

Have you ever wondered what it takes to be a rodeo bull fighter?

Introducing



the **ULTIMATE**
BULL FIGHTING
experience



If you can play tag, you can train to be a rodeo bull fighter.



The Ultimate Bull Fighting Experience (UBE) is designed to:

- Inform participants not just about the sport of rodeo bull fighting, but also rodeo in general, animal agriculture, humane animal handling and human/animal relationships
- Teach participants the basics of how to keep themselves safe while working with aggressive cattle

Who is it for?

- Youth
- Adults
- Sports teams
- Sponsors
- Corporations

Who benefits?

- Ag societies
- Ag industries
- Rodeo associations
- Organizations
- The participants

Why does it matter?

Through taking part in the bull fighting experience, participants have reported increase in confidence and competence, connection with others which all are factors for mental wellness. In addition, building fans and champions for agriculture improves the public perception of agriculture and the sport of rodeo.

How?

A team of trained facilitators who are also experienced bull fighters will lead you through carefully planned processes balancing safety and experiential learning. This is the closest to trying the most dangerous sport on dirt without risking your life.

PARTICIPANTS WILL NOT ENGAGE IN FIGHTING LIVE CATTLE