



ANNUAL REPORT

2023

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OUR **PURPOSE**

We exist to champion food
and agriculture.

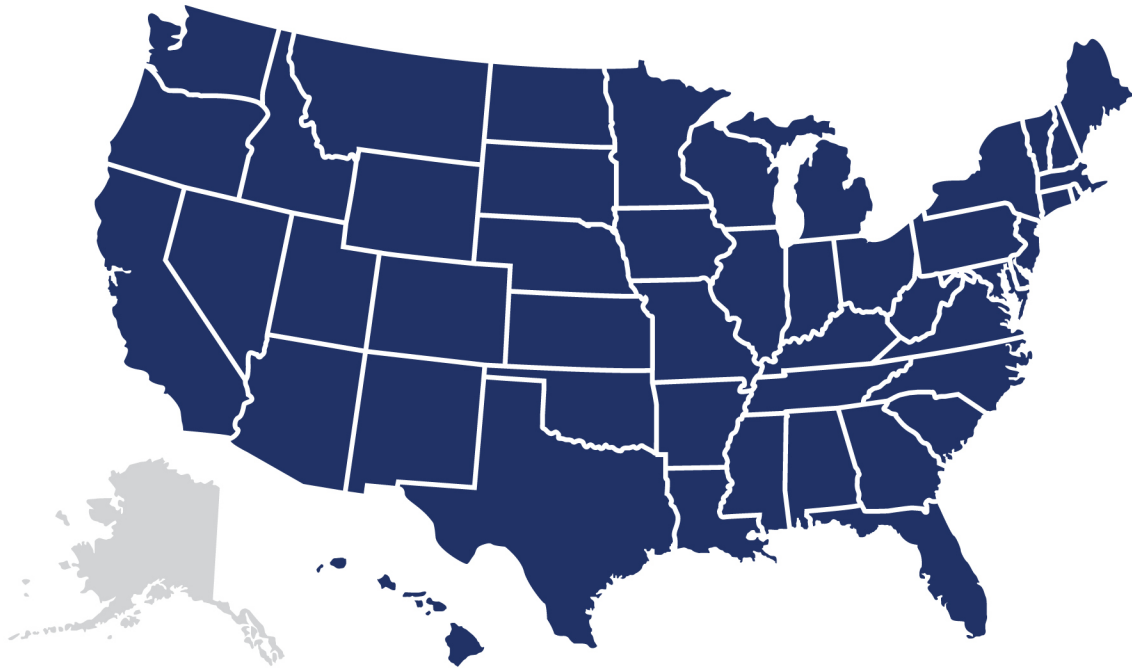
OUR **MISSION**

To be the Nation's leader for food and
agriculture education, events
and engagement.

OUR **VISION**

A world where food and agriculture
are celebrated, and all generations are
committed to its future.

ATTENDEE STATISTICS



EVENT PARTICIPANTS

The American Royal attracts participants from across the globe to compete in high-quality agricultural events and experiences.

49

STATES

18

COUNTRIES



ATTENDEE DAYS

Attendee days are the total number of attendees at an American Royal event. Through 379 event days, 629,876 attendees were impacted.

407,331

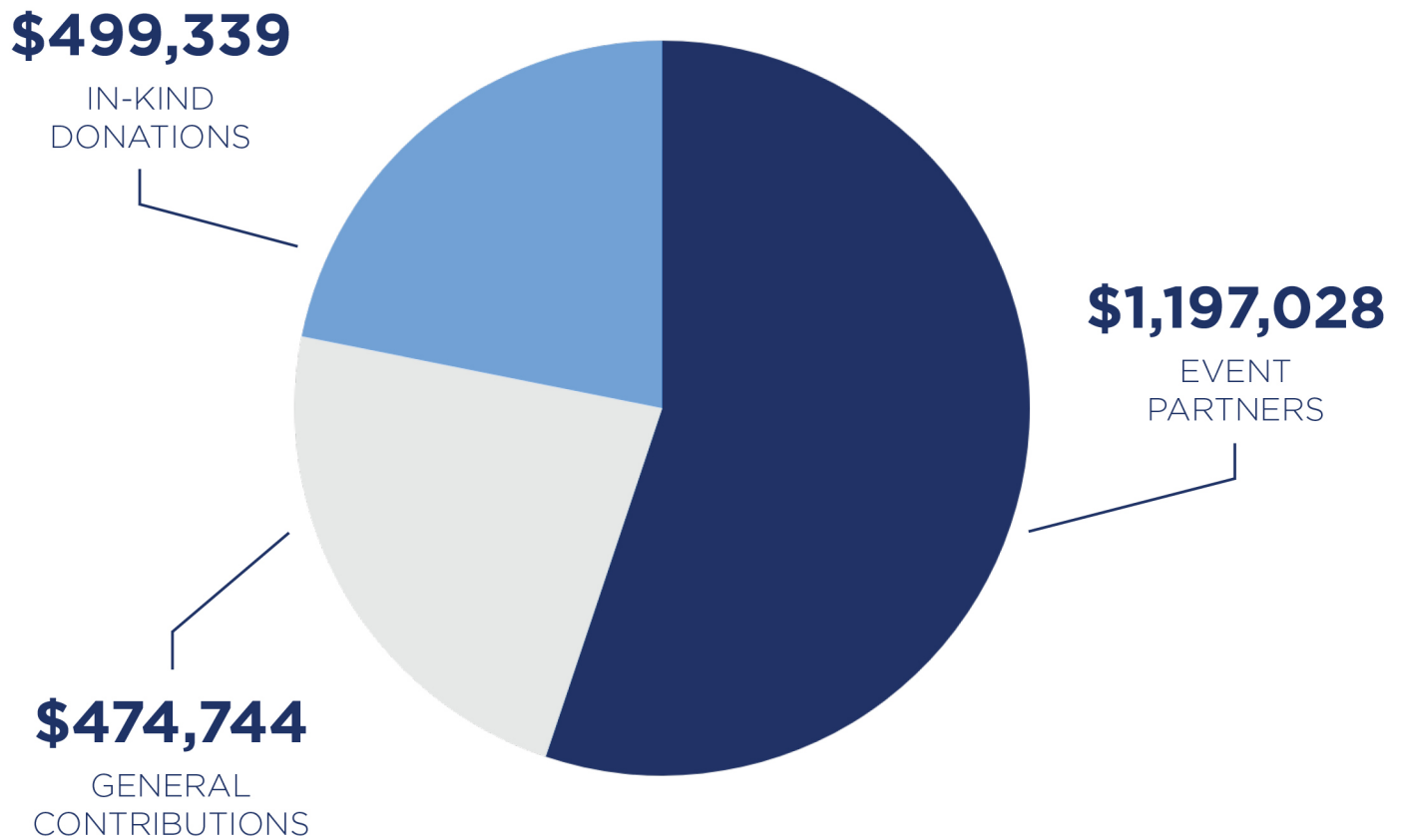
IN-PERSON

222,545

VIRTUAL

FINANCIAL CONTRIBUTIONS

PARTNERSHIPS





ECONOMIC IMPACT

American Royal events drive a significant impact in the local economy.

**NEARLY
\$84 MILLION**

ESTIMATED ECONOMIC
IMPACT IN 2023

SCHOLARSHIPS

The American Royal offers nearly 100 scholarships for outstanding leadership and academic excellence. Scholarships are awarded through applications or in the show arena.

\$651,620

AWARDED



164 MILLION

TOTAL POTENTIAL REACH
THROUGH MEDIA COVERAGE



4.2 MILLION

SOCIAL MEDIA
IMPRESSIONS



5,793

EVENT VOLUNTEER
HOURS



395

UNIQUE EVENT
VOLUNTEERS

2023 EVENTS BY THE NUMBERS



BACKYARD BARBECUE & STEAK CONTEST

The Backyard Barbecue is an amateur barbecue contest held at the American Royal complex in the historic West Bottoms. The contest had **37 teams** from **7 states** competing. The steak contest is an ancillary contest and had **18 teams** competing. Nearly **50 judges** scored the contests. The event received a **net promoter score of 66**.



SAUCE AND RUB CONTESTS

The American Royal Sauce and Rub contests attract BBQ enthusiasts from across the globe to compete for the title of Best Sauce or Rub on the Planet. The 2023 Rub Contest had **333 entries** from **29 states** and **10 countries**. The Sauce contest boasted **416 entries** from **39 states** and **7 countries**.



YOUTH AND PRO RODEOS

The Youth and Pro Rodeos draw the best cowboys and cowgirls to compete in Hale Arena. The Youth Rodeo had **447 entries** from **16 states**, and was a regional qualifier for the Hooey Jr. Patriot. A mini clinic hosted by the K-State Rodeo team was added this year. The Pro Rodeo had **551 entries** and a **payout of \$115,625**. Nearly **6,500 spectators** attended the three evening performances. It had a **net promoter score of 78**.



SPRING AND FALL FIELD TRIPS

Field Trips engage students at the elementary level to connect them with the science of agriculture. Field Trips were held twice, coinciding with the Youth Rodeo in the spring and the Livestock Show in the fall. A total of **2,733 students** attended, for a **123% increase in numbers** over 2022.



FARM TO TABLE

As part of its strategic plan, the American Royal added a Farm to Table event with the goal to inspire positive conversations around the diversity of food through a unique dining experience. The inaugural event was sold out at **75 attendees** and received a **net promoter score of 100**.



LIVESTOCK SHOW

The 124th Livestock Show maintained national prominence, featuring **5,683 entries** from **2,173 exhibitors**, hailing from **41 states and Canada**. Accompanying the livestock show were a series of livestock, crop, and meat judging contests, with a total of **129 teams** competing for top honors.



JUNIOR PREMIUM LIVESTOCK AUCTION

After champions were crowned and livestock were placed in the Royal Elite Grand Drive, top exhibitors sold their animals at the Junior Premium Livestock Auction. The record-breaking sale grossed **\$823,500**, with **61 exhibitors** selling in the sale.



EQUINE SHOWS

The American Royal hosted six horse shows in 2023: Hunter Jumper, Royal Showcase, Cutting Horse Show, Arabian Horse Show, Quarter Horse Show, and the UPHA/American Royal National Championship Horse Show. There were a total of **5,431 entries** across the shows.



WORLD SERIES OF BARBECUE®

The American Royal World Series of Barbecue® is the largest barbecue competition in the world, in terms of both number of teams and winning purse. There were **487 teams** competing from **36 states** and **6 countries**.



American Royal Association

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Kansas City, MO 64102