

2002 California Events
With Possible Tobacco Sponsorship
Sorted by Region
Prepared by the TIME Project, University of Southern California
Updated 08/27/2002

Event Name	Region	Site, City	Contact #	Start Date	End Date	Sponsor	Web Information	Events to Observe (✓)	Changes
Alvin Ailey Repertory Ensemble	Bay Area	Luther Burbank Center, Santa Rosa	707 546-3600	01/22/02	01/22/02	Philip Morris*	www.alvinailey.org		12.04.01
Dance Theatre of Harlem	Bay Area	Zellerbach Hall, UC Berkeley	510 642-9988	01/23/02	01/26/02	Philip Morris*	www.dancetheatreofharlem.org		12.04.01
SF Ballet- Program 1	Bay Area	War Memorial Opera House, San Francisco	415 861-5600	02/05/02	02/16/02	Philip Morris*	www.sfballet.org	✓	9.07.01
SF Ballet- Program 2	Bay Area	War Memorial Opera House, San Francisco	415 861-5600	02/07/02	02/17/02	Philip Morris*	www.sfballet.org		9.07.01
PBR Bud Light Cup	Bay Area	Oakland Arena, Oakland	510 569-2121	02/08/02	02/09/02	USST*	www.pbrnow.com	✓	11.06.01
SF Ballet- Program 3	Bay Area	War Memorial Opera House, San Francisco	415 861-5600	02/26/02	03/03/02	Philip Morris*	www.sfballet.org		9.07.01
SF Ballet- Program 4	Bay Area	War Memorial Opera House, San Francisco	415 861-5600	03/12/02	03/17/02	Philip Morris*	www.sfballet.org		9.07.01
Paul Taylor Dance Company	Bay Area	Memorial Auditorium, Stanford	212 431-5562	03/15/02	03/16/02	Philip Morris*	www.ptdc.org	✓	11.07.01
SF Ballet- Program 5	Bay Area	War Memorial Opera House, San Francisco	415 861-5600	04/02/02	04/13/02	Philip Morris*	www.sfballet.org		9.07.01
SF Ballet- Program 6	Bay Area	War Memorial Opera House, San Francisco	415 861-5600	04/04/02	04/14/02	Philip Morris*	www.sfballet.org		9.07.01

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Mark Morris Dance Group	Bay Area	Zellerbach Hall, Berkeley	510 642-9988	04/19/02	04/21/02	Philip Morris*	www.mmdg.org	✓	11.07.01
SF Ballet- Program 7	Bay Area	War Memorial Opera House, San Francisco	415 861-5600	04/23/02	04/28/02	Philip Morris*	www.sfballet.org		9.07.01
SF Ballet- Program 8	Bay Area	War Memorial Opera House, San Francisco	415 861-5600	05/03/02	05/12/02	Philip Morris*	www.sfballet.org		9.07.01
NBA Hoop It Up	Bay Area	McClellan Park, Sacramento	916 852-8494	05/18/02	05/19/02	Lorillard	www.hoopitup.com		07.18.02
PRCA Rowell Ranch Rodeo	Bay Area	Rowell Ranch Rodeo Park, Hayward	510 581-2577	05/18/02	05/19/02	USST*	www.rowellranchrodeo.org	✓	11.06.01
NBA Hoop It Up	Bay Area	De Anza College, San Jose	916 852-8494	06/08/02	06/09/02	Lorillard	www.hoopitup.com		07.18.02
PRCA Livermore Pro Rodeo	Bay Area	Livermore	925 823-1911	06/08/02	06/09/02	USST	www.livermoreprorodeo.org	✓	11.06.01
PBR Rodeo	Bay Area	Robertson Park Rodeo Arena, Livermore	925 455-6161	08/03/02	08/04/02	USST*	www.pbrgold.com	✓	11.06.01
NASCAR Winston West Tour	Bay Area	Altamont Raceway, Altamont	925 373-7223	08/10/02	08/10/02	Winston*	www.altamontraceway.com	✓	12.21.01
PRCA Grand Nationals Rodeo	Bay Area	Cow Palace, South San Francisco	415 404-4111	10/25/02	11/03/02	USST*	www.grandnationals.com	✓	12.07.01
Alvin Ailey Repertory Ensemble	Central Coast	Palm Springs Desert Museum-Annenburg, Palm Springs	760 325-4490	01/29/02	01/29/02	Philip Morris*	www.alvinailey.org		12.04.01
CART Sneak Preview	Central Coast	Laguna Seca, Mazda Raceway	831 648-5100	02/10/02	02/10/02	Winston	www.nascar.com		5.13.02
CART Grand Prix of Monterey	Central Coast	Laguna Seca Raceway, Monterey	831 648-5100	06/07/02	06/09/02	Kool, Players*	www.laguna-seca.com	✓	11.06.01
PBR Rodeo	Central Coast	Salinas Sports Complex, Salinas	831 775-3113	07/18/02	07/18/02	USST*	www.pbrgold.com	✓	11.06.01

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PRCA Salinas Rodeo	Central Coast	Salinas Sports Complex, Salinas	831 775-3100	07/18/02	07/21/02	USST at the national PRCA level	www.carodeo.com	✓	No tobacco sponsorship locally 12.07.01
PBR Bud Light Cup	Central Valley	Centennial Gardens, Bakersfield	719 471-3008	03/02/02	03/03/02	USST*	www.pbrnow.com	✓	11.06.01
NIRA West Hills College	Central Valley	West Hills College	559 934-2702	04/05/02	04/06/02	USST*	www.collegerodeo.com		01.28.02
PRCA Clovis Rodeo	Central Valley	Clovis Arena, Clovis	559 299-6461	04/26/02	04/28/02	USST*	www.clovisrodeo.com	✓	11.06.01
PRCA Springville Sierra Rodeo	Central Valley	Springville Arena, Springville	866 763-3649	04/27/02	04/28/02	USST	www.springville.ca.us/rodeo	✓	06.04.02
PRCA Kern County Sheriff Reserve Stampede Days Rodeo	Central Valley	Kern County Fairgrounds, Bakersfield	661 833-4900	05/03/02	05/04/02	USST	www.co.kern.ca.us/sheriff/rodeo1.htm	✓	5.14.02
NIRA California State University-Fresno	Central Valley	Clovis	559 278-2971	05/04/02	05/05/02	USST*	www.collegerodeo.com	✓	01.28.02
PRCA Woodlake Lions Club Rodeo	Central Valley	Woodlake Lions Club, Woodlake	559 732-7968	05/11/02	05/12/02	USST	www.prorodeo.com	✓	12.11.01
Theta Chi	Central Valley	Cal State University of Fresno, Fresno	513 523-1907	05/17/02	05/17/02	USST	www.csufresno.edu	✓	5.13.02
PRCA Glennville Round-up Rodeo	Central Valley	Greenhorn Mount Veterans Rodeo Grounds, Glennville	661 536-8610	06/02/02	06/02/02	USST	www.prorodeo.com	✓	06.04.02
PRCA Tehachapi Mountain Rodeo	Central Valley	Tehachapi	661 823-1242	08/17/02	08/18/02	USST*	www.prorodeo.com	✓	07.19.02

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PBR Challenger Tour	Central Valley	Antelope Valley Fairgrounds, Lancaster	661 948-6060	09/01/02	09/01/02	USST**	www.pbrnow.com	✓	07.27.02
PRCA Kern County Fair Rodeo	Central Valley	Bakersfield	661 833-4900	09/27/02	09/28/02	USST*	www.prorodeo.com	✓	07.19.02
PRCA Oakdale Saddle Club Rodeo	Gold Country	Oakdale	209 847-8334	04/13/02	04/14/02	USST*	www.prorodeo.com	✓	12.11.01
PRCA Auburn Wild West Stampede Rodeo	Gold Country	Mc Cann Stadium, Auburn	916 761-7661	04/20/02	04/21/02	USST*	www.prorodeo.com	✓	12.19.01
PRCA Clements Stampede Rodeo	Gold Country	Stampede Arena, Clements	209 759-3517	05/04/02	05/05/02	USST	www.prorodeo.com	✓	5.14.02
PRCA Mother Lode Round Up Rodeo	Gold Country	Sonora Fairgrounds, Sonora	209 984-4831	05/11/02	05/12/02	USST	www.prorodeo.com	✓	01.03.02
AMA National Motocross	Gold Country	Rancho Cordova, Hangtown SVRA Park	614 856-1900	05/18/02	05/19/02	USST	www.amaproraing.com	✓	5.15.02
PRCA 20 th Annual Stainlaus Co. Sheriff's Posse Pro Rodeo	Gold Country	Turlock	775 824-7366	06/07/02	06/08/02	USST	www.prorodeo.com	✓	5.14.02
PRCA Folsom Rodeo	Gold Country	Folsom City Park, Folsom	916 985-2698	07/03/02	07/06/02	USST	www.folsomchambers.com	✓	12.11.01
PRCA Truckee Championship Rodeo	Gold Country	Truckee	530 587-2697	08/10/02	08/11/02	USST*	www.prorodeo.com	✓	12.11.01
NASCAR Winston West Racing Series	Gold Country	Stockton, Stockton 99 Speedway	209 466-999	08/17/02	08/17/02	Winston	www.nascar.com	✓	05.13.02
PRCA Barstow Stampede Rodeo	Gold Country	Barstow Arena, Barstow	760 252-3093	09/28/02	09/29/02	USST	www.prorodeo.com	✓	06.04.02
NIRA Lassen College Rodeo	Gold Country	Susanville	530 257-6181	09/04/02	09/06/02	USST	www.collegerodeo.com	✓	08.27.02

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PRCA Dan Russell Benefit Rodeo	Gold Country	Equine Center	916 985-7334	11/02/02	11/02/02	USST	www.prorodeo.com	✓	01.03.02
Dance Theatre of Harlem	Los Angeles	Cerritos Center for the Performing Arts	562 916-8500	01/18/02	01/20/02	Philip Morris*	www.dancetheatreofharlem.com	✓	11.29.01
Alvin Ailey Repertory Ensemble	Los Angeles	Smothers Theater-Pepperdine University, Malibu	310 506-4522	02/01/02	02/01/02	Philip Morris*	www.alvinailey.org		12.04.01
Alvin Ailey Repertory Ensemble	Los Angeles	California State University- Performing Art Center, Northridge	818 677-3943	02/02/02	02/02/02	Philip Morris*	www.alvinailey.org	✓	02.04.02
IRL Test in the West (Media Day)	Los Angeles	California Speedway, Fontana	909 429-5000	02/05/02	02/06/02	Marlboro	www.indyracing.com		1.25.02
NHRA 42 nd Annual K&N Filters Winternationals	Los Angeles	Pomona Raceway, Pomona	909 593-7010	02/07/02	02/10/02	Skoal*	www.nhra.com	✓	11.19.01
IRL California Indy 400	Los Angeles	California Speedway, Fontana	909 428-9300	03/24/02	03/24/02	Marlboro	www.indyracingleague.com	✓	12.11.01
NBA Hoop It Up	Los Angeles	Staples Center, Los Angeles	310 838-1422	04/06/02	04/07/02	Lorillard	www.hoopitup.com		07.18.02
CART Toyota Grand Prix of Long Beach	Los Angeles	Long Beach Convention Center, Long Beach	562 981-2600	04/12/02	04/14/02	Kool, Players*	www.longbeachgp.com	✓	11.06.01
NASCAR Winston West Series	Los Angeles	California Speedway, Fontana	800 944-7223	04/27/02	04/27/02	Winston*	www.nascar.com		02.08.02
NASCAR Winston Cup Series	Los Angeles	California Speedway, Fontana	800 944-7223	04/28/02	04/28/02	Winston*	www.nascar.com	✓	11.06.01
PRCA Showdown Rodeo	Los Angeles	Antelope Valley Fairgrounds, Lancaster	661 273-1336	05/31/02	06/01/02	USST	www.prorodeo.com	✓	06.04.02

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Mexican Rodeo	Los Angeles	Pico Rivera Sports Arena, Pico Rivera	562 695-2404	06/16/02	06/16/02		Members.tripod.com	✓	06.04.02
NASCAR Winston West Series	Los Angeles	Irwindale Speedway, Irwindale	626 358-1100	07/27/02	07/27/02	Winston*	www.nascar.com		02.08.02
Philip Morris's Career Fair	Los Angeles	USC main campus, Los Angeles	213 748-2436	09/26/02	09/26/02	Philip Morris	www.philipmorrisusa.com	✓	5.17.02
PRCA San Dimas Western Days	Los Angeles	San Dimas	626 339-8777	10/05/02	10/06/02	USST*	www.prorodeo.com	✓	12.11.01
NAACP Career Fair	Los Angeles	Radisson Hotel at LA Airport, Los Angeles	800 562-7469	10/08/02	10/08/02	Philip Morris	www.naacpcareerfair.com		07.26.02
Philip Morris Diversity Recruitment Activities	Los Angeles	Pacific Palms Resort, City of Industry	800 565-9342	10/09/02	10/09/02	Philip Morris	www.hirediversity.com		05.07.02
PRCA Industry Hills Charity Pro Rodeo	Los Angeles	City of Industry	626 961-6892	10/12/02	10/13/02	USST	www.prorodeo.com	✓	12.07.01
NHRA 38 th Annual Automobile Club of Southern California Finals	Los Angeles	Pomona Raceway, Pomona	909 593-7010	11/07/02	11/10/02	Skoal*	www.nhra.com	✓	9.07.01
NASCAR Winston Cup Series	North Coast	Sears Point Raceway, Sonoma	800 870-7223	06/20/02	06/23/02	Winston*	www.nascar.com	✓	11.30.01
PRCA Sonoma County Fair	North Coast	Santa Rosa	707 545-4200	07/26/02	07/27/02	USST	www.prorodeo.com	✓	06.04.02
NHRA 15 th Annual FRAM-Autolite Nationals	North Coast	Sears Point Raceway, Sonoma	707 938-8448	08/02/02	08/04/02	Skoal	www.nhra.com	✓	9.07.01
PRCA Red Bluff Round-Up Rodeo	North Valley	Red Bluff	530 527-8174	04/19/02	04/21/02	USST*	www.redbluffroundup.com	✓	12.07.01
PRCA Stonyford Rodeo	North Valley	Brother Moore Arena, Stonyford	530 963-3287	05/04/02	05/05/02	USST*	www.prorodeo.com	✓	5.14.02

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PRCA Redding Rodeo	North Valley	Redding Rodeo Grounds, Redding	530 241-2744	05/16/02	05/18/02	USST*	www.reddingrodeo.com	✓	06.04.02
PRCA Marysville Stampede Rodeo	North Valley	River Front Park, Marysville	775 824-7366	05/25/02	05/26/02	USST	www.prorodeo.com	✓	01.02.02
Supercross	South Coast	Edison International Field, Anaheim	714 940-2000	01/05/02	01/05/02	U.S. Tobacco*	www.pacesupercross.com	✓	01.14.02
Supercross	South Coast	Qualcomm Stadium, San Diego	619 525-8266	01/12/02	01/12/02	U.S. Tobacco*	www.pacesupercross.com	✓	11.29.01
Supercross	South Coast	Edison International Field, Anaheim	714 940-2000	01/19/02	01/19/02	U.S. Tobacco*	www.pacesupercross.com	✓	01.19.02
Mark Morris Dance Group	South Coast	Irvine Barclay Theater, Irvine	714 624-8400	01/24/02	01/26/02	Philip Morris*	www.mmdg.org		12.21.01
PRCA California Circuit Finals	South Coast	Del Mar Fairgrounds, San Diego	909 849-0167	02/01/02	02/02/02	USST*	www.california prorodeo.com	✓	11.30.01
Supercross	South Coast	Edison International Field, Anaheim	714 940-2000	02/02/02	02/02/02	U.S. Tobacco*	www.pacesupercross.com	✓	9.07.01
PBR Bud Light Cup	South Coast	Arrowhead Pond, Anaheim	719 471-3008	02/15/02	02/16/02	USST*	www.pbrnow.com	✓	11.06.01
PRCA Lakeside Rodeo	South Coast	Lakeside Arena, Lakeside	619 561 4331	04/25/02	04/27/02	USST	www.lakesiderodeo.com	✓	06.04.02
PB Block Party	South Coast	Pacific Beach	619 641-5823	05/11/02	05/11/02	USST	www.pblockparty.com		5.08.02
PRCA Ramona Round-UP Rodeo	South Coast	Fred Grand Arena, Ramona	619 291-0600	05/17/02	05/19/02	USST*	www.prorodeo.com	✓	12.18.01
Imperial Beach Pro Surfing	South Coast	Imperial Beach Pier	831 728-9001	05/23/02	05/26/02	Lorillard	www.prosurfingtour.com		07.25.02
Imperial Beach Pro Surfing	South Coast	Oceanside Pier	831 728-9001	05/30/02	06/02/02	Lorillard	www.prosurfingtour.com		07.22.02

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PRCA Orange County Flying U Rodeo	South Coast	Costa Mesa	530 742-8249	07/26/02	07/28/02	USST	www.flyingurodeo.com	✓	12.07.01
PRCA Rancho Mission Viego Rodeo	South Coast	San Juan Capistrano	949 240-3363	08/24/02	08/25/02	USST	www.prorodeo.com	✓	12.07.01
PRCA Poway Rodeo	South Coast	PVRA Arena, Poway	858 679-3626	09/27/02	09/29/02	USST*	www.powayrodeo.com	✓	06.04.02
Paul Taylor Dance Company	Tri-County	Campbell Auditorium, Santa Barbara	212 431-5565	04/18/02	04/19/02	Philip Morris*	www.ptdc.org	✓	11.07.01
NIRA Cal Poly State University-San Luis Obispo	Tri-County	Cal Poly Arena, San Luis Obispo	805 756-5029	04/19/02	04/21/02	USST*	www.collegerodeo.com	✓	5.16.02
PRCA Conejo Valley Days Rodeo	Tri-County	Thousand Oaks	530 742-8249	05/04/02	05/05/02	USST*	www.prorodeo.com	✓	11.30.01
PRCA Santa Maria Elks Rodeo	Tri-County	Santa Maria	805 925-4125	05/30/02	06/02/02	USST*	www.elks1538.com	✓	01.03.02
PRCA Santa Barbara Old Spanish Days Stock Horse Show & Rodeo	Tri-County	Santa Barbara	805 962-8101	08/01/02	08/04/02	USST	www.prorodeo.com	✓	5.17.02
PRCA California Mid State Fair Rodeo	Tri-County	Paso Robles	530 742-8249	08/03/02	08/03/02	USST	www.flyingurodeo.com	✓	12.11.01
Rodney Carrington Tour	Tri-County	Tehema Fairgrounds, Chico-Redding	530 226-9500	08/09/02	08/09/02	USST**	www.rodneycarrington.com	✓	07.26.02
PRCA Ventura County Fair Rodeo	Tri-County	Ventura	805 648-3376	08/10/02	08/11/02	USST	www.prorodeo.com	✓	12.11.01
PRCA Desert Sheriff's Search & Rescue Pro Rodeo	Tri-County South	Indio	831 427-0500	03/09/02	03/10/02	USST	www.prorodeo.com	✓	12.11.01

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NIRA Cal Poly-Pomona	Tri-County South	City of Industries	909 869-2096	04/27/02	04/28/02	USST*	www.collegerodeo.com	✓	01.28.02
AMA National Motorcross	Tri-County South	Glen Helen Raceway Park, San Bernardino	909 880-3090	05/12/02	05/12/02	USST	www.amaproraing.com		5.08.02
PRCA Temecula Frontier Days Rodeo	Tri-County South	Northwest Park Temecula	909 676-4718	05/25/02	05/26/02	USST	www.prorodeo.com	✓	12.11.01
PRCA Jurupa Community Rodeo	Tri-County South	Glen Avon	909 681-2514	06/07/02	06/09/02	USST	www.jurupa.com/rodeo	✓	01.03.02
PRCA Hesperia Rodeo	Tri-County South	Hesperia	760 244-5488	06/29/02	06/30/02	USST	www.prorodeo.com	✓	12.07.01
PRCA Chino Fair Rodeo	Tri-County South	Chino Fairgrounds, Chino	909 628-5282	07/12/02	07/14/02	USST*	www.prorodeo.com	✓	12.18.01
PBR Challenger Tour	Tri-County South	Soboba Casino, San Jacinto	909 665-1331	07/27/02	07/28/02	USST**			07.26.02
PRCA Norco Mounted Posse Rodeo	Tri-County South	Norco, Riverside county	909 685-6312	08/22/02	08/25/02	USST	www.prorodeo.com	✓	12.18.01
PRCA Lake Elsinore Rodeo (Riverside County Sheriff's Posse Rodeo)	Tri-County South	Lake Elsinore Rodeo Grounds, Lake Elsinore	909 506-3686	08/31/02	09/01/02	USST	www.lakeelsinorerodeo.com	✓	5.17.02
PRCA San Bernardino Sheriff's Rodeo	Tri-County South	National Orange Show Grounds, San Bernardino	909 790-3105	09/27/02	09/29/02	USST*	www.california prorodeo.com	✓	12.07.01
CART 500 Presented by Toyota	Tri-County South	California Speedway, Fontana	800 944-7223	11/01/02	11/03/02	Kool, Players*	www.cart.com	✓	11.06.01
PRCA Brawley Cattle Call Rodeo	Tri-County South	Brawley	760 344-3160	11/09/02	11/10/02	USST	www.brawleyca.net	✓	12.07.01

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