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# MULE DAYS CELEBRATION

## **Every Memorial Day weekend since 1970...**

The town of Bishop, nestled on the eastern slope of the Sierra Nevada Mountain range, comes alive with the annual presentation of Mule Days. The outfitters and packers of the region wanted an event to start off the packing season, and the community wanted to draw vacationers to the Owens Valley. What began as an informal gathering and test of skills has grown into a fun-filled, world-class event.

It's difficult to actually describe Mule Days. Part mule show, part test of skills, and part Wild West show, **Mule Days Celebration is unlike anything else in the world.** Over the six-day event there are 14 shows featuring more than 400 mules with their trainers, riders, and packers. Over 30,000 fans converge on the Tri-County Fairgrounds to spectate and visit the exhibitions.

The competitors, hardcore mule aficionados, are determined to prove [anything a good horse can do, a mule can do better!](#) Events include English jumping, dressage, team roping, western riding, and racing to name a few. The pack scrambles, chariot racing, and musical tires are not to be missed!

## **When is it?**

Mule Days is a six-day event that takes place each year, Tuesday to Sunday the week before Memorial Day. Mule Days is held on the Tri-County Fairgrounds in Bishop, California. Our 14-show event begins with preliminaries on Tuesday through Thursday and features event finals, professional entertainment acts and packing events Friday through Sunday.

## **About Bishop...**

At 4000' elevation, Bishop is nestled between two beautiful mountain ranges midway between Los Angeles, CA and Reno, NV on U.S. Highway 395. Bishop is the center for recreational activity in the Eastern Sierra. In addition to the packing and outfitter activities specific to the region, there are year around activities such as fishing, hiking, hunting, cross country skiing, and fantastic sight seeing of mountains, creeks, and the high desert. World class skiing is also available on nearby Mammoth Mountain in Mammoth Lakes, CA.

## **Who Attends?**

Grandparents with grandkids in tow, families enjoying a family outing, empty nesters out for week of fun, and rodeo fans of all ages are typical of the Mule Days crowd. As with the majority of western event and rodeo fans, the Mule Days fans tend to be brand loyal. Our vendors show outstanding sales during the event, pointing to a more affluent crowd. Many of our attendees take advantage of one of the available 1,000 RV spaces on and near the fairgrounds. This event has become an annual reunion tradition for many of our fans.

## **From Where?**

Visitors and contestants from every state, including Alaska and Hawaii, have attended our event. In addition, we have regular attendance by friends from Great Britain, Canada, Germany, South Africa, Australia, Brazil, Venezuela, and many places between.

## **How Many?**

The City of Bishop states that over 30,000 visitors and competitors attend our event which results in approximately \$7,000,000 dollars put into the local economy through hotel reservations, food sales, gas sales, campground, and RV site reservations, etc.

## **Our Community Partners**

Over 500 dedicated volunteers from all walks of life come together to make our event a huge success. Mule days is a non-profit corporation, giving proceeds back to the community. We contract with local school clubs and community service groups to help in various ways. Students and parents assist with many of the functions such as selling collectible souvenir magazines, taking tickets, and checking in our RV visitors. This opportunity is a major fundraiser for these groups. These hardworking individuals take time to mold the event into a truly community driven, world-class event.

**Our motto is: "When a town becomes a team."**

## **Parade**

Our parade, a crowd favorite that draws thousands of spectators, has the distinction of being in the Guinness Book of World Records as the "Longest Running Non-Motorized Parade" travels North through Bishop on U.S. Highway 395 on Saturday morning.

## Announcers

World famous Professional Rodeo announcers Bob Tallman and Bob Feist are the voices of Bishop Mule Days, and keep the crowds entertained and informed during our four “Big Shows” in the Main Arena. Rounding out our team of talented announcers, Steve Kenyon of RFD-TV and Cowboy Channel fame, calls the action for our morning and afternoon shows.

## Souvenir Magazine

Mule Days produces an Official Souvenir Magazine containing articles of history, lore and both current and historic photographs. It becomes a great keepsake for our attendees, and as a sponsor, your advertisement can be included. Because our magazine is distributed throughout the year, an investment provides continuing exposure for your business. Advertisement is also available in the Souvenir Magazine without sponsorship commitments. An Ad Insertion Form is available on request from the Mule Days Office at (760)872-4263.

## Media

Bishop Mule Days Celebration has a dedicated and engaged social media following with over 26,000 Facebook fans, 8,000 Instagram followers, and 1,000 Twitter followers, as well as 12,000 Constant Contact followers. Our website, [www.muledays.org](http://www.muledays.org), has 27,000 followers. Mule Days has been featured in such publications as the Los Angeles Times, The San Bernardino Sun, Sunset Magazine, Western Horseman, American Cowboy, Cowboys and Indians, and Western Mule Magazine.

Larry Mahan featured our event for his show *Equestrian Nation* and Susie Dobbs featured Mule Days for her show *Beyond Rodeo* on RFD-TV. In 2008, Mule Days was chosen in American Cowboy’s Reader’s Choice Award as the #3 Best Overall Event, superseded only by world-class events Cheyenne Frontier Days and PRCA Wrangler National Finals Rodeo. In 2009 we were #3 Best Heritage Event. Bishop Mule Days was featured in the 2013 award-winning documentary *Mule Days*.

## Livestreaming

Bishop Mule Days is proud to announce that we have added livestreaming to our four “Big Shows” in the Main Arena. This exciting new opportunity allows us to reach fans across the United States and around the world. **In our first year, we averaged over 1,000 viewers per show, which included audiences in six foreign countries.** This year we are excited to be expanding to a 7-camera system and upgraded wireless microphones. Our new equipment will

also allow for increased Sponsor commercial content to be played during the show. Please contact the Mule Days office at (760)872-4263 for further information.

## **Additional Opportunities**

### **Sponsorships of a Specialty Act or Event are available**

Mule Days offers sponsorships for Specialty Acts, such as the Young Living Percheron Hitch and the 20 Mule Team. We also offer the opportunity to sponsor specific events such as the Concert, Parade, Contestant Hospitality and Winetasting, and Volunteer Lunches. Please contact our sponsor coordinator ([info@muledays.org](mailto:info@muledays.org) or 760-872-4263) for additional information regarding these unique sponsorships.

**We will be happy to customize a package specifically towards your business and interests.** We encourage your participation in Mule Days, and guarantee it is an event like none other that you have ever been involved with before! **We look forward to having you as a member of our Mule Days family.**

**Thank you for your support of Bishop Mule Days!**

**Be sure to visit our website at:**

**[www.muledays.org](http://www.muledays.org)**

For additional information, please contact our Mule Days office  
1141 N. Main Street  
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Fax: (760) 872-2328

Email: [info@muledays.org](mailto:info@muledays.org)

Donna Bird  
Sponsor Coordinator

“ If there is a National Finals in the mule business, it’s in Bishop, California every Memorial Day Weekend. There is nothing bigger, nothing better and no place to have it like Bishop! ”

**-BOB TALLMAN**

World-Famous, Professional Rodeo Announcer  
Mule Days Celebration Host

