



CHEYENNE
FRONTIER DAYS™
World's Largest Outdoor Rodeo & Western Celebration

ANNUAL TICKET POLICY & GUIDELINES

Cheyenne Frontier Days™ Ticket Office

1210 W. 8th Avenue
Cheyenne, Wyoming 82001

PO Box 2477
Cheyenne, Wyoming 82003

tickets@cfdrodeo.com

(307) 778-7222

As the entertainment industry works to establish new health and safety guidelines, Cheyenne Frontier Days™ is making every effort to come back for the Re-Ride in 2021. Annual Ticket Holders with 2020 season subscriptions will automatically rollover into the 2021 season. Seats currently held on accounts in 2020 were also eligible for account credit, refund or donation, in lieu of 2021 rollover option.

Due to the uncertainty of COVID-19 and its impacts on 2021, Cheyenne Frontier Days™ will be suspending all changes, excluding the release of tickets, for ALL Annual Ticket Holders in the 2021 Season. Annual Ticket Holders will be allowed to remove reserved seats and release seats permanently, however the addition or relocation of seats to any account for the 2021 season will be suspended until 2022.

This suspension includes all new Annual Ticket Holder applications for 2021. The Cheyenne Frontier Days™ Ticket Office will accept relocation applications for 2022 beginning August 2021, and they will process the applications in order of receipt.

We acknowledge this is unusual to suspend all additions and applications for 2021. With specific guidelines on social distancing for 2021 still to come, making a current plan that requires a reduction in seating for an event like Cheyenne Frontier Days™ is impossible at this time. For now, we will work to retain our loyal patrons who subscribe annually and maintain their seats for 2021.

CHEYENNE FRONTIER DAYS™ CODE OF CONDUCT

Cheyenne Frontier Days™ is committed to providing a safe, enjoyable, and comfortable experience. Any behavior disregarding the Cheyenne Frontier Days™ Code of Conduct may result in ejection, possible arrest, temporary and/or permanent suspension from Frontier Park. Cheyenne Frontier Days™ reserves the right to deny entry, relocate, or eject guests engaging in inappropriate behavior.

- Guests will be treated in a consistent, professional, and courteous manner by all guest service volunteers and staff.
- Guests will consume alcoholic beverages in a responsible manner.
- Guests will sit only in their assigned ticketed seats and show their tickets when requested.
- Guests attempting to enter the venue without a ticket will be immediately ejected.
- Guests who engage in fighting, throwing objects (including throwing objects into the arena or on stage) will be immediately ejected from the venue.
- Guests will not smoke or use electronic cigarettes in the venue. Frontier Park is designated as a non-smoking venue.
- Guests will comply with all state and local health ordinances and mandates while attending events on Frontier Park.
- Guests will comply with requests from venue staff regarding facility operations and emergency response procedures.
- Guests entering the venue are subject to metal-detector screening, visual inspection and bag inspection conducted by the Cheyenne Frontier Days™ security team. The purpose of the inspection is to detect prohibited items, and is for the safety of our guests, volunteers, and staff.
- Guest Service volunteers and staff have been trained to intervene where necessary to help ensure that the above expectations are met, and guests are encouraged to report any inappropriate behavior to the nearest usher, security guard, or guest services team member.

Guests who choose not to adhere to the Cheyenne Frontier Days™ Code of Conduct will be subject to ejection without refund and will not be compensated in any way.

Guests agree that the event for which you purchase tickets is a public event, that your appearance and actions inside and outside the venue where the event occurs are public in nature, and that you have no expectation of privacy regarding your actions or conduct at the event. You grant permission to Cheyenne Frontier Days™ and the event provider(s) to utilize your name, image, likeness, acts, poses, plays, appearance, movements, and statements in any live or recorded audio, video, or photographic display or other transmission, exhibition, publication or reproduction made of, or at, the event (regardless of whether before, during or after play or performance) for any purpose, in any manner, in any medium or context now known or hereafter developed, without further authorization from, or compensation to, you or anyone acting on your behalf.

THANK YOU FOR YOUR COOPERATION!

TICKET POLICY & GUIDELINE

To view the most up-to-date Cheyenne Frontier Days™ Ticket Policy & Guidelines please visit cfdrodeo.com/buy-tickets/

ANNUAL TICKET PROGRAM POLICIES & GUIDELINES

All information on an Annual Ticket Holder account and any orders must be valid and is subject to verification. As an Annual Ticket Holder with Cheyenne Frontier Days™, you are a valued and important part of our organization. To assure prompt and efficient response to your request and needs, we kindly request your compliance with the following policies and guidelines.

ACCOUNT HOLDER DEFINITION

Annual Ticket Holder Subscriptions may be purchased for NINE performances of Rodeo and/or Night Show combinations. For purposes of these policies and guidelines, *FULL ANNUAL TICKET* holders are defined as subscribing to at least one ticket for all 10 days of the annual event (9 Rodeo and 9 Night Show). *PARTIAL ANNUAL TICKET* holders are defined as subscribing to less than 18 events of any combination. Benefits for the two types of subscribers will vary based on qualifications of the program.

For your protection, we will only accept payments, address changes, transfer requests and inquiries from the person designated as the Annual Ticket Holder, the Annual Ticket Holder's spouse, or a legal representative. Tickets held in the name of a business should designate a company representative to make changes and inquiries, whose name would appear on the second line of the account information.

All Annual Ticket Holders are required to register for an account to use [MyTickets](#). Your account username may not include the name of another person with the intent to impersonate that person. Your account username and password are personal to you. You will be responsible for the confidentiality and use of your username and password, and for all activities (including purchases) that are conducted through your account. You may not transfer or sell access to your account.

SUBSCRIPTION INFORMATION

Initial applications require a \$100 non-refundable application fee for all new subscriptions. Cheyenne Frontier Days™ Annual Tickets are automatically renewed each year for accounts in good standing.

A purchaser of Annual Tickets obtains the right in the form of a ticket to use the seat location at Cheyenne Frontier Days™ for each season if available. Cheyenne Frontier Days™ in their sole and absolute discretion may revoke tickets at any time upon misconduct by the Annual Ticket Holder, without refund. Once tickets have been reserved and approved, changes may not be made until the following year.

The Annual Ticket Holder is the permanent account holder (person or business) on the original application for the subscription, and that person or business is assigned on the account. If the Annual Ticket Holder is an entity, a contact name must be provided to Cheyenne Frontier Days™ Ticket Office. Request to change the contact person of an entity must be submitted in writing on the company or entity letterhead and signed by an authorized office. Annual Tickets should be paid for by a check or

credit card for accounting purposes. If a third-party payment is accepted, such acceptance shall not give the third party any Annual Ticket Holder privileges.

Annual Ticket holders are prohibited from transferring tickets designated by their Annual Ticket agreement to any person, whether by a request of transfer the account into another name, or by an attempt to transfer the seat locations renewal privilege described below by sale, gift transfer by will or trust, property settlement, transfer to creditors, or any other means. It is important to Cheyenne Frontier Days™ to protect and reward customers by allowing them the opportunity to relocate their seat locations, rather than allowing Annual Ticket holders to transfer accounts to sell them to third parties.

ANNUAL TICKETS AS REVOCABLE LICENSES

Annual Tickets are revocable licenses that may be revoked, and admission refused, at the sole discretion of Cheyenne Frontier Days™. Cheyenne Frontier Days™ reserves the right to refuse admission or eject any person whose conduct is deemed to be disorderly or in noncompliance with the rules and regulations detailed in the Code of Conduct.

Annual Tickets are offered on a one-year basis only. The purchase of Annual Tickets does not entitle an Annual Ticket Holder to purchase annual tickets in any subsequent year. The opportunity to renew annual tickets is a privilege granted by Cheyenne Frontier Days™ which may be withdrawn at any time. While Cheyenne Frontier Days™ has and will continue to exercise reasonable efforts to allow Annual Ticket holders the opportunity to renew annual tickets, Cheyenne Frontier Days™ reserves the rights to review all accounts before offering annual tickets for the following season.

RENEWAL OF ANNUAL TICKETS SUBSCRIPTION

Subject to these policies and guidelines, an Annual Ticket Holder has an opportunity to renew the current assigned seat locations for the following year's event. The opportunity to renew is a privilege granted by Cheyenne Frontier Days™ and exercised when payment is received for the Annual Tickets in the amount specified band by the date established by Cheyenne Frontier Days™. This renewal privilege is revocable by Cheyenne Frontier Days™ at any time prior to payment or if payment is not received by the established due date on the invoice.

Cheyenne Frontier Days™ will exercise reasonable efforts to maintain renewal privileges for Annual Ticket holders, however, Annual Ticket holders are not guaranteed this opportunity. Cheyenne Frontier Days™ will consider, among other things, violations by the Annual Ticket holder rules, regulations and policies. Such violations include, without limitation, any unapproved transfer or attempted transfer of seat locations or possessing the Annual Ticket primarily for resale purposes and not for their own personal use.

Annual Ticket Holders secure the best seats at the best prices for all events based on preference and availability. On park discounts as defined annually, exclusive invitations to pre-sales, flexible payment plans, access for annual paid parking opportunities, and the ability to participate in the resale/consignment program.

Accounts not meeting the payment deadline are subject to cancellation. If you do not receive the appropriate communications via email, please contact the Ticket Office at (307) 778-7222. If you do not contact the Ticket Office within a reasonable time prior to the billing of each season, Cheyenne

Frontier Days™ may revoke renewal privileges and release seat locations. All payments received for Annual Tickets are non-refundable and non-transferrable.

Cheyenne Frontier Days™ will email current Annual Ticket Holders information regarding renewal information via electronic email delivery in early November of each year. Once you receive your renewal information and renew your tickets for the following year, you can pay for your Annual Tickets online, by phone or by mail.

Online

By logging into your account and paying with a credit card. This is the safest and most efficient method. Payment plans are also available for online processing only. You may set up plans with your preferred card of choice.

By Phone

Call (307) 778-7222. Cheyenne Frontier Days™ accepts Visa, MasterCard, Discover, American Express, Apple Pay, Google Pay and PayPal.

By Mail

Mail a check made payable to “Cheyenne Frontier Days™” and include your account number in the memo section. Mail to CHEYENNE FRONTIER DAYS TICKET OFFICE, PO Box 2477, Cheyenne WY 82003.

ANNUAL SUBSCRIPTION ACCESSIBILITY

Tickets will be accessible once tickets go on sale to the public each year. Each season is determined by the announcement date.

Mobile Delivery will be the automatic delivery option for ALL tickets beginning in 2021. All accounts that were paid in full in 2020 and rolled into 2021 will receive the digital delivery of tickets to the email address on file. If you do not know what email address you have on file, please contact the Ticket Office. Ticket barcodes will be delivered to your account 3 business days prior to the event.

Printed tickets and Will Call will be by request only. The owner of the account will be required to call the Ticket Office or submit in writing the request to receive tickets in an alternate delivery method. Please make sure your address on your account is up to date. Non-deliverable tickets will be returned to the Ticket Office and may be picked in person at Will Call during business hours

ANNUAL TICKET HOLDER ACCOUNT CHANGE OF ADDRESS

A change of address must come from the account holder, and can be requested in two ways:

- By emailing tickets@cfdrodeo.com and including the following information: account number, existing contact information and new contact information (address, phone(s), email). Once updated, you will receive a confirmation email from a Ticket Office Sales Representative.
- By mailing a letter to the Cheyenne Frontier Days™ Ticket Office, that includes all your new contact information as well as your Cheyenne Frontier Days™ Account Number. Please send your letter to the following address:

Cheyenne Frontier Days™ Ticket Office
Attn: Annual Tickets
P.O. Box 2477
Cheyenne WY 82003

RELOCATION/UPGRADE/ADDITION TO ANNUAL SUBSCRIPTION

Relocation, Upgrades and Additions to any account is processed August 1-November 1 of each year. Requests are processed in order of receipt. All requests must be submitted in writing, and communication for the relocation will be via email. If you have interest in upgrading or relocating or adding seats to your current Annual Tickets and have further questions, please contact the Ticket Office at (307)778-7222 or tickets@cfdrodeo.com.

Due to the unique nature of the Cheyenne Frontier Days™ events, if you wish to purchase additional tickets, you will need to purchase during the individual pre-sale or when events go on sale to the public. There will be advance purchase dates for specified Night Shows to allow access early, please refer to electronic communication regarding any pre-sale dates for Annual Ticket Holders.

RESALE AND/OR TRANSFER OF TICKETS

If it is determined by the sole discretion of Cheyenne Frontier Days™ that any individual or entity is reselling any of their Annual Tickets on the secondary market, the Annual Ticket Account Holder may be classified as a Ticket Reseller. Ticket Resellers may not be eligible for Annual Tickets. Resale of any Tickets for more than face value will result in forfeiture of all rights.

Annual Ticket Holders can forward their tickets to family and friends through their CFD [MyTickets](#) account. Annual Ticket Holds can also donate tickets for events they cannot attend up to 72 hours prior to VET TIX via the [MyTickets](#) account.

Definitions:

Transfer(s): shall mean any transfer of possession or use of a ticket by an Annual Ticket Holder or Account Holder to a third party (in each instance whether such third party is a person or entity).

Permitted Transfer: shall mean a Transfer that is authorized or specifically exempted from these Ticket Transfer Restrictions.

Non-Permitted Transfer: shall mean a Transfer specifically prohibited or determined by Cheyenne Frontier Days™ to be unauthorized under these Ticket Transfer Restrictions.

Resale, Resell or Reselling: shall mean any Transfer of a Ticket in exchange for money or any other thing of value.

Excess Value: shall mean the monetary value derived from the Resale of a Ticket or Tickets more than the price established by Cheyenne Frontier Days™ when such Ticket or Tickets were sold or distributed by Cheyenne Frontier Days™, including any tax, service or convenience fees/charges charged by Cheyenne Frontier Days™ and fees charged to the Ticket Holder.

Broker Activity: shall mean any activity by an individual or entity who purchases or otherwise acquires a Ticket with the purpose or intent, as determined by Cheyenne Frontier Days™ in its sole discretion, to

Resell the Ticket, with the intent to realize Excess Value or Resell or use the Ticket in a manner that Cheyenne Frontier Days™ determines violates Annual Ticket Holder policies.

Broker Account: shall mean a Ticket Account determined by Cheyenne Frontier Days™ engaged in Broker Activity.

Non-Permitted Transfers

By the acceptance, possession or use of a Ticket purchased pursuant to this Agreement, each Ticket Holder, and the Account Holder (regardless of whether such Ticket Holder is the original purchaser from Cheyenne Frontier Days™ or an acquirer of the Ticket from a third party), acknowledges and agrees to the following:

Any Broker activity involving a Ticket, as determined in the sole discretion of Cheyenne Frontier Days™, is a Non-Permitted Transfer unless specifically approved by Cheyenne Frontier Days™, is a Non-Permitted Transfer unless specifically approved by Cheyenne Frontier Days™ and shall constitute a basis for termination of the revocable agreement granted by Cheyenne Frontier Days™ for the use of the Ticket, the seizure or cancellation of the Ticket without refund or other compensation, and/or termination of the revocable agreement granted by Cheyenne Frontier Days™ of all Tickets that are controlled by or affiliate with such Ticket Holder or individuals/entities determined by Cheyenne Frontier Days™ to be associated with such Ticket Holder.

Any Resale or attempted Resale of a Ticket by a Ticket Holder on publicly available, secondary ticket marketplace shall occur exclusively via Consign Back through CFD [MyTickets](#) accounts and shall be subject to the terms and conditions applicable to the Tickets and the Account, including those set forth in this Agreement. Any Resale or attempted Resale of a Ticket on a publicly available, secondary marketplace other than [MyTickets](#) is a Non-Permitted Transfer and may constitute a basis for termination of the revocable terms of agreement granted by Cheyenne Frontier Days™ for the usage of the Ticket, seizure or cancellation of the Ticket without refund or other compensation, and/or termination of the agreement granted by Cheyenne Frontier Days™ of all Tickets that are controlled by or affiliated with such Ticket Holder or individuals/entities determined by Cheyenne Frontier Days™ to be associated with such Ticket Holder without refund or other compensation.

Any Resale or attempted Resale of a Ticket inside Frontier Park is prohibited, and any person who Resells or offers a Ticket for Resale at any price inside Frontier Park will be required to cease sale.

Permitted Transfers

For the avoidance of doubt with respect to the application of the Ticket Transfer Restrictions, the following are Permitted Transfers:

Tickets sold, gifted, or transferred to the registered Ticket account partners via the Cheyenne Frontier Days™ [MyTickets](#) Account. All partners are subject to the terms and conditions applicable to the Tickets and the account set forth herein.

Ticket Transfer activity connected with the use of a Ticket for any charitable or non-profit purposes.

The Resale of a Ticket via Consign Back where the purpose for the sale as determined by Cheyenne Frontier Days™ in its sole discretion, was unrelated to Broker Activity and further complies with the terms of this Agreement.

Request to transfer ownership of Annual Ticket Account to an immediate family member defined as a spouse, relatives by birth, marriage; to include siblings, parents, children, in-laws, and any financial dependents. A request to transfer Annual Ticket accounts to a family member of a deceased Annual Ticket Holder must be submitted to the Cheyenne Frontier Days™ Ticket Office in writing by the personal representative and supported by appropriate documentation. Such documentation may include, but not limited to death certificate, probate, trust, or proof of relationship.

Annual ticket holders that are defined as an entity, Cheyenne Frontier Days™ will generally allow Annual Tickets to be transferred upon the sale or dissolution of an entity. Submission in writing a request to transfer Annual Ticket privilege of an entity account to the Ticket Office with supported documentation. Such documentation may include but not limited to corporate resolution, asset, or stock purchase agreement, and dissolution documents. Cheyenne Frontier Days™ reserves the right to approve or reject any such request at their sole discretion.

2021 ADDENDUM

Ticket Holders acknowledge that COVID-19 is an extremely contagious disease that can lead to severe illness and death. An inherent risk of exposure to COVID-19 exists in any public place regardless of precautions that may be taken. By holding a Ticket, Ticket Holder agrees to assume all risks associated with COVID-19 and other infectious and/or communicable diseases, viruses, bacteria, or illnesses, as well as agree to all other terms and rules set forth at www.cfdrodeo.com as it relates to communicable diseases.

Annual Ticket Holders who elected to receive a credit for any/all the impacted 2020 events, will have that credit applied towards their 2021 Annual Ticket Renewal Statement. Credits will be applied accordingly to the balance of the 2021 season. If you do not want to utilize your credit, you will need to contact the Ticket Office prior to the due date when payments are automatically processed. Credits will be processed prior to any other payments on your account.

Tickets will be accessible once tickets go on sale to the public each year. Tickets will not be accessible in your account prior to this time. Each season is determined by the announcement date.

Mobile Delivery will be the automatic delivery option for ALL tickets for 2021 and in the future. All accounts that were paid in full in 2020 and rolled into 2021 will receive the digital delivery of tickets to the EMAIL address on file. If you do not know what email address you have on file, please contact the Ticket Office. Ticket barcodes will be delivered to your account 3 business days prior to the event.

Printed Tickets and Will Call will be by request only. It is the owner of the account that will be required to call the Ticket Office or submit in writing the request to receive tickets in an alternate delivery method. Please make sure your address on your account is up to date. Non-deliverable tickets will be returned to the Ticket Office and may be picked in person at Will Call during business hours

CHEYENNE FRONTIER DAYS™ Annual Ticket Transfer Form

CURRENT TICKET HOLDER (Transferor):

Account # _____ Email: _____

Name: _____ Phone: _____

Address: _____

City, State, Zip: _____

SEAT LOCATION(S) AND DAY(S) TO BE TRANSFERRED:

DAY: _____ SECT: _____ SEATS: _____ - _____

DAY: _____ SECT: _____ SEATS: _____ - _____

DAY: _____ SECT: _____ SEATS: _____ - _____

(IF NECESSARY, PLEASE USE REVERSE SIDE TO LIST ADDITIONAL SEATS)

TRANSFER TICKETS TO (Transferee):

Name: _____ Phone: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email (required): _____

Relationship to current ticket holder: _____

(Child, Grandchild, Spouse, Sibling, Parent, Grandparent)

COMPLETE ONLY IF BUSINESS INVOLVED

TRANSFEREE/TRANSFEROR'S RELATIONSHIP TO BUSINESS: _____

Nature of business engaged in by business entity seeking to transfer or receive tickets: _____

I hereby permanently relinquish any and all privileges that I may have as an Annual Ticket Holder with CHEYENNE FRONTIER DAYS™ to the above-named transferee. I attest that the relationship and information as listed and provided above is true and is not being made under false pretenses or in an attempt to circumvent the Official Policy on Transfer of Annual Tickets. I agree that in the event said transfer is made under false pretenses, or if the transferee is not an authorized relative, or if the transfer is made in an attempt to circumvent the Official policy on the Transfer of Annual Tickets, as determined in the sole discretion of CHEYENNE FRONTIER DAYS™, the Annual Ticket Holder privileges may be terminated.

X _____

Current Annual Ticket Holder (Transferor)

OR

Executor of Estate/Power of Attorney

_____ Date