



INTERNSHIP REPORT ON CACTUS  
ROPES

January-June 1st 2019

AGED 539

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## **Acknowledgement**

First off, I would like to thank Katie Rice and Dustin Noblitt at Cactus ropes, for providing me with the opportunity to do an internship within the company. Cactus Ropes has pioneered the rope-making industry for more than 25 years, creating specialized products for ropers of all kinds. It was a great opportunity working closely with such a great company. They recently released a new rope called the “Hooey CoreTX Breakaway Rope,” and that is what I was focusing most on promoting for them.

## **Summary**

This internship was mainly taken place at the Cal Poly Rodeo arena, a part of Cal Poly State University, in San Luis Obispo, California. I interned in the marketing and promotion of Cactus Ropes. My main responsibility was managing and creating promotional jackpot ropings, creating promotional highlight videos for social media, promotional marketing ideas at our Poly Royal Rodeo, promotional highlight shots of the night at the rodeo, and getting Cactus ropes involved with Cal Poly. I also participated in other aspects of promotions and events, including taking promotional photographs of rodeo athletes using Cactus ropes, assisting in event planning, and promoting ropes and products. Besides organizing the awards given by Cactus at Poly Royal, I put on a successful jackpot to promote their new rope. There were 42 girls entered in the jackpot, and 42 ropes got promoted and used. It was very successful.

## **Reflection**

Reflecting on my internship, it was a wonderful time and great experience. I am thankful for all the knowledge that I was able to acquire over these past months working with Cactus Rope Company. I am now equipped with the skill, knowledge, and many abilities when it comes to market new products in the industry. I know and am continuously learning how things work and operate within the company. Besides all the actual marketing knowledge I was able to acquire, there was more that I learned that I will always find to be very valuable such as communication skills, and networking.

Through this internship I was able to become more immersed into promotional and marketing skills within the company. I would have never been this involved if it was not for this internship. I was able to talk to many people within the company and network outside of the internship which will help me in the career path that I choose. I was excited to help promote their new products through Cal Poly Rodeo.

## **Vision:**

### **What Cal Poly can do for Cactus Rope Company?**

Promotional opportunities through advertising:

- Reach out to thousands of people at our Poly Royal Rodeo.
- Advertise new ropes and new products.
- Cactus banners surrounding the practice/stadium arena.
- Social media posts with banners in the pictures/videos.
- Marketing videos/pictures/challenges at Cal Poly practices or jackpots.
- (Example: Post on Instagram, Facebook, Twitter, etc. "Cactus run of the week.")
- Demo new ropes/products.
- Reaching the next generation of rodeo athletes.
- Promote new ropes to athletes via jackpots/challenges.

### **What Cactus Ropes can do for Cal Poly?**

- Opportunities for the next generation of athletes by providing ropes.
- Endorsee clinics to students at Cal Poly.
- Recruitment opportunities for Cal Poly rodeo team.
- Capital
- Practice, and professional experience with the Cactus Company.
- Student opportunities with new products by Cactus.
- Potential sponsorship opportunities from Cactus to Cal Poly Rodeo athletes.
- Access to deals on ropes and products.
- Possible internship opportunities for dedicated student athletes.

- Students get experience with advertising and marketing ideas, to help promote Cactus.

Example: Logos, roping's, advertising strategies etc.

## **Marketing Jackpot Ideas:**

Breakaway Roping Spring June 1<sup>st</sup>

Cactus presents the

*“HOOEY Breakaway Challenge”*

- Enter the jackpot by purchasing the new “HOOEY” core rope and use it in the jackpot.
- By entering, everyone receives a cactus ball cap, Koozie, & stickers.
- If winner is using a Cactus HOOEY rope, they win another free rope.

3 calf average (2 long go's and a short round for the top 15 times on two runs.)

Progressive after 2

## **Goat Tying Jackpot Fall 2019**

Cactus presents the

*“Double S Goat Tying Challenge”*

- Enter by purchasing a Cactus goat string (or Cactus Gear), and use it in the jackpot.
- By entering, everyone receives a Cactus ball cap, koozie, & stickers.
- If winner is using a Cactus string (or Gear), they win a free string/ or 50% off.
- Average on 3 runs. (Fastest time on three goat tying runs)

**Endorsee Clinic's: (Minor Brothers, Nellie Miller, Ryle Smith, Clayton Biglow, etc. \_\_\_\_\_?)**

What we can do for them:

\*Professional Athletes spend the weekend in San Luis Obispo- all expenses paid for.

Including:

- Travel expenses
- Hotel expenses
- Food expenses
- Wives get spa day at Madonna Inn.

**What the Endorsees can do for Cal Poly:**

- Motivational seminar on Cal Poly Campus.
- Mini clinic each day at the school practice arena.
- Ground work, Heel-o-matic work, live cattle work.

## **Poly Royal Rodeo Sponsorship**

*Cactus created the limited edition “Poly Royal Play Rope” for our rodeo this year.*

- Every athlete that used a Cactus Rope during Poly Royal received Cactus stickers, and a Poly Royal play rope as they exited the arena.
- Round winners using a Cactus Rope, win a Cactus rope of choice/ or possible sponsorship from Cactus.

## **Cactus Booth set up at Poly Royal Rodeo: 2020**

- All Cal Poly rodeo athletes receive 10% off ropes/products. It gives athletes and fans a chance to check out Cactus products, as well as promote and market their new products in the stadium.

## **Giveaways during the performances (both nights):**

- Examples:
- If a team in the team roping catches steer under six seconds, they each win a free Cactus rope.
- If a breakaway roper catches calf #10,11 or 12 under three seconds, they win a free breakaway rope.
- If a rough stock rider scores a 75 or higher on a specific horse/bull, they win a free Cactus hat.
- If a calf roper ties one under 9 they win a free Cactus rope.



**Cactus shot of the night:**

- Instant replay on the big screen in the stadium during the rodeo.
- One highlight per event. (Brought to you by CACTUS)
- Highlight Cactus ropes.

**Stadium lucky seat winner: 2020**

- Pick 10 random seats in the stadium.
- Throughout the performance call them out.
- Person in that seat wins one of the following: Cactus koozie, ball cap, knife, play rope.

Etc.

**Social Media Challenges:**

Cal Poly/Cactus monthly photo contest:

- Post and tag Cactus and Cal Poly Rodeo in your best picture using a Cactus rope.
- Winner receives a Cactus ball cap.

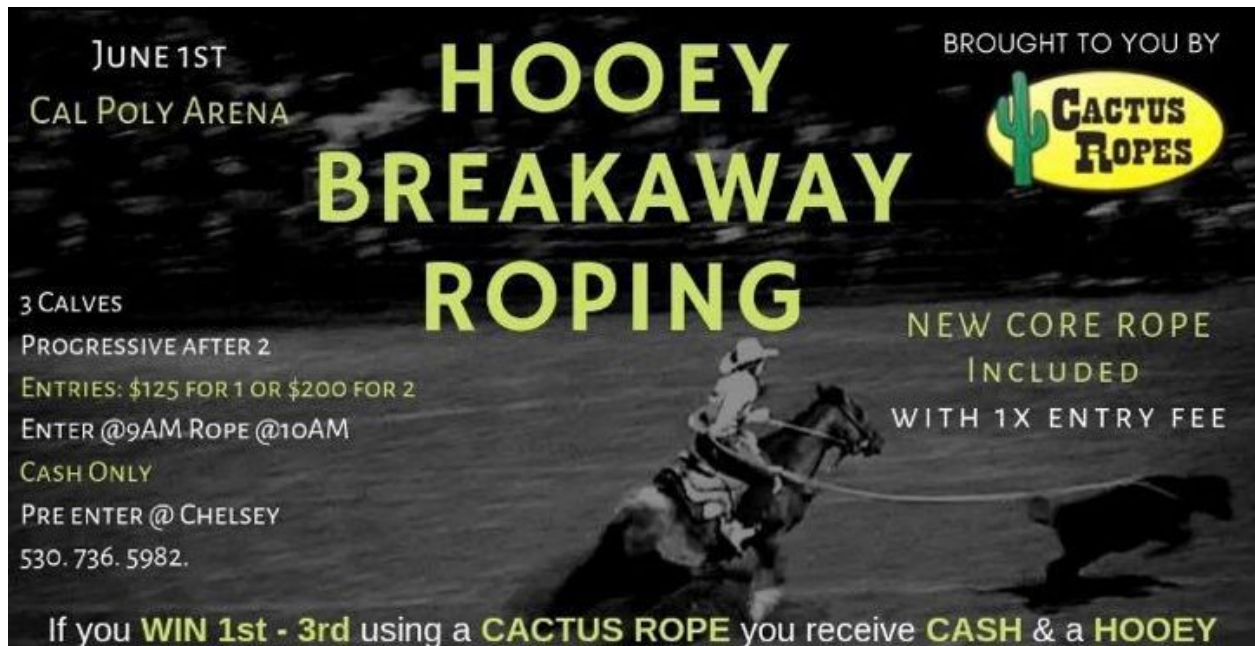
Cal Poly/ Cactus monthly video contest:

- Post and tag Cactus and Cal Poly Rodeo in your best “rodeo run” using a Cactus rope.
- Winner receives a Cactus ball cap.

Cactus Trick Roping Challenge: (PIG match?)

- Post and tag Cactus and Cal Poly Rodeo in your best trick roping video.
- Winner receives a Cactus play rope.

**First ever Cactus Hooey CoreTX promotional jackpot:**



The poster features a background image of a cowboy on a horse roping a calf. The text is overlaid in various colors and fonts. The main title 'HOOEY BREAKAWAY ROPING' is in large, bold, yellow-green letters. To the right, a logo for 'CACTUS ROPES' is shown, featuring a green cactus and the text 'CACTUS ROPES' in yellow. The event details are listed on the left, and the prize information is on the right.

**JUNE 1ST**  
**CAL POLY ARENA**

**HOOEY  
BREAKAWAY  
ROPING**

**BROUGHT TO YOU BY**  
**CACTUS ROPES**

**3 CALVES**  
**PROGRESSIVE AFTER 2**  
**ENTRIES: \$125 FOR 1 OR \$200 FOR 2**  
**ENTER @9AM ROPE @10AM**  
**CASH ONLY**  
**PRE ENTER @ CHELSEY**  
**530. 736. 5982.**

**NEW CORE ROPE  
INCLUDED  
WITH 1X ENTRY FEE**

**If you WIN 1st - 3rd using a CACTUS ROPE you receive CASH & a HOOEY**

By: Chelsey Bushnell

**Workers organized to help:**

Announcer- Leland King, Erin Clendenen

Secretary- Amy Brown, Liz Hirdes, Marina Levine

Chute help- Quintin Mcwhorter, Karson Mebane, Corte Smith

Flagger- Nick Eiguren

Stripping chute help- David Tanksley, Brody Gill, Jason Anderson

Spotter- Sterling Humphrey

Barrier Puller- Chase Onaka, Brandon Green

Tractor driver- Clayton Combs

Water Truck- Steel Humphry

Stock- Adam Teixeira

Sound woman- Chelsey Bushnell



Tools needed: Tractor, barrier, speaker and sound system, water in water truck, table, panels, arena, calves.

**Objective:**

The objective of the roping is to promote Cactus Ropes new rope the Hooey CoreTX. I received the ropes at wholesale from Cactus Ropes, and gave contestants a FREE one if they enter the roping. Wholesale cost for the ropes are around \$28 dollars, and our entry fees are \$200. It is a win win for both the company and Cal Poly Rodeo team. Contestants will be able to try out the new ropes by entering the jackpot, and Cactus will receive tons of promotion and new rope exposure. There was lots of positive feedback from contestants.

**Breakaway Summary:**      *43 Cactus Ropes given away and promoted at the jackpot*

Entry Fee:

\$125 x 1 time

\$200 x 2 times

Starting cash: \$300

Total pot: # of 80 girls

**Average payout:**

First - \$1,440      Noel Hannon

Second- \$1,080      Macey Cox

Third- \$720      Maggie Usher

Fourth- \$360      Beth Hitchcock

**Pictures from the event:**



42 contestants entered in the Cactus Hooley Jackpot!



## Invoice from Cactus Ropes

Sponsorship/Poly Royal Rodeo

- 5 Gift Certificates (Per event winner • Breakaway, tie-down, header, heeler, goat tying )
- 6 Medium/black Cactus Gear front splint boots
- 325 Koozies/cactus bumper stickers
- 10 Cactus Ropes Ball Caps
- 35 Hooey CoreTX 9.5
- 35 Hooey CoreTX 10.0
- 20 tees

Jack's helping hand sponsorship

\$1500 value

rope bag

stickers

wristbands

rope gloves

play ropes



### **Calf Roping Jackpot:**

June 1st prior to the first annual *Hooey CoreTX* Jackpot



### **Calf Roping Summary:**

Entry Fee: \$150

# of entries= 23 boys

Total pot: \$3,450

Starting cash: \$300

Average:

- 1.) First- \$735 Weston Hughes
- 2.) Second- \$440 Tyler Forestburg
- 3.) Third- \$295 Colton Farquer