

EVENTS & SALES

CTA BOARD MEETING PRESENTATION

October 12, 2026 | Stu Wexler



PRESENTATION OUTLINE

- ROCK’A LOCK’A BANG! BANG! 2026
- 2026 CAPTIAL CITY CRUSHER (NICA)
- NAFA WEST MASTERS
- BONANZA KENNEL CLUB
- BATTLE OF THE SIERRA’S 2
- CARSON CITY SHERIFF’S K9 CHALLENGE
- FORD BRONCO SUPER CELEBRATION
- SPORTS ETA - S4 SUMMIT
- TEAMS 26

ROCK'A LOCK'A BANG! BANG!
September 17-20th 2026



SPARROWS
LOCK PICKS

ROCK'A LOCK'A BANG! BANG! 2026 was held at multiple locations throughout Carson City.

The largest multi-day covert entry convention returned to the Historic Nevada State Prison.

100 people including trainers were from across the US, Norway, UK, Netherlands, Canada, and Australia will participate.

Approximately 300 room nights generated.

55 people participated at the Carson City Gun Range for demonstrations, target practice, and helicopter training.

RECOIL and Solider Systems was back to cover the event.





CAPITAL CITY CRUSHER

September 19-20, 2026



The 2026 Capital City Crusher (NICA) had 16 teams, with 322 students this year from Quincy, Mammoth and Bishop CA, as well as NV.

The Senator's cycling team came in 3rd place in Division 1.

North Tahoe finished in 1st place, with Galena coming in 2nd.

The Senator's had 6 podium finishes.





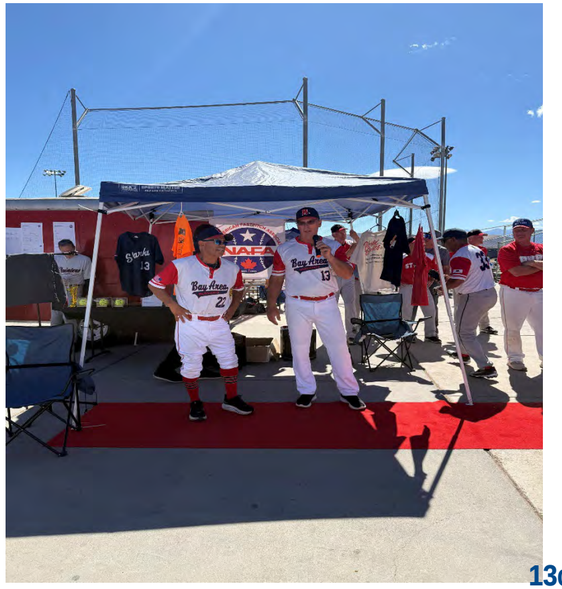
NAFA MASTERS WORLD SERIES SEPTEMBER 25-27, 2026

NAFA holds the World's Largest Men's Fastpitch Softball Tournament featuring a Division for every level of player and pitcher from Open, AA, A-Major, A, 23-Under, 70-Over, 65-Over, 60-Over, 55-Over, 50-Over, 45-Over, 40-Over, 35-Over, Wood Bat, and Native American throughout the year.

They had 28 teams, with 20 people per team for the 3-day tournament this month.

Next year they plan to add a NAFA West Girls Fast Pitch Summer Nationals in Carson City.







BONANZA KENNEL CLUB

FUJI PARK | SEPTEMBER 25-27, 2026

Participants came from (20 states) highlighted by: New Jersey, North Carolina, New Mexico, Florida, Colorado, Arizona, Arkansas, Idaho, Montana, Michigan, Ohio, Texas, and of course, California and Nevada.

Dogs from Canada, Japan, and the Netherlands competed over the weekend.

Saturday had 577 dogs.

Sunday had 573 Dogs.







October 3, 2026, at Casino Fandango

20 bouts between 22 clubs from OR, CA and NV

Approximately 235 tickets sold.

Including the fighters, coaches, volunteers and USA Boxing Officials some 345 people in total attended.









The K9 Challenge provides the community with a unique opportunity to witness the dedication, discipline, and teamwork between law enforcement officers and their K9 partners.

In addition to the competition and live demonstrations, attendees got to meet the handlers and their canine partners and learn more about the important role K9 units play in public safety.

This annual event highlights the dedication, skill, and bond between officers and their K9 partners.







The annual Bronco Super Celebration is coming to Carson City.

Mills Park at Seely Point will host Broncos from all over the country for a 3-day event.

They expect 120-150 registered vehicles, with more than 50% from out-of-state.
The non-registered vehicles attending the last couple of days of the event will bring the total to almost 170 vehicles.



October 15-17, 2026.

Hosted in Carson City since 2023, the event includes adventure rides at Prison Hill OHV Park and tours to surrounding destinations.

The three-day event is full of activities for any Bronco enthusiast. Off Road Park, daily on-site activities, daily drives, awards, product give aways, and more.







Sports ETA
SPORTS EVENTS & TOURISM ASSOCIATION

Sports ETA SUMMIT
OCTOBER 12-14, 2026 | FORT WORTH, TEXAS

The 4S & Rights Holder Summit is designed for professionals across the sports events and tourism industry who are looking to strengthen their skills, discover new ideas, and advance their organizations.

Our members include organizations that attract sporting events to their community, (i.e., sports commissions, destination marketing organizations (DMOs), parks and recreation, etc.) event owners, and vendors to the sports events and tourism industry. Sports ETA is the primary network for communication and information sharing on all topics relating to the sports events and tourism industry, and for RFP'S.

Sports tourism is a $274.5 billion economic engine in the United States. According to Sports ETA's 2026 State of the Industry Report, sports-related travel generated $111.2 billion in direct spending, supported 1.6 million jobs, and produced $20.5 billion in state and local tax revenue nationwide.

Through education, research, professional development, and industry collaboration, Sports ETA equips its members with the knowledge, resources, and relationships needed to attract events, strengthen their communities, and maximize the economic impact of sports tourism.



SportsTravel presents

TEAMS '26

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Maximum of 40 1-to-1 appointments between convention bureaus, sports commissions, hotels, suppliers and sponsors.

Focus will be the new synthetic turf fields and renovated tennis courts at Centennial, plus the new pickleball courts at Mills Park as well as the MAC and the Bob Boldrick Theater.





THANK YOU



VISIT CARSON CITY NV