



Trent McFarland

**Professional Rodeo Entertainer
and Barrel Man**

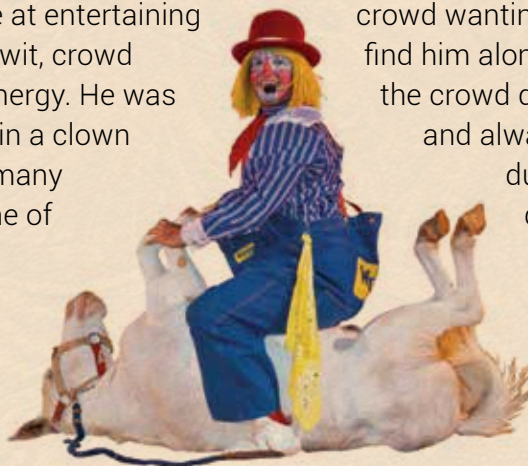
www.TrentMcFarland.com



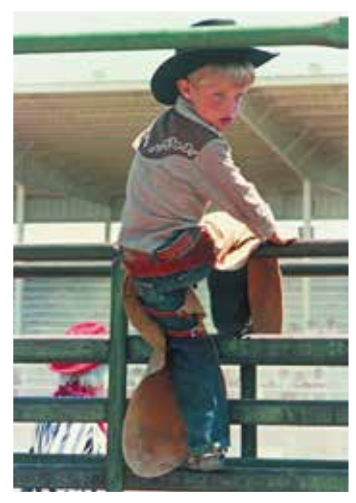
Professional Rodeo Entertainer and Barrel Man

Trent McFarland is a professional rodeo entertainer & barrel man, commonly known as a rodeo clown. He has over 20 years of experience at entertaining crowds with his quick wit, crowd interaction and high energy. He was fortunate to be raised in a clown family and has spent many years learning from one of

the best in the business, his father Sid McFarland. He provides a style of in your face comedy that will leave your crowd wanting more. You can often find him along the fence or within the crowd during the performance and always readily available during an unexpected delay in the show.



How Trent became a Clown



Sid and Trent McFarland, 1983

Some kids are born into a rich family; I got lucky and was born into a Rodeo Clown family. I was blessed to learn from a man very good at his profession. However, when most dads are teaching their sons how to hit a baseball or throw a football, my dad was teaching me how to put on makeup????

I only had to work the arena for a few very terrifying years before I got my first Clown Barrel. It was the greatest thing in the world to think that I would never have to run from another 2,000 pound steak. That was until the first time I used the barrel and the bull charged it. He knocked it end over end with me inside, and I realized that the freedom of running away sounded pretty darn good at that point. But there is no escaping this bull version of a piñata. It was like going to six flags except the roller coaster was trying to get inside the cart with you. From that moment on I knew I wanted to be a barrel man

Some folks think that I may be a bit crazy to do what I do for a living. I just enjoy helping others and making people laugh. If I can take those people who know what hard times are and give them two hours to relax, forget about their problems and enjoy themselves with quality family entertainment, then I feel like I've done my job. That is why after the rodeo has ended, I will always be found at the exits signing autographs and thanking everyone for coming out. I never forget that all of us in this profession could not do what we do if it wasn't for the spectators and sponsors coming out to support us. I will never forget my fifth grade teacher telling me that acting like a clown would get me nowhere in life; I just wish she could see me now as I am traveling this great country, doing what I love.



Sid and Trent McFarland, 2014

Trent McFarland
Smile God ♥'s you!

Trent's Rodeo Acts

Trent has the largest selection of high quality acts going in the sport of rodeo today. He believes that a clown should have more than just a silly costume or some dance moves. For this very reason, he is continually adding new exiting acts that are filled with good, clean, crisp, comedy... and are just plain fun!



Wrangler Roadster



Talladega Nights



Dr. Donothing and his Cowboy Ambulance



Barthal-the-mule



Big Texas Burger Trick Roper



Wannabe Fire Department

FILLER ACTS

Alabama Bottle Rocket
The Great WhoDunIt Magic Show

Wild West Sharp Shooter
Texas Fire Cracker
Sav-A-Horse Ride-A-Cowboy
Dance Contest

Watermelon Crawl
Dirty Sox Baseball
Ultimate Athlete

... and much more

Look at what they say

"This team is a breath of fresh air for rodeo"

—Lecile Harris, 4X PRCA Clown of the Year

"I really enjoy our times working together, and look forward to working with you again soon."

—Roger Mooney, 2X NFR, 5X Calgary Stampede, Dodge National Circuit Finalist and PRCA Professional Rodeo Announcer

"Unique ability to connect with the audience through clean, crisp, energetic family entertainment"

— Willard Powell, 2X NFR Opening Specialty act

"Always professional and does an excellent job entertaining the crowd."

— Jerry Wayne Olson, PRCA Specialty Act of the Year



Trent is an active member of the:

- Professional Rodeo Cowboys Association
- International Professional Rodeo Association
- Professional Cowboy Association
- American Professional Rodeo Association
- Southeastern Bull Riding Association
- Southern Rough Stock Association
- Tri-State Rodeo Association
- Southeastern Pro Rodeo Association
- Louisiana Rodeo Cowboy Association
- Professional Bull Riding Association American Bull Riding Association



Sponsor Opportunities

Rodeo is America's greatest sport. It is the only sport that has a true history originating from America. But did you know that it is also becoming one of the fastest growing sports. It is one of a few forms of entertainment that people of all ages can enjoy. We are dedicated to providing family entertainment and in return we have established a very dedicated fan base.

From the begging of the show until the last bull is bucked, Trent McFarland has more face time with the crowd than anybody else at the rodeo. He is often talked about more throughout the year by the fans than any other performer. But he also serves a more serious role than just the comedian; he is the spokesman for the rodeo and rodeo committee. Whether its television appearances, radio interviews or newspaper article, he is ready to provide the P.R. needed to sell tickets and publicize the event. Throughout his travels, promotional events and performances he is seen by millions. The exposure he receives is an endless opportunity for his sponsor's publicity.

The sponsorship tools available for marketing your product can include but not limited to:

Apparel: You can have your product logo on his clothing used before, during, and after rodeo performances. Dress shirts would be optimal for P.R. events that Trent is not dressed as a clown. During the show Trent is responsible for approximately 20min worth of entertainment having your logo on his baggies, suspenders, and barrel will put your product in front of thousands of people each performance. Additionally, logos may be placed on various items such as caps, jackets and travel bags.

Mobile Advertisement: Trent spends countless hours and endless miles traveling to and from rodeos, your logos on his truck and trailer are sure to catch the eyes of all the people in passing. At the rodeo, Trent's truck and trailer are parked as close to the arena as possible, so it can be worked out of during the performances. His props and equipment is stored there throughout the week. Many times in-

terviews and stories with the media are conducted there also. Therefore, it provides a billboard during the week of each rodeo.

Promotional Pictures: After the shows are over Trent is always found at the exit gates thanking every one for coming out. He uses his promotional pictures with your logo on them to sign autographs. These are also used at pre-rodeo publicity events. This is a unique avenue for advertisement because the fans will see the logo long after the rodeo.

Personal Appearances: Autograph signing sessions, in-store promotions and speaking engagements can be very beneficial in order to engage the attention of a specific market.

Print Advertisements: Photos and endorsements of products by professional rodeo personnel can be advertised in a wide variety of print media such as billboards, magazines, newspapers, trade publications in addition to Internet ads and posters.

Broadcast Media: Radio and television advertising can be used to promote the cowboys, the sponsor's products and the sport of rodeo to large area of viewers. Many times Trent is asked to help promote rodeos through interviews on radio and television. There are many opportunities for Trent to be available for these appearances.

Primary sponsorship

- Selected logo and placement on Shirts, Baggies, Acts & Barrel
- Autograph and photo session with you and your guest after each rodeo performance
- Off-site autograph and photo sessions
- Logo on autograph pictures
- Rights to use image and endorsements
- Special event appearances
- Logo on truck & trailer

See my website for the current sponsors
www.TrentMcFarland.com





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