

## President's Message

Dear valued sponsors, partners, and spectators,

On behalf of the Sheriff's Rodeo Foundation, I would like to extend a sincere welcome and thank you for joining us at this year's Sheriff's Rodeo.

What started just five short years ago has quickly grown into a special tradition for our community. The Sheriff's Rodeo celebrates the western way of life, the sport of rodeo, and the strong connection between law enforcement and the communities we proudly serve. Most importantly, it is an opportunity for people from across San Luis Obispo County to come together to enjoy great entertainment, celebrate our shared heritage, and support a meaningful cause.

This year also marks an exciting new chapter for the rodeo. We are proud to introduce the Sheriff's Rodeo Foundation, a newly formed nonprofit organization created to expand the mission and impact of this event. The purpose of the foundation is to raise funds that directly support first responders and frontline workers throughout San Luis Obispo County.

Through the Sheriff's Rodeo Foundation, funds raised from this event and future activities will help provide essential equipment, specialized training, and critical resources for the men and women who protect and serve our communities every day.

The values represented in the arena mirror the same qualities we see in those who serve in public safety, hard work, integrity, courage, resilience, and teamwork. Rodeo has always been about determination and grit, and those same traits are demonstrated daily by the first responders who dedicate their lives to keeping our communities safe.

The Sheriff's Rodeo is also about community. It is about neighbors coming together, families making memories, and celebrating the traditions that make the Central Coast such a special place to live. None of this would be possible without the tremendous support of our sponsors, volunteers, vendors, and the many community members who continue to support this event year after year.

Your support allows us not only to host an unforgettable rodeo weekend, but also to give back in a way that directly benefits those serving on the front lines across our county.

On behalf of the entire Sheriff's Rodeo Committee and the Sheriff's Rodeo Foundation, thank you for being part of this incredible event. We hope you enjoy the rodeo, the atmosphere, and the sense of community that makes the Sheriff's Rodeo so special.

Sincerely,

Chad Nicholson  
President, Sheriff's Rodeo Foundation  
San Luis Obispo County Undersheriff