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 #RODEOAUSTIN2026

# RODEO AUSTIN GOLDEN AWARDS

The Golden A Awards celebrate excellence across the fairgrounds — recognizing the vendors, partners, and experiences that go above and beyond to elevate the guest experience at Rodeo Austin. These awards shine a spotlight on **INNOVATION, QUALITY, PRESENTATION,** and the **OVERALL IMPACT** each participant brings to our event.

From crowd-favorite flavors to standout displays and exceptional service, the Golden A Awards honor those who help make Rodeo Austin unforgettable year after year.



## GENERAL INFO

- ACCESSIBLE PARKING**  
 Accessible parking is available in lots B, G1, G2, and F. Please note F is for Founders Club members only.
- ATM**  
 For your convenience, ATMs are located at various locations throughout the Fairgrounds, Exhibit Hall and inside Luecke Arena.
- BABY LOUNGE**  
 Rodeo Austin guests may enjoy the baby lounge located inside the Exhibit Hall. Equipped with air conditioning, outlets, changing tables and rocking chairs for your convenience and privacy.
- BAR**  
 Quench your thirst at bars throughout the Fairgrounds.
- FIRST AID**  
 The First Aid office is located on the northeast side of the Fairgrounds, near the Pony Rides. Mobile EMTs are also available throughout the Fairgrounds.
- INFO & PUBLIC TOURS**  
 General Information and Public Tours can be obtained at the Information Booth located near Chow Town. Tour times Monday - Saturday at Noon and 4:30 p.m., Sundays at Noon.

- MAGIC MONEY**  
 Magic Money is the easy way to pay and play in the carnival, food booths, and beverage stands utilizing RFID technology to load digital credits onto easy-to-use cards. Magic Money cards may be purchased and re-loaded with a debit card, credit card or cash. After entering the Fairgrounds, look for a Magic Money kiosk to get started and enjoy individual rides and games. To ride individual rides or play games, guests must use a Magic Money card. Magic Money is accepted at all food booths and beverage stands.
- RESTROOMS**  
 Restrooms are located throughout the Fairgrounds.
- RIDESHARE**  
 Get to and from the Fairgrounds using your favorite rideshare app.

## CARNIVAL

**51 CARNIVAL**  
 Get your fill of rides at Austin's largest carnival! Unlimited ride carnival wristbands are available for purchase at Magic Money Kiosks. Wristbands purchased online can be redeemed at Magic Money Kiosks.

## RODEO EATS

Fuel up at Rodeo Austin's Chow Town for Fairground delicacies and fan favorites! Enjoy a meal or take in a live music performance from the Outdoor Stage in front of the Beer & Wine Garden.

- ADAM MCKINNEY'S FOOD SERVICES - SOUTH**  
 Funnel Cakes, Corndogs, Lemonade
- NITRO HOG BBQ**  
 Turkey Legs, Pulled Pork Sandwich, Pulled Pork Nachos, Pulled Pork Mac 'n Cheese
- OFF THE HOOK SEAFOOD**  
 Crab Boil, Crawfish Boil, Po; Boy Sandwiches, Bourbon Chicken, Bourbon Shrimp
- TRACY'S CONCESSIONS INC**  
 Fresh Cut Loaded Fries
- CRUNCHIE EGG ROLLS AND MORE**  
 Original Eggroll, Mac 'n Cheese Eggroll, pepperoni pizza Eggroll, Dill Pickle Eggroll, Chicken Samosas Eggroll
- WHITE TRASH SMOKEHOUSE**  
 Turkey Legs, sausage on a stick, BBQ sandwich, Bayou Balls, Boudin Link, Crawfish Boudin Link
- BENNETT CONCESSIONS - PHILLY CHEESESTEAK**  
 Philly Cheesesteak
- RODNEY & LISA'S LTD - COTTON CANDY & APPLES**  
 Candy Apples, Cotton Candy, Snowcones, Popcorn
- ADAM MCKINNEY FOOD SERVICES - NORTH**  
 Flamin Hot Corndogs, Lemonade, Limeade
- TRACY'S CONCESSIONS INC - FUNNEL CAKE**  
 Deep Fried Cheesecake, Dubai Mini Doughnuts, Dubai Funnel Cakes
- RODNEY AND LISA'S LTD - PIZZA**  
 Pizza, Calzones, Pretzels
- PARKS FAIR FOODS**  
 Hand Dipped Corndogs
- BENNETT CONCESSIONS - ALL AMERICAN CAFÉ**  
 Pork Tenderloin Sandwiches, Crazy Fries, Black Angus Burgers
- BENNETT CONCESSIONS - GREEK CAFÉ**  
 Gyros, Greek Salads, Baklava
- TRUST FAM CONCESSIONS**  
 Fried Oreos, Cookie Dough, Reese's, Snickers, Milkyway, Butter
- PORK BOOTY ATX**  
 BBQ Sandwiches, BBQ Loaded Fries, Pork Booty BBQ Plate, BBQ Hotdog, Loaded Quesadilla
- THE ORIGINAL COBBLER IN A CONE**  
 Peach cobbler in a cone with bourbon caramel sauce, Strawberry cream cheese cobbler in a cone
- WETZEL'S PRETZELS**  
 Pretzels
- ESPADA DE BRAZIL**  
 Acai Bowl, Picanha Sandwich, Chicken and Sausage Plate, Hamburgers
- BAHAMA BUCK'S ORIGINAL SHAVED ICE**  
 Buck's signature Sno
- FIRE IT UP CONCESSIONS**  
 Fried Foods (sweets and savory)
- PECOS PETE'S**  
 Olde Fashioned Soda Pop
- GUMBALL'S ICEE**  
 El Loco Icee, Traditional Icee, Bussin Boba, Cherry Limeade
- TAQUERIA RIVAS**  
 Taco Flight, Loaded Nachos, Elote, Churros
- JP PANCAKES COMPANY**  
 Jumbo Pancake Kolaches, Pigs in a Blanket, Chocolate Chip Pancakes
- MOCHA MOTION TX**  
 Specialty Lattes, Frappuccino, Refreshers, Brewed Coffee
- SA MEXICAN FOOD**  
 Gorditas, Street Corn, Churros, Agua Frescas, Tacos (Breakfast and Fajitas)
- DIPPIN' DOTS ICE CREAM**  
 Dr. Pepper Dippin Dots, Traditional Dippin Dots
- TRACY'S CONCESSIONS INC**  
 Fresh Cut Loaded Fries
- THE CORNDOG COMPANY**  
 Brisket Corndog, Veggie Corndog, Traditional Corndog, Kettle Chips
- THE NUT FARM - EXHIBIT HALL**  
 Strawberry cheesecake roasted pecans, Roasted nuts

## KIDSTOWN

- 42 PETTING ZOO**  
**March 13-28: 10:00 a.m. - 8:00 p.m.**  
 Make new friends at the petting zoo. Free to enter. Feed can be purchased for \$2 for a small cup or \$6 for a large cup.
- 43 PONY RIDES**  
 Experience riding a real-life pony! Rides are \$8 each.
- 44 JURASSIC BARK**  
**March 13-28: 11:30 a.m., 12:30 p.m., 5:30 p.m.**  
 Stop by the Jurassic Bark Dog Show to watch talented dogs showcase their agility and skills in an exciting live performance! These pups will impress with their tricks and teamwork!
- 45 SWIFTY SWINE PIG RACES**  
**March 13-28: 10:30 a.m., 1:00 p.m., 2:30 p.m., 3:30 p.m., 4:30 p.m., 6:00 p.m.**  
 Please find a seat in the bleachers. Pick out a number and cheer on your favorite pig!

## WILD WEST

- 46 HOW NOT TO COWBOY**  
**March 13-28: 10:00 a.m., 12:00 p.m., 6:00 p.m.**  
 A hilarious, action-packed comedy show that teaches the do's and don'ts of cowboy life — full of laughs, audience fun, and Western spirit.
- 46 WILD WEST'S GOT TALENT**  
**March 13-28: 11:00 a.m., 2:00 p.m., 5:00 p.m.**  
 The frontier's best take the stage! Enjoy a variety of Wild West acts showcasing tricks, talent, and plenty of cowboy flair.
- 46 THE DIAZ FAMILY**  
**March 15 & 22: 1:00 p.m.**  
 Five generations of skilled charros bringing tradition, precision, and passion to the arena. This family of horsemen showcases authentic horsemanship, roping artistry, and the rich heritage of the charro way of life. A timeless legacy, proudly carried forward in every ride.

## SHOW BARN

- 39 SHOW BARN**  
 Check the Schedule of Events (reverse side) for show times.  
 Rodeo Austin is home to one of the largest Junior Livestock Shows in Texas.
- 40 BARNYARD BLVD**  
 Visit the Show Barn to experience this educational experience exposes people to the diversity of Texas agriculture and connects what happens on farms and ranches to the products we buy in the grocery store and use at home, school and everywhere in between. Visit the Avenue of Breeds, Hatchery, Grit to Grow, Texas Farm Bureau Trailer and Mobile Milking Parlor.
- 41 MOBILE MILKING PARLOR**  
**March 13-28: 11:30 a.m., 12:30 p.m., 2:00 p.m., 3:30 p.m., 4:30 p.m., 6:00 p.m.**  
 Southwest Dairies located in the Show Barn.

## TOAST TO TEXAS

- 49 BEER & WINE GARDEN**  
 PRESENTED BY BUSCH LIGHT & CAPTEX CONSTRUCTION  
 The Wine Garden features a variety of wines with beer selections on tap from Busch Light.
- 50 COWBOY CORRAL**  
 Saddle up & join the fun!  
 Test your cowboy and cowgirl skills, grab some rodeo themed freebies, and strike a pose on our H-E-B bucking chute!  
**March 13-22 from 12 p.m. - 7 p.m.**  
**March 23-26 from 4 p.m. - 8 p.m.**  
**March 27-28 from 12 p.m. - 7 p.m.**
- 47 TEXAS DEPARTMENT OF AGRICULTURE**  
 Visit with the Texas Department of Agriculture inside the Exhibit Hall to learn more about our state's vast agriculture and resources.

## ADVENTURES

- 31 CACTUS SALOON**  
 PRESENTED BY WHITE CLAW  
 Enjoy a cold one at the saloon before the ProRodeo and take in the Fairgrounds views.
- 32 RAM RODEO HEADQUARTERS**  
 PRESENTED BY RAM  
 Visit the RAM Rodeo Headquarters
- 33 RAM TRUCK TERRITORY**  
 PRESENTED BY RAM  
**March 13-22: 11:00 a.m. - 9:00 p.m.**  
**March 23 - 27: 3:00 p.m. - 9:00 p.m.**  
**March 28: 11:00 a.m. - 9:00 p.m.**  
 The ultimate in-truck adventure demonstrating the power and capabilities of the Ram Truck vehicle lineup.
- 34 WHEELS OF AGRICULTURE GAME SHOW**  
**March 13-28: 11:30 a.m., 1:30 p.m., 5:30 p.m.**  
 An interactive, game show-style experience where guests spin, play, and learn fun facts about farming and food production.

## LIVE MUSIC

- 35 PRORODEO & CONCERT**  
 Rodeo Austin brings you one of America's Top ProRodeos, featuring the toughest rodeo action followed by a star-studded concert line-up with today's hottest musical entertainers all in Luedeck Arena.  
**March 13 - Xtreme Bulls Performance: 7:00 p.m.**  
**Daily Performance: 7:00 p.m.**  
**Sunday Performance: 3:00 p.m.**
- 36 OUTDOOR STAGE**  
 More than 50 bands take the stage over the course of the Fair & Rodeo, playing a little something for every music lovers liking. So sit back and relax to the toe-tappin' tunes.  
**Daily show times vary.**  
**View the schedule of events.**
- 37 100X DANCE HALL**  
 PRESENTED BY PLAINSCAPITAL BANK  
 The 100X Dance Hall is open to the public and features concerts, a full bar and a live closed circuit broadcast of the ProRodeo & Concert performances.
- 38 REBECCA'S FRONT PORCH**  
 PRESENTED BY REBECCA CREEK WHISKEY  
 Enjoy hanging out on the front porch of 100X Dance Hall with a refreshing beverage.  
**Happy Hour: Mon. - Fri. 3:00 p.m. - 6:00 p.m.**  
**Sat. 11:00 a.m. - 12:00 p.m.**  
**Sun. 11:00 a.m. - 1:00 p.m.**

## SHOPPING

- 47 EXHIBIT HALL**  
 Open daily from 10:00 a.m. - 8:00 p.m. with extended hours through 9:00 p.m. Fridays and Saturdays.  
 Don't forget to stop and shop from over 70 booths inside the Exhibit Hall.
- 35 RODEO ARENA MEZZANINE**  
 Open Daily: 6:00 p.m. - 10:30 p.m.  
 Sundays: 2:00 p.m. - 6:30 p.m.  
 Gear up for tonight's performance with a stop at Rodeo Drive to find the most chic fashions ranging from jewelry to cowboy boots. Grab a drink while you sip and shop.
- 47 and 35 RODEO AUSTIN SOUVENIRS**  
 Located in Exhibit Hall & Rodeo Arena Mezzanine, with coordinating hours of location.  
 Commemorate your Rodeo Austin experience with merch, showing off your support for Growing the Next Generation.
- 48 SOUVENIR ISLAND**  
 Open daily from 10:00 a.m. - 8:00 p.m. with extended hours through 9:00 p.m. Fridays and Saturdays.  
 Make sure to check out over 30 outdoor retail vendors featuring unique finds, specialty goods, and one-of-a-kind shopping throughout the grounds!