



Greetings Sheridan WYO Rodeo Gold Buckle Club members! We hope 2019 finds you off to a healthy, prosperous and joyful year! Your Gold Buckle Club Board of Directors set a new goal to communicate more often to our membership. To that end, we will be writing periodical newsletter articles addressing subjects for which we often receive questions. In addition, we welcome suggestions from you for future articles. Please read on for the first newsletter edition: Grandstands & Wristbands.

GBC Grandstands – The history of Gold Buckle Club Seating

When the idea of the Gold Buckle Club was first conceived, special reserved seating was one of the original benefits. In fact, originally the seats were assigned by buckle number, with buckle #1 holding front row seats. The first set of grandstands was much like the bleacher grandstands on the chute side seating – not too fancy! Within a few short years the comfortable red seat grandstands were installed, complete with drink holders and midway & upper party decks and a full service saloon. Original seating for the GBC was 440 seats. As our club grew, we recognized the need for more GBC seats, and the second phase of the GBC grandstand project was completed in 2016, adding 110 seats and a walkway to cross the track. Both phases of the grandstand project were paid for by the GBC membership as part of our commitment to spending 1/3 of the annual dues on capital improvements. Many thanks to you all for adding this beautiful grandstands not only for our use during the WYO Rodeo, but also for the entire community to use for other events – bravo!

The method by which a member purchases GBC seats has largely remained unchanged, beginning with the idea of selling the seats in a package for all performances. Every GBC member has the opportunity to purchase 2 seats (for all 4 nights) beginning when all rodeo tickets are released for sale, this year on February 23rd. It is ONLY during this window of opportunity that GBC members are guaranteed two seats. Beginning May 1st, GBC members may purchase additional GBC seats, and members who have not yet purchased tickets are no longer guaranteed seats. From May 1st until all 550 seats are sold, the tickets are available on a first come, first served basis.

In order for everyone to have the same opportunity for seat selection, there are no reserved seats. Further, policy states that people may not save seats by placing belongings, tape, ropes, etc. to hold seats. The initial and current policy is the seats can be occupied on a first come first serve basis on a nightly basis.

To say, “We’ve come a long way, baby” would be an understatement, yet we look forward to further improvements in the future.

GBC Wristbands – The history of wristband use in the Gold Buckle Club

The use of wristbands as a gateway into the GBC began many years ago, replacing the original use of lanyards & ID cards. As the GBC grew in popularity, the number of people entering the GBC and availing themselves to the benefits of your club by deceitful means increased dramatically.

Many members have asked the question: Why aren't wristbands mailed to members anymore?

Initially, wristbands were mailed to members with a parking pass and other information pertinent to rodeo week. Once again, people seeking to be at the best party in Sheridan County found a way to replicate the wristbands, counterfeiting their way into your club and taking advantage of your benefits free of charge!

The Gold Buckle Club Hospitality Room at the WYO Rodeo quickly became "the place to be," so in order to protect your membership benefits and exclusivity, the GBC Board of Directors took steps to tighten security. By attaching wrist bands at the door upon entry, we have significantly reduced, and nearly eliminated the number of people deceitfully entering the GBC.

Two other steps were taken to ensure that all people in the GBC are truly members, your guests and sponsors of the WYO Rodeo. First, members are asked to identify their guests ahead of time and then accompany them into the GBC. Second, sponsors are given hologram tickets for entry that are nearly impossible to counterfeit. In requiring sponsor guests to present a hologram ticket for entry we have significantly reduced misunderstandings and confusion surrounding the number of guests each sponsor is allowed every night.

All together, we believe these measures have reduced the overall number of people in the GBC Hospitality Room, lowered the cost of the food and beverages and increased the enjoyment of the GBC Hospitality Room significantly.

Now that every member has received a current Gold Buckle Club Policy, we anticipate much of the confusion and simple misunderstandings of the past will be laid to rest. We suggest each member read and understand the policy and ask for clarification from a GBC member if necessary. Members will be held to the standards set by the policy, and disciplinary action will be taken if policy is broken.

We look forward to celebrating the 89th annual Sheridan WYO Rodeo in fun fashion, July 10-13, 2019.



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