

# GREAT FLORIDA CATTLE DRIVE 2022



## Florida Cow Culture Preservation Committee

Doyle Conner, Jr. Executive Chairman

Manny Alvarez

Billy Davis

David Hunt

Larry Ellis

Billy Joe & Tara Johns

Cindy Stavelly

Mike Wilder

Connie Woodward

Imogene Yarborough

Lynn Yarborough

and 100+ contributing volunteers

The Great Florida Cattle Drive 2022 will be held December 4 - 10th, with 500 participants helping take 1000 head of cattle through some of the last "Old Florida" style lands.

To celebrate the previous drives and to salute the 500 years of Florida's "cow culture" we will once again be driving cattle, riding the trail, sleeping on the ground and living the life of our ancestors; even if only for a few days. The drive will end in Kenansville with a Grand Trail's End Celebration which will include musicians, singers, poets, storytellers, historians and re-enactors. Dancers, singers and historians from the Seminole Tribe of Florida will be there to make the event more colorful and to remind folks that the Seminoles were an important factor in this states development as a cattle power; and remain so to this day.

The re-enactment drives began in 1995 to honor Florida's rich ranching heritage, a reminder of times when wild cattle were collected, driven to ports and exported to Cuba. The cattle were originally brought over by Spanish explorers and settlers to the newly discovered "La Florida" in 1521, and went wild, adapting to living in swamps and various ecosystems of Florida.

The event is used to educate our citizens and folks around the globe, to the fact that the cattle business in the United States began right here in Florida. That's right; the first American cowboys were Floridians.



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P.O. Box 65  
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[greatfloridacattledrive.com](http://greatfloridacattledrive.com)

## History

Cattle arrived in Florida on the second voyage of the Spanish explorer, Ponce de Leon. He was tasked with starting a colony in the newly discovered "La Florida". Upon disembarking, his party was set upon by the Calusa Indians and they were forced to make a hasty retreat leaving behind their supplies, including the cattle, horses, sheep and pigs, which then went feral.

In the 1800's enterprising pioneers began to round up the wild cattle and drive them to the ports along the coast where they were exported to Cuba as well as other Spanish territories. The Spanish paid handsomely for the cattle in gold, and several large ranches evolved, as well as the indigenous tribes began to manage large herds of cattle.

## History of the Drives

The first Great Florida Cattle Drive re-enactment took place in 1995, as we celebrated Florida's 150th birthday and the event was recognized as the largest sesquicentennial event in Florida, making the news worldwide.

Drives were also held in 2006, 2016, and now will be this year, 2022. Originally it was scheduled for December 2021, to be 500 years since the arrival of cattle in Florida, but Coronavirus put a delay in plans, and the drive was rescheduled for 2022.





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## History of the Drives (continued)

The 2016 drive was covered by media world-wide, and also featured in a documentary played on PBS stations across the nation.

For the 2022 Drive, we will begin on the largest ranch east of the Mississippi; the historic Deseret Ranch owned by the Mormon Church and home to the largest commercial cow herd in the United States. Few are aware that 5 of America's 10 largest cow herds are right here in the Sunshine State.

We want to offer this adventure to as many people as possible. The camping will be primitive, but three meals a day will be provided for participants, as well as their gear ferried from campsite to campsite. Hay and grain will be transported to each night's campsite for the horses. Entertainment will be provided each evening after supper.

Because this is a historical re-enactment, participants are encouraged to wear 1880's attire and get into the historical spirit of the event as much as possible.

At the end of the drive, a Trail's End Celebration will be held at the Silver Spurs Practice Arena in Kenansville and will feature re-enactors, storytellers, musicians, artists and food. The public can attend the event, and tickets will be sold at the gate.



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## Sponsorship and Media

We have begun our planning, years in advance, because we believe that once again we can shine a bright light on an industry and a lifestyle that will be seen around the world. Our previous adventures have been front page news in dozens of countries and pretty much every major paper in the United States because the story we tell is interesting, educational, exciting and historic. In fact, Emmy winning Live Oak Productions filmed a documentary of our 2016 cattle drive which was featured on PBS stations around the Nation and raked in awards from Key West to New York. We also had an informative and entertaining book written by Mr. Nic Stoltzfus which won its' category in all literary competitions. This kind of commitment to getting the story out will inform and remind our friends just how strong and dedicated our pioneer ancestors had to be in order to build a life, a community and this state from scratch.

As in years past, we will partner with some of Florida's outstanding leaders, organizations, ranches and businesses to tell the story right. We have worked closely with The Florida Cattlemen's Association, The Seminole Tribe of Florida, Dodge Trucks, Seminole Feeds, The Florida Department of Agriculture and Consumer Services, Osceola County, City of Kissimmee, and many others for just the Drive, in years past.





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## Sponsorship and Media (Continued)

We have opened exciting discussions with the Consul General of Spain to have Spanish cattlemen select 10 head of steers to represent the cattle that came over with Ponce de Leon. These animals and a couple of Spanish Vaqueros will join the drive to remind us that we owe our herding traditions to Mother Spain. In years past we have had participants from all over the world; but now we truly are promoting an international event.

We will present the Spanish cattle along with Cracker Cowboy poets, historians, singers, storytellers, artists, artisans, and Ponce's painted herd, throughout the Sunshine State. Many communities such as St. Augustine, Tallahassee, Kissimmee, Orlando, Tampa, Okeechobee, and Palm Coast are already on board. These gatherings will provide sponsors with unlimited promotional opportunities to present their products and services to the thousands of attendees of this tour de force.

We hope that you will agree with us that this unique and exciting adventure will capture the attention of millions of imaginations, as it has in the past. We invite you and your organization to become a partner in this effort to celebrate and promote an industry and lifestyle that began here in Florida and has become recognized and revered nationwide and indeed around the world. Those of us who have put in decades of devotion and hard work building this historic event would love to see you stand beside us as we bring this amazing adventure to life once again and bring honor to a tradition that dates back 500 years.



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## Sponsorship and Media (Continued)

Visit our website [greatfloridacattledrive.com](http://greatfloridacattledrive.com) or our Facebook page or The Great Florida Cattle Drive: Unbroken Circles for the DVD & book to learn more about this adventure; past, present, or future. Please feel free to contact me directly at (850) 410-0956 should you have questions for me or thoughts that might help us deliver a better program.

From the Kingdom of the Cracker, I am always  
Your Friend,  
Doyle Conner Jr  
Chairman,  
Florida Cow Culture Preservation Committee



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## Media Opportunities

Interviews contact: Doyle Conner, Jr. (850) 570-7433, (850) 410-0956

Media Participation: Lynn Yarborough or email  
[greatfloridacattledrives@gmail.com](mailto:greatfloridacattledrives@gmail.com)

We are seeking a videographer to document the 2022 drive.





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### Presence

**Website:** [greatfloridacattledrive.com](http://greatfloridacattledrive.com)

(Drive page: [greatfloridacattledrive.com/projects/drive-2022/](http://greatfloridacattledrive.com/projects/drive-2022/))

**Facebook:** Great Florida Cattle Drive & Reunion Rides

**Linked-In:** [www.linkedin.com/company/florida-cow-culture-preservation-committee](http://www.linkedin.com/company/florida-cow-culture-preservation-committee)

**YouTube:** [www.youtube.com/c/GreatFloridaCattleDrive/videos](http://www.youtube.com/c/GreatFloridaCattleDrive/videos)

**Email:** [greatfloridacattledrives@gmail.com](mailto:greatfloridacattledrives@gmail.com)





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### Past Media Articles

#### Western Horseman Magazine:

<https://westernhorseman.com/culture/road-stories/great-florida-cattle-drive/>

#### Florida Country Magazine:

[https://www.floridacountrymagazine.com/2019/08/08/theranch\\_as19-1/](https://www.floridacountrymagazine.com/2019/08/08/theranch_as19-1/)

#### 2016 Great Florida Cattle Drive: Unbroken Circles Documentary:

<https://vimeo.com/ondemand/greatfloridacattledrive?>

#### Okeechobee News:

<https://www.southcentralfloralife.com/okeechobee/stories/great-florida-cattle-drive-planned-in-2022,17609?>

**PBS Local Routes:** <https://www.pbs.org/video/local-routes-have-camera-will-ride-great-florida-cattle-drive/>

**Florida Farm Bureau:** <https://www.floridafarmbureau.org/great-florida-cattle-drive-adam-putnam/>

**Cowgirl Magazine:** <https://cowgirlmagazine.com/great-florida-cattle-drive/>

**Texas Hill Country Magazine:** <https://texashillcountry.com/great-florida-cattle-drive-unbroken-circles/>



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### Past Media Articles

**Farm Flavor:** <https://farmflavor.com/florida/great-florida-cattle-drive-lasting-legacy/>

**Los Angeles Times:** <https://www.latimes.com/archives/la-xpm-1995-12-07-mn-11439-story.html>

### Tampa Bay Times:

<https://www.tampabay.com/news/perspective/what-the-great-florida-cattle-drive-can-tell-us-about-the-future-of/2265105/>

**ABC News Photos:** <https://abcnews.go.com/Lifestyle/photos/great-florida-cattle-drive-2016-36598076/image-36598601>

**Orlando Sentinel:** <https://www.orlandosentinel.com/news/os-ap-great-florida-cattle-drive-cowboy-history-20160129-story.html>

### AP News:

<https://apnews.com/article/c87b70dad36e4f6ba731f73b306f241f>

**WFSU Local Routes:** <https://www.pbs.org/video/local-routes-local-routes-episode-210/>

**WFSU Local Routes:** <https://www.pbs.org/video/local-routes-we-are-family-reunion-ride-17/>





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## Current Sponsors (January 2022)





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## Sponsorship Categories

### CRACKER HERITAGE, BIG WHIP \$20,000 AND UP (TAX DEDUCTIBLE DONATION)

- Sponsor Recognition in Cattle Drive film credits
- Full page Thank You advertisement in "Horse & Pony" or "Cattlemen's Magazine"
- Sponsor to be prominently identified on the GFCD website with link
- Sponsor's logo on all media, advertising, correspondence, and literature
- Authorization to use GFCD sponsor logo on stationery and advertising
- Rider participation in the Great Florida Cattle Drive 2022
- Booth space and signage at Trails' End Celebration
- Large size sponsor banner displayed during Cattle Drive and Trails' End Celebration
- 100 Trails' End tickets with reserved seating
- Four invitations to the VIP reception for local dignitaries, international delegates, and sponsors
- Invitation to attend all 1521 Herd project events
- Commemorative handmade cow whip with Sponsor's name/logo
- Sponsor's logo on commemorative 500th Anniversary Cattle Drive neckerchief
- Framed commemorative 500th Anniversary Cattle Drive neckerchief
- \* Pending availability (in rolling credits of the film and logo on the DVD cover)



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### Sponsorship Categories

#### CRACKER HERITAGE \$10,000 TO \$19,999 (TAX DEDUCTIBLE DONATION)

- Sponsor Recognition in Cattle Drive film credits \*
- Half-page Thank You advertisement in "Horse & Pony" or "Cattlemen's Magazine"
- Sponsor to be prominently identified on the GFCD website with link
- Sponsor's logo on all media, advertising, correspondence, and literature
- Authorization to use GFCD sponsor logo on stationery and advertising
- Booth space and signage at Trails' End Celebration
- Large size sponsor banner displayed during Cattle Drive & Trails End Celebration
- 50 Trails' End tickets with reserved seating
- Four invitations to the VIP reception for local dignitaries, international delegates, and sponsors
- Invitation to attend all 1521 Herd project events
- Sponsor's logo on commemorative 500th Anniversary Cattle Drive neckerchief
- Framed commemorative 500th Anniversary Cattle Drive neckerchief
- \* Pending availability (in rolling credits of the film and logo on the DVD cover)



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### Sponsorship Categories

#### COWHUNTER HERITAGE \$5,000 TO \$9,999 (TAX DEDUCTIBLE DONATION)

- Sponsor listed on the GFCD website with link
- Sponsor listed in media, advertising, correspondence, and literature
- Booth space and signage at Trails' End Celebration
- Medium size sponsor banner displayed at Trails' End Celebration
- Authorization to use GFCD sponsor logo on stationery and advertising
- 25 Trails' End tickets with reserved seating
- Two invitations to the VIP reception for local dignitaries, international delegates, and sponsors
- Attendance at 1521 all Herd project events
- Sponsor's logo on commemorative 500th Anniversary Cattle Drive neckerchief

#### COWHUNTER \$1,000 TO \$4,999 (TAX DEDUCTIBLE DONATION)

- Sponsor listed on the GFCD website, advertising, and correspondence
- 10 Trails' End Celebration tickets with reserved seating
- Small size sponsor banner displayed at Trails' End Celebration
- Authorization to use GFCD sponsor logo on stationery and advertising
- Attendance at all 1521 Herd project events
- Sponsor's logo on commemorative 500th Anniversary Cattle Drive neckerchief





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