

2023 Event Report

101st Gallup Inter-Tribal Indian Ceremonial

August 4 - 13, 2023



Introduction

Thanks to your kind support, the 101st Gallup Inter-Tribal Indian Ceremonial event was a great success. Our 10-day event saw thousands of attendees from near and far both as spectators and competition participants in our art show, 5k fun walk & run, rodeos, dances, and queen pageant. Continued improvements to existing attractions as well as added touches have made the 101st Ceremonial the best one yet.

Attendance

We have enjoyed an attendance base primarily composed of locals within 100 miles. This year we welcomed many guests from across New Mexico, the Southwestern United States, and seemingly an increase in our International visitors.

Seven of our ten days saw events with charged admission either to Red Rock Park, the Queen's Luncheon at Fire Rock Casino, or the Little Miss & Miss Ceremonial Pageants at the El Morro Theater.

- Kick-off rodeo: \$20 per vehicle
- Miss Ceremonial Queen Luncheon: \$20 per person
- Opening Night Wine Gala: \$25 advanced, \$30 at the door
- Little Miss Ceremonial: \$5 per person
- Miss Inter-Tribal Indian Ceremonial Queen Pageant: \$10 per person
- All events at Red Rock Park (8/5, 8/9 - 8/13): \$10 Adults (kids under 12 free), \$5 parking

Total attendance: 34,120

Total paid admission: \$69,000

Sponsorships

We have been very fortunate to regain community support in our regrowth. Many of our sponsors have supported us for decades, some are returning after a break, and a few have sponsored for the first time ever. Unfortunately, we did lose a few sponsors from the previous event,

This year we are proud to have welcomed a total of 62 sponsors that either contributed in-kind and/or cash donations.

Our total amount raised from sponsor sales was \$135,000

Metrics

Our advertising campaign saw a mix of paid promotion on Gallup area radio, and print media. Our social media reach was all done organically in the form of event flyers, teaser posts, sponsor highlights, and live event postings.

From June 22, 2023 to September 19, 2023 we saw a reach of:

- 231,774 on our main Facebook account
- 145,333 on our Ceremonial Rodeo Facebook account
- 8,082 on our Ceremonial instagram

Our website traffic has seen 70,325 visitors in the past 12 months with 63,798 of them from June 1, 2023 - August 31, 2023

Events

Though our renowned art exhibit hall is the backbone of who we are, we host a variety of events; most of which date back to the inaugural event in 1922.

Gallup Inter-Tribal Indian Ceremonial Events	
Art Exhibit Hall	Pow Wow
Opening Night Wine Gala	Miss Inter-Tribal Indian Ceremonial
Traditional Night Performances	Little Miss Ceremonial Pageant
Amphitheater Performances	Open Rodeo & Old School Days
Night Parade	Open Junior Rodeo
Saturday Morning Parade	Iron Cowgirl Challenge
Navajo Song & Dance	5k Fun Walk and Fun Run
Gourd Dance	Inter-Tribal Skate Jam

The two events we have seen grow most notably over the past decade have been our art exhibit hall and rodeo. Two staples of our State.

Our art exhibit hall had a total of 1,274 items entered at a total value of \$3,747,676.38. Our total sales figure was a record \$128,741.00.

Our open rodeo and Ram Rodeo Old School Day saw a total of 847 entries and paid out \$116,450.00.

102nd Gallup Inter-Tribal Indian Ceremonial

The Ceremonial is in a position it has not been in in quite some time. We have met and discussed our strengths as well as our weaknesses. Both areas we will no doubt look to improve on. In addition to normal event stresses, we are experiencing growing pains which we attribute to our success. Our team is actively planning the 102nd annual Gallup Inter-Tribal Indian Ceremonial which will take place August 2 - 11, 2024. We have selected our 102nd artwork from the pieces entered in this year's art exhibit hall. We are also planning one of several fundraising events which will take place on December 30, 2023 in Gallup.

The Future of Ceremonial

Having Ceremonial back in local control under DFA and McKinley County, we experienced a positive contrast in planning and execution of the event. We respectfully request to be considered for recurring funding for the beloved Gallup Inter-Tribal Indian Ceremonial. Having definitive say in the year-round operations of Ceremonial have made a huge impact on the prosperity of the event. Gallup Inter-Tribal Indian Ceremonial is a crown jewel for Native Americans as well as the State of New Mexico. We are honored to be the gatekeepers that keep this treasure alive and growing year after year. Thank you for your support and care for the illustrious Gallup Inter-Tribal Indian Ceremonial,

Kyle Tom

Executive Director, Gallup Inter-Tribal Indian Ceremonial