



## **Cowboy Joe Club - September 2025 - University of Wyoming Board of Trustees Update**

### **Cowboy Joe Club Performance**

- **Total Members:** 3,924 (vs. 3,897 YTD 2024)
- **Cash Received:** \$4,119,449 (vs. \$4,109,381 YTD 2024)
- **Pledged/Payment Plans:** \$4,568,425 (vs. \$4,289,858 YTD 2024)
- **New Members:** 624 (vs. 391 YTD 2024)

### **Football Ticket Sales**

- **Overall Football Ticket Revenue:** Currently at 93% of budget (as of 9/17/25)
- **New West Side Loge Premium Seating:** 214 of 218 tickets sold (as of 9/17/25)

### **Economic Impact Study**

- **Annual Economic Impact of UW Athletics Events:** \$206,399,768
- **Annual Value of Media Exposure:** \$96,249,739

### **Upcoming Key Events**

#### ***75th Anniversary Season – War Memorial Stadium***

Celebrated throughout the 2025 Football Season

#### ***Cowboy Joe Club Annual Auction***

October 3, 5 p.m. – Little America Hotel, Cheyenne

#### ***Difference Makers Reception***

October 4, 12:30 p.m. – Wyo Sports Ranch Club at War Memorial Stadium

#### ***Men's Basketball Exhibition Game – Gillette***

October 18, 5:00 p.m.– Pronghorn Center at Gillette College

#### ***\*\*Border War Weekend Highlights\*\****

#### ***Jae Foundation Men's Basketball Game & Reception***

October 25, 12:30 p.m. – Arena-Auditorium

#### ***Football vs. Colorado State (CSU)***

October 25, 6:00 p.m. – Coal Rush Game

Presented in partnership with the Wyoming Mining Association

#### ***Josh Allen Jersey Retirement***

November 22 vs. Nevada – Game is sold out