

South Florida Soul Rodeo Brings Urban Cowboy Culture, Championship Competition, and Southern Entertainment to Ocala

Sold Out Two-Day Celebration Features Field Party, Trail Ride Vibes, Live Music, and Thrilling Rodeo Action at Southeastern Livestock Pavilion

OCALA, FL, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- The spirit of the American West is coming to the Horse Capital of the World as the South Florida Soul Rodeo makes its highly anticipated debut in Ocala on June 26-27, 2026, at the Southeastern Livestock Pavilion and Auditorium, 2232 NE Jacksonville Road, Ocala, FL 34470. Presented in part by Know Your HIV Status, this exciting two-day cultural experience will bring together thousands of rodeo enthusiasts, families, urban cowboys, horse lovers, and visitors from across the Southeast for a weekend unlike any other in Florida.



The festivities kick off on Friday, June 26, with the highly anticipated South Florida Soul Rodeo Field Party, a community celebration featuring line dancing, free BBQ, great music, trail ride-style camaraderie, and authentic Southern hospitality. The Field Party serves as the perfect kickoff to a weekend celebrating cowboy culture, community, and tradition.

On Saturday, June 27, the arena comes alive as skilled riders and competitors from across the region showcase their talents during the South Florida Soul Rodeo Championship Competition. Spectators will witness thrilling events including:

- Junior Barrel Racing
- Ladies Barrel Racing
- Chute Dogging
- Ranch Bronc Riding
- Bull Riding

Adding to the excitement, attendees will enjoy a special high-energy performance by nationally recognized Southern soul artist Mike Clark Jr., known for blending country roots, Southern soul, and electrifying stage presence into an unforgettable live experience.

Unlike traditional rodeos, the South Florida Soul Rodeo celebrates the rich and often overlooked legacy of Black cowboys and multicultural equestrian traditions that have been part of American history for generations.

The event combines authentic rodeo competition with Southern culture, music, family entertainment, food, fashion, and community engagement, creating a unique experience that appeals to both lifelong rodeo fans and first-time attendees.

"Many people don't realize that Black cowboys played a significant role in shaping the American West, and that legacy continues today," said Travis Gammage, Founder of the South Florida Soul Rodeo. "The South Florida Soul Rodeo is about preserving that heritage while creating an exciting and welcoming atmosphere where everyone can experience rodeo culture firsthand. We wanted to bring this event to Ocala because there is no better place in Florida to celebrate horsemanship and equestrian excellence. Ocala's deep connection to horses, ranching, and Western traditions made it the perfect home for this next chapter of our growth, and we're excited to introduce a new audience to the Soul Rodeo experience."

Known internationally as the Horse Capital of the World, Ocala provides the ideal backdrop for an event that honors equestrian excellence while introducing audiences to a fresh and dynamic perspective on rodeo culture. The newly added location to Ocala allows the South Florida Soul Rodeo to expand its reach, attract new participants and spectators, and connect with a community that appreciates the importance of horses, ranching traditions, and Western sports.

For tickets, event details, and updates, go to www.SouthFloridaSoulRodeo.com

To request media credentials, please complete the form in the link:

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