



SUPPLIERS

CEAT Seeks Awareness Via Rodeo Support

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CEAT Specialty Tires is making rodeo connections to build brand awareness with farmers and ranchers throughout North America.

This is the fifth year the tire manufacturer has sponsored rodeo organizations and events, including as sponsor of a chuck wagon competitor at the Calgary Stampede in Calgary, Canada.

CEAT is also the Official Ag Tire of the WCRA (World Champion Rodeo Alliance), WRWC (Women's Rodeo World Championship), NHSRA (National High School Rodeo Association, National Junior High Rodeo Association) and the University of Kentucky rodeo team.

A new component of the WCRA sponsorship this year is branding through the ABBI (American Bucking Bull Inc.). The ABBI will be highlighted in a CBS-TV special later this month, and CEAT expects to gain visibility during that special.

“Our long-term association with rodeo is paying significant dividends in terms of brand awareness with rodeo fans, many of whom are farmers and ranchers,” said CEAT Specialty Chief Executive Amit Tolani. “Rodeo fans are very passionate and loyal to the brands that support their sport, and we look forward to another great year of rodeo involvement.”