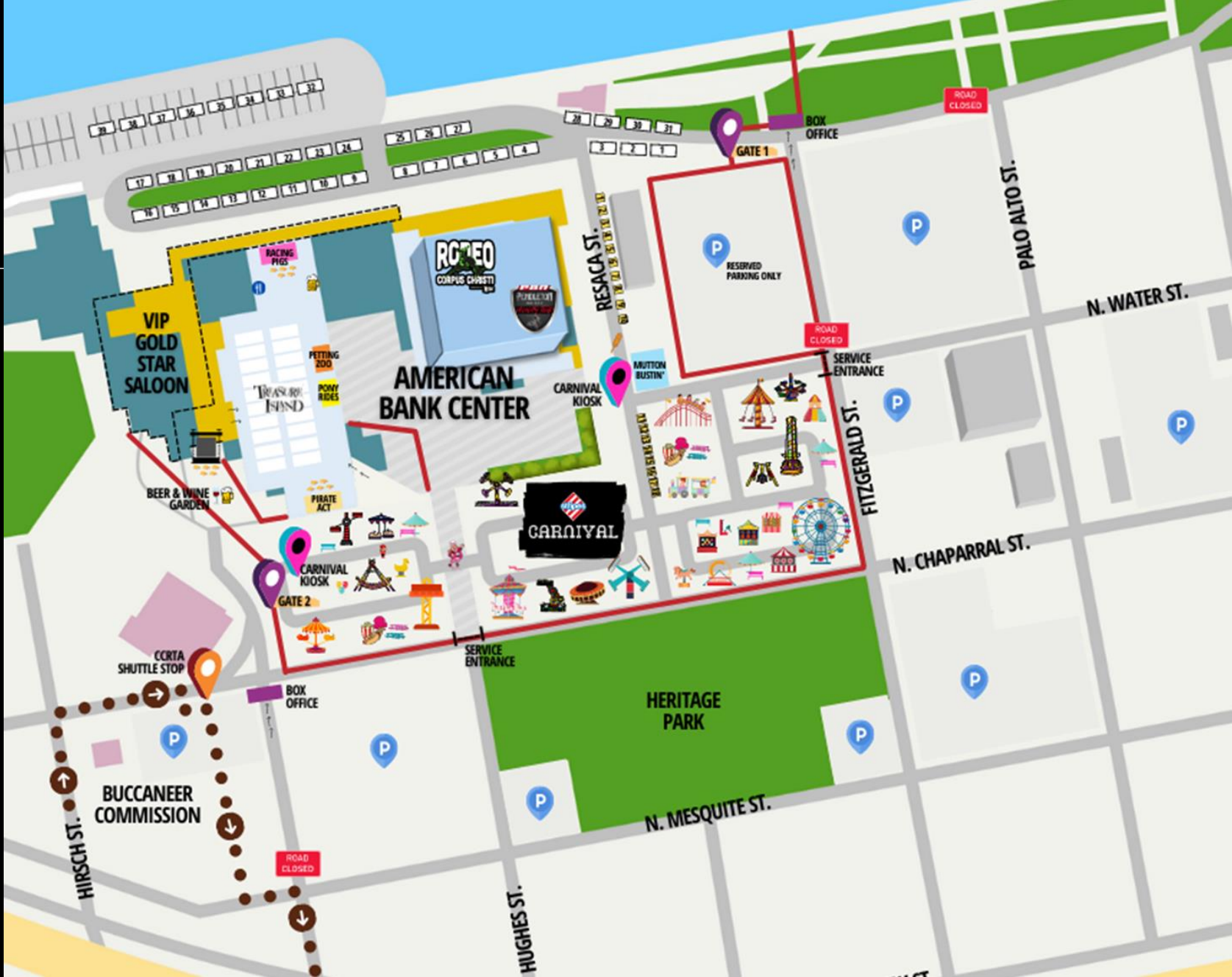
- Leadership Program 2020 participant scholarships
- Leadership Program 2021 participant scholarships
- Local Colleges
- Military Warriors Support Foundation
- Bucarader Family Scholarship

\$190,500  
DISTRIBUTED  
2020-2021  
GIVING

\$.90 OF EVERY  
DOLLAR  
GENERATED  
GOES TOWARDS  
THE MISSION

\$1.4M IN  
SCHOLARSHIPS  
AND GRANTS  
TO DATE

# 2022 Event Map



# Event Dates for 2022 Event

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## CARNIVAL & TREASURE ISLAND

May 5 – 15, 2022 (all 11 days)

### PBR VT FINALS

May 6 & 7

### RODEO CORPUS CHRISTI & BBQ ON THE BAY

May 11 – 14

### ROBOTICS RODEO

May 7-8

### NIGHT PARADE

May 8

### JUNIOR PARADE

May 14



# PBR Pendleton Whisky Velocity Tour Finals

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THIS TWO-DAY CHAMPIONSHIP EVENT  
WILL BE HELD AT BUC DAYS IN 2022

A PRESTIGIOUS CHAMPIONSHIP EVENT  
THAT WILL NOT ONLY CROWN THE 2021  
VELOCITY TOUR CHAMPION, BUT ALSO  
PLAY AN INTEGRAL ROLE IN SHAPING THE  
ULTIMATE RACE FOR THE PBR WORLD  
CHAMPIONSHIP

AMERICAN BANK CENTER ARENA EVENT  
MAY 6 & 7, 2022



# Buc Days Robotics Rodeo Tech Challenge

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NEW BUC DAYS EVENT

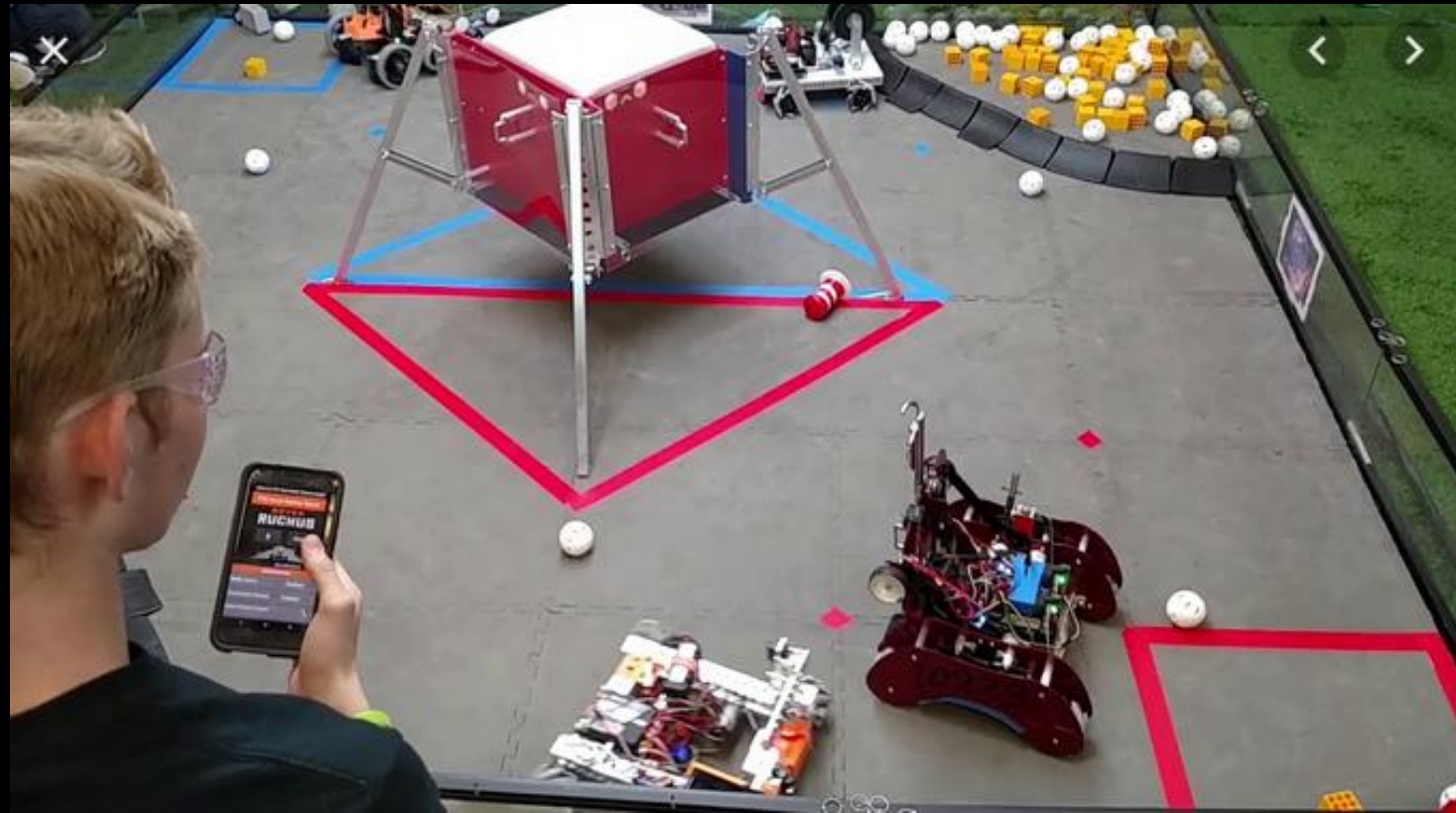
FIRST IN TEXAS REGIONAL COMPETITION

GUIDED BY ADULT COACHES AND MENTORS, SMALL TEAMS OF STUDENTS DESIGN, BUILD, CODE AND OPERATE ANDROID SMARTPHONE-CONTROLLED ROBOTS TO COMPETE.

AGES 12-18

FRIDAY, MAY 6 - SATURDAY, MAY 7

COMPETITION AND AWARDS WILL BE COMPLETED BY 4PM ON SATURDAY





# Buc Days Leadership Program 2022

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REBRAND THE BUC DAY KING & QUEEN LEADERSHIP PROGRAM TO THE BUC DAYS LEADERSHIP PROGRAM

PROVIDE ADDITIONAL SCHOLARSHIP INCENTIVES TO FIRST-GENERATION COLLEGE STUDENTS

ALL SCHOLARS THAT COMPLETE THE PROGRAM TO RECEIVE \$3,500

INTRODUCE A MENTORING PROGRAM, PAIRING PARTICIPANT WITH COMMISSIONERS BASED UPON CAREER INTERESTS

PROVIDE OPPORTUNITIES TO RECEIVE MORE MONEY AFTER COMPLETING THEIR FINAL PROJECT

FURTHER THE EVOLUTION OF THE PROGRAM AWAY FROM PAGEANTRY





# New Buc Days Office Coming

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PURCHASED PROPERTY AT 1316 N CHAPARRAL

ESTABLISHING ROOTS FOR THIS 83+ YEAR OLD ORGANIZATION

INVESTING IN DOWNTOWN

ALLOWS EASY ACCESS TO FESTIVAL SITE  
(AMERICAN BANK CENTER)



# Questions?

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