

PRIMO NEWS

July 2010



Get Your PRCA Rodeo Tickets Now

Tickets are now on sale for the 2010 PRCA Rodeo Presented by Pedersen Toyota, kicking off August 8 as part of the Larimer County Fair. The Rodeo at the Budweiser Events Center continues August 9 and concludes with 'Tough Enough to Wear Pink Night' on August 10, where cowboys and all attendees are encouraged to wear pink in support of Breast Cancer Awareness. All rodeos begin at 7 p.m. Other attractions at the Larimer County Fair Presented by Ranch-Way Feeds include the newest addition, the Ham Bone Express Pig Races Presented by American Furniture Warehouse, which will run daily August 6-10. Another new event is Bullhide 4x4's Truck and Jeep Show on August 7, which will feature custom trucks and jeeps along with an awards ceremony for top participants. Back by popular demand will be the Gnarly Barley Brew Festival on Saturday, August 7 in addition to Splash Dogs and JAX Timberworks Lumberjack Shows that will entertain crowds daily. Enjoy the Fair's traditional events such as Bill Hames' Carnival, multiple 4-H events and exhibits, live music, family movie nights, and firework displays. Get your tickets now! The Larimer County Fair is FREE to attend!

ZZ TOP

Rock and Roll Hall of Famers & blues legends, ZZ Top, have announced a concert tour date at Budweiser Events Center for Thursday, August 12 at 7:30 p.m. The red-bearded rockers bring their distinct guitar style and unmistakable rhythm to The Ranch in Loveland for a summer concert. Tickets are on sale now!

Upcoming Events

Please visit our website, www.beclive.com, for more information regarding these events. Contact Kameron Lantzy for any ticketing questions. Thank you!

Larimer County Fair and PRCA Rodeo
ZZ Top
Improv Ice (featuring Foreigner)
Kenny Rogers

August 6 – August 10, 2010
August 12, 2010 – 7:30 pm
September 25, 2010 – 7:00 pm
October 12, 2010 – 7:00 pm

Current & New Club Seat/Suite Owner Benefits:

- *Meet & Greets and autographed memorabilia for select events
- *Premium seating discount club card
- *Eagles merchandise discounts
- *Invites to appreciation & pre-event hospitality functions
- *Option to purchase Premium Parking Passes
- *\$100 discount off suite rental
- *Guaranteed location: padded seats
- *Improved in-seat wait service for select events
- *Pre-sale notification & first right of refusal for every event
- *Priority seating in Executive Club Restaurant
- *Personal one-on-one service

**Suites are available to
rent for ZZ Top on
August 12.**

Contact Katie Buttermore for details

Sponsorship Opportunities Available!!

For more information please contact
Katie Buttermore
(970)619-4104