SIMBRAH - SIMMENTAL
SUPERBOWL XXXV
Feb 17, 2027

October 30, 2026

Dear Sponsors:

Thank You for sponsoring and celebrating our 35th year of hosting the Simbrah and Simmental Superbowl! We have awarded well over $1,150,000.00 in premiums, buckles and scholarships to over 2,700 junior exhibitors that promote our great breeds – we are proud of these milestones! This show has proven to be a drawing card and catalyst for juniors to select Simbrah, Percentage Simbrah, Simmental, and Percentage Simmental cattle when choosing a beef project. Keep in mind that all labor and organization of the Superbowl Show is donated by sponsors, organizers and volunteers, allowing us to award more premiums and scholarships to juniors. Last year we saw over 150 entries and continue to see strong support and enthusiasm for the event.

The 2027 Superbowl Heifer Show will again be held in conjunction with the San Antonio Livestock Show. The show is scheduled for **Wednesday, February 17 at 7:00 AM**, and both showmanship and cattle shows will utilize both rings. Please note the change in SALE schedule for American plus British and Continental breeds. **Special note: Simmental cattle in Superbowl should arrive with American breeds.**

View our website: www.simbrah-simmentalsuperbowl.net for a list of fellow sponsors, entry forms and history of the Superbowl.

Champion Purebred Simbrah and Purebred Simmental heifers were awarded $1,500 and Reserve Champions received $1,000. Additional premiums were paid to all Division and Reserve Division Champions in the Simbrah Show. Each class winner received a belt buckle in the heifer shows and we were able to pay premiums to additional class placings in the Purebred Simbrah Show. Please keep in mind that the premiums for the show are decided once we see the entries in each category of the event and the number of sponsors. The 2026 show will include a Purebred Simbrah and Purebred Simmental Division with additional Percentage Simbrah and Percentage Simmental divisions and premiums for the last two shows to be announced based on the number of entries. We will be exhibiting the cattle in two showrings to expedite the event and utilize two judges evaluating different breed divisions.

Last year's showmanship competition featured 13 age divisions with each 1st and 2nd place youth receiving a belt buckle. The overall champion show person received $1,500 and reserve champion $1,000 same as Champion Simbrah & Simmental Shows. Scholarships were awarded at the completion of the show. Over 40 exhibitors received scholarships totaling over $10,000.

The show results and photos from the 2026 Superbowl were submitted by the Hollida Co. to publications and social media sites. In addition to our website we now have a Facebook page for junior and breeders to interact concerning the event. Advertisement for the Superbowl has appeared in multiple publications including San Antonio Stockshow Premium Book, Simbrah World, Southern Livestock Standard, and on the ASA website.

THANK YOU again for your continued support! Encourage your fellow breeders to become a part of this exciting event. Your $1,000 sponsorship (postmarked and paid prior to 12/31/2026) qualifies and benefits junior exhibitors who have purchased their Simbrah or Simmental projects from you! Sponsorships will continue to be accepted at the rate of $1,250 per sponsorship from 1/1 – 2/10/2027 (postmarked/paid prior to 2/10/2027) and sponsorship fee will increase to $1,500 after 2/10/2027. This allows funds to be deposited and awarded to Juniors at the actual event. Special Note: Your name will be listed on the official website as a sponsor once payment is received. Enclosed is an

invoice for the 2027 Sponsorship! Please note: sponsorships are contiguous and if you decide to not sponsor each year you are required to sit out of sponsorship for a minimum of two years.

Please make note of the following rules concerning the Superbowl Show:

- Each animal entered in the Superbowl shall be subject to DNA testing as deemed necessary at the discretion of the show coordinators.
- All Grand & Reserve Champions will be DNA Tested & confirmed prior to receiving awards.
- Heifers must also be entered in the San Antonio Junior Heifer Show to enter the Superbowl.
- Exhibitors are ***required to send*** a copy of their animal's registration paper with this entry. Failure to do so will void their entry.
- Heifers must be ***purchased directly*** from a Superbowl Sponsor or a joint ownership where one of the joint owners is a current Superbowl Sponsor.
- **Transfers must be a direct transfer from a participating sponsor to the junior exhibitor entering the heifer in the Superbowl. Heifers cannot be transferred from anyone that is not a current Superbowl Sponsor, including transfers from one family member to another (or anyone else) and still qualify to show. This will result in a disqualification.**
- Purebred Simbrah must be 5/8 Simmental X 3/8 Brahman
- Percentage Simbrah must be one of the following :1/4 SM X 3/4 BR, 1/2 SM X 1/2 BR, 3/4 SM X 1/4 BR, or 3/8 SM X 5/8 BR
- Purebred Simmental must have a minimum of 7/8 Simmental
- Percentage Simmental must be 50% Simmental or higher, but not over 7/8 Simmental.
- Refer to Premium Book – Simmental heifers entered in Superbowl must arrive at SALE the same time as American Heifers.

Judge suggestion forms need to be returned ASAP so we can contract with a judge. Entry forms can be downloaded from the website: www.simbrah-simmentalsuperbowl.net.

For more information, comments, or suggestions, contact the following organizers.

Tim Smith
(512) 587-7896
SmithGenetics1@gmail.com

Carlos Guerra
(956) 383-7540
LaMunecaCattle@aol.com

2027 Superbowl Invoice

Name_____

Ranch_____

Address_____

City, State, Zip_____

Area Code/Telephone_____

Email address _____

Please make your $1,000 check payable to the Simbrah/Simmental Superbowl and submit to the address listed below (postmarked) prior to 12/31/2026. Sponsorships will continue to be accepted at the rate of $1,250 per sponsorship from 1/1 – 2/10/2027 (**postmarked**/paid prior to 2/10/2027) and sponsorship fee will increase to $1,500 after 2/10/2027. This allows funds to be deposited and awarded to Juniors at the actual event. Sponsorship names will be posted on website as we receive your confirmation.

Judge Suggestions #1

Name:_____

Address:_____

Phone:_____

Judge Suggestions #2

Name: _____

Address:_____

Phone:_____

Return this form w/payment to: Simbrah-Simmental Superbowl, c/o Tim Smith, P.O. Box 330, Giddings, Texas 78942.
We now accept Venmo: @Timothy-Smith-481