

News

## CEAT Specialty Tires continues N.A. rodeo sponsorships

The sponsorships include brand exposure on TV and social media as well as at high-profile rodeo competitions.



By David Sickels

David Sickels is the Editor of Tire Review. He has a history of working in the media, marketing and automotive industries in both print and online.

Published: July 18, 2024



CEAT Specialty Tires is sponsoring rodeo organizations and events across North America for the fifth year in 2024. This week, the company is sponsoring a chuck wagon competitor at the Calgary Stampede.

The company is also the Official Ag Tire of the World Champion Rodeo Alliance, Women's Rodeo World Championship, National High School Rodeo Association, National Junior High School Rodeo Association and the University of Kentucky rodeo team. The sponsorships include brand exposure on TV and social media, as well as at high-profile rodeo competitions. There are more than 40 million rodeo fans in North America.

As part of the World Champion Rodeo Alliance sponsorship this year, CEAT Specialty will receive exposure in a CBS-TV special on the American Bucking Bull Inc. organization scheduled for later this month.

The company also had a presence at the Calgary Stampede to support its growing footprint in Canada.

CEAT Specialty Chief Executive Amit Tolani said the company's long-term association with rodeo has increased brand awareness among rodeo fans, many of whom are farmers and ranchers.