



May 1, 2011

## ANC Sports Lights Up Rodeo With LED Signage

ANC Sports Enterprises partnered with the Oklahoma State Fair Arena to feature full motion light emitting diode (LED) signage on top of the "bucking" and "roping" chutes from March 31st through April 3rd during the Dodge National Circuit Finals Rodeo (DNCFR).



ANC installed, operated and created content for the company's Diamond Vision® LED Event Perimeter Signage for the DNCFR, a Professional Bull Riders Association event. Measuring approximately 36 feet long by 3 feet high, the signage was broadcast on Great American Country (GAC) on Sunday, April 17th and re-aired Sunday, May 1st at 9:30 p.m. and Monday, May 2nd at 1:30 a.m. (all times eastern).

"Utilizing ANC Sports' state-of-the-art technology generates new revenue opportunities, while enhancing the benefits for our current partners," said Bob Funk Jr., chief executive officer of Prodigal LLC, one of the DNCFR's producers. "The digital signage provides greater flexibility to deliver brand messages to rodeo fans around the chutes, which is the most visible piece of marketing inventory in the sport."

The roping chute is a term used to describe a three-sided fenced area at one end of a rodeo arena where calves and steers are loaded for the steer wrestling, tie-down and team roping events. The bucking chute is the stock pens in a rodeo arena where the wild horses and bulls are placed and mounted. Both chute areas are featured extensively prior to and immediately when the gates are opened, while appearing in the background during the action in the rodeo rink.

"We are excited to partner with the Dodge National Circuit Finals Rodeo to introduce this new advertising platform to rodeo events," said Greg Terlizzi, manager of sales services at ANC Sports Enterprises. "Our technology will enhance the event experience for fans with full motion animations right next to the live action, while also providing corporate partners with new activation opportunities." 🌐

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