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THAT'S THE TICKET; Elk City Rodeo introduces reserved seating

Elk City, Okla. – July 30, 2026 – Changes are coming to the seating at the Elk City Rodeo.

This year, the grandstands will be reserved seating, allowing fans the opportunity to have a guaranteed, numbered spot in the grandstands.

“We’re happy we can give fans a better rodeo experience,” said rodeo committee man John Thomas. “With a reserved seat, there’s no need to rush to the rodeo and it’s more of a stress-free situation for fans.”

The middle section of grandstands, section 103, which is at the fifty-yard-line, will cost \$5 more than the outer sections. Tickets for section 103 are \$25 in advance and \$30 the days of the rodeo.

The outer sections (101, 102, 104 and 105), are \$20 in advance and \$25 the days of the rodeo.

Also new this year is south chairback reserved seating. Four rows of 38 seats each are being built and will be installed above the south bleachers. The cost of south chairback reserved seats is \$20 in advance and \$25 the days of the rodeo.

“We’re always looking to make the rodeo better,” Thomas said. “This is a way to improve our rodeo for the fans.”

Bleacher seating will be general admission, as it has been in the past. The cost for bleacher seating is \$12 in advance for adults and \$14 the days of rodeo. For children’s bleacher seating, ages 6-12 years old are \$10 in advance and \$12 the days of the rodeo. Children 5 and under are free.

Friday, September 4 is Dr. Pepper night; kids get in free to bleacher seating when they bring an empty Dr. Pepper can to the rodeo. Sunday, September 6 is Champions Wear Purple night, to bring awareness to people with Alzheimer’s and dementia.

Tickets go on sale August 1 online at ElkCityRodeo.com. They will be sold at Circle A Western Wear in Elk City August 31-September 4. Circle A will take credit card purchases only.

The rodeo ticket office located at the Beutler Bros. Arena at Ackley Park in Elk City will be open August 31-September 4.

This year’s Elk City Rodeo is September 4-6. Performances begin nightly at 8 pm.

For more information, visit the website at ElkCityRodeo.com

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Cutline:

A bull rider competes at the 2025 Elk City Rodeo. This year, the grandstands will be reserved seating.
Photo by Terri Abrahamsen.