University of Wyoming
Board of Trustee’s Meeting

Cowboy Joe Club (CJC) / Revenue Generation Report

1. CJC Numbers
   a. $3.15M in cash received as of 6/29/23
      o Increase of $35K in cash received compared to the same time last year
   b. 3203 members

2. War Memorial Stadium Renovation
   a. Pricing and Seat Selection information will be announced late Summer
      (waiting on final design, seat configurations, materials etc.)
   b. Selection of new seating on west side will occur in January 2024

3. Black Tooth State and UW Beer Partnership
   a. Launched in May with events at Black Tooth tap rooms in Cheyenne, Casper
      and Sheridan.
   b. Two designs will be seasonal and rotate in and out of stores. Wyoming license
      plate design was rolled out the end of May and will stay in stores until mid-
      August; UW design will be in stores toward the end of August and stay in
      market until April.
   c. UW will host a launch event on 8/25 in the Wildcatter for the UW branded
      can
   d. UW can will be sold in the War and the AA this season

4. Wyoming Night at the Rockies – 7/15, 6:10PM
   a. Pregame hosted at Jackson’s with UWAA, 2:00– 5PM

5. CJC Golf Series –
   Phoenix, AZ Sat. 4/1 @ 8:00AM
   Worland, WY Fri., 5/19 @ 1:00PM
   Riverton, WY Sat., 5/20 @ 9:00AM
   Cheyenne, WY Fri., 5/26 @ 1:00PM
   Sheridan, WY Fri., 6/2 @ 1:00PM
   Jackson Hole, WY Fri., 6/9th @ 2:00PM
   Evanston, WY Sat., 6/17 @ 8:00AM
   Windsor, CO Mon., 6/19 @ 1:00PM
   Hulett, WY Sat., 6/24 @ 10:00AM
   Rock Springs, WY Sat., 7/8 @ 8:00AM
   Laramie, WY (Championship) Fri., 9/1 @ 9:00AM

Hosted 1,140 golfers in 8 sold out tournaments to date
6. 2023 Football Theme Days
   Texas Tech (Stripe-Out, HOF, Rodeo Day)
   Portland St. (Campus Pass, Band Day)
   Appalachian St. (Energy Day)
   New Mexico (Homecoming & Parents Weekend)
   Fresno St. (Ag Day - CJC Auction)
   CSU (Military Appreciation Day)
   Hawaii (First Responder’s Day)

7. Football Season Ticket Sales
   a. Wildcatter club seats and suites will be sold out again this fall
   b. Season tickets sold are at 95% of last season’s total

8. UW Athletics Hall of Fame Banquet – 9/1, 6PM
   a. Hosted at Gateway Center

9. Cowboy Joe Club Auction - 10/6, 5PM
   a. Hosted at Little America in Cheyenne