

**DECEMBER 2-11, 2021**  
**Las Vegas, NV**



**WESTERN CHRISTMAS**

In conjunction with Vegas Tuffest  
Junior World Championship



Mike and Sherrylynn Johnson would like to extend a personal invitation for you to join us for the MVP Western Christmas Trade Show during the Vegas Tuffest Jr. World Championship this December scheduled in Las Vegas, NV! In 2020 we awarded over \$1 million in cash and awards and 2021 is on track for larger payouts which makes Vegas Tuffest Jr. World Championship the premier event of 2021 for our rodeo youth.

A little background....The 2020 Vegas Tuffest Jr. World Championship due to COVID-19 restrictions was held in Tulsa, OK with 785 youth entries from 30 states and 2 Canadian provinces December 10-12. Here's a few fun facts...

- 34 Qualifiers were held in which contestants qualified to compete in Vegas Tuffest
- 15,000 live webcast views the first day of the event
- 900+ family and friends attended the contestant back number ceremony
- 25 contestants won over \$10,000, 63 won over \$5,000
- Over 153 contestants won money
- One 12 & under contestant took home over \$30,000
- Over \$650,000 in cash and prizes were awarded in our first full year and over \$1 million the second year with the best sponsors and future talent!

In 2021, Mike and I will be hosting the third annual Vegas Tuffest Jr. World Championship **December 2-6**. We've enlarged our schedule this year to include:

December 7	Vegas Tuffest 19 & under American Hat Company Team Roping
December 8	Bright Lights 3D Breakaway Roping Event
December 9-11	Race for the Ram 4D Barrel Race/Open Pole Bending

Thirty-eight qualifiers will be held all over the US and Canada for contestants to earn the right to enter the following twelve events:

- 10 & Under Boys & Girls Breakaway Roping
- 12 & Under Boys and Girls Breakaway Roping
- 15 & Under Girls Breakaway Roping
- 19 & Under Girls Breakaway Roping
- 12 & Under Boys & Girls Tie Down Roping
- 15 & Under Boys Tie Down Roping
- 19 & Under Boys Tie Down Roping
- 12 & Under Boys & Girls Goat Tying
- 15 & Under Girls Goat Tying
- 19 & Under Girls Goat Tying
- 12 & Under Boys & Girls Barrel Racing
- 19 & Under Girls Barrel Racing

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We will kick off the 2021 Vegas Tuffest Jr. World Championship on Wednesday, December 1<sup>st</sup> with a welcome reception and introduction of contestants at The Expo at WMCLV. We start the competition the 2-6th at 9am. Our Vegas Tuffest event will be live webcasted with 50-110 contestants in each event— for a total of 700-1000 contestants—competing in two go rounds spread across Thursday, Friday, Saturday, Sunday and with Monday spotlighting the short go and average followed by the famous Vegas Tuffest Hot Round. Ten contestants will earn a Hotspot in the Hot Round Monday afternoon. The Hot Round winner will walk away with a guaranteed \$10,000 check with 10<sup>th</sup> place receiving a check for \$1,000 in addition to money already won in the previous rounds. In 2020, the \$10,000 mark was exceeded in over half of the Hot Rounds where the 19 & Under Girls Breakaway paying \$16,000 for first place. The Team Roping, Breakaway and Barrel Race happening on Dec. 7-11, 2021 will provide new groups of customers for the vendors as well.

These 10 days of rodeo action will all take place under one roof in our new state of the art home, **The Expo at World Market Center Las Vegas** which encompasses nearly 98,000 square feet. This brand new facility, located at 435 S. Grand Central Parkway in Downtown Las Vegas, is 15 minutes from McCarran Int'l Airport and less than 10 minutes from The Strip where contestants and guests alike will have access to 140,000 hotel rooms, thousands of dining options, and endless entertainment choices.

Because of our wonderful new facility, we will be offering a world class trade show, the MVP Western Christmas. We are expecting around 100 booths this this year. There will be professional set up with curtains, table, 2 chairs & a wastebasket being provided to each vendor.

We will be working with a company to also provide help with moving your inventory to and from your booth. Additional services are available at a minimal charge to make your booth stand out. Those upgrades with shipping details will be sent to you a couple of months prior to the event. We want to make your Western Christmas experience a seamless and special one!

With four stand alone events being offered, contestant/spectator turnover should guarantee a stream of new customers throughout the 10 days. We also provide a unique stage in the middle of the MVP Western Christmas to be utilized by vendors for product demos, celebrity signings, etc.

Vegas Tuffest has an app to ensure our event and vendors will be able to be in constant contact with customers by giving you the ability to offer daily specials to increase foot traffic to your booth.

Make sure and read the terms and conditions closely. Once your signed contract with payment has been received, we will reach out with details concerning set up times, shipping, unloading, etc.

We appreciate your interest in the Vegas Tuffest Jr. World Championship and hope that you will join us and experience the biggest Vegas has to offer!

Sincerely,  
Mike & Sherrylynn Johnson  
MJ Vegas Tuffest Productions LLC

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Thank you for your interest in being an Exhibitor at The MVP Western Christmas.

Ten days of rodeo action including the Vegas Tuffest Junior World Championship will take place under one roof in our new state of the art home, **The Expo @ World Market Center Las Vegas.**

Please fill out the fields below and send back to [westernchristasmj@gmail.com](mailto:westernchristasmj@gmail.com)

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

Production Description, please list all products displayed and sold in your exhibit: