

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., 6/9 th @ 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