



LVE Employee Spotlight

Brilynn Bentley

Corporate Marketing Partnerships

Assistant General Manager, Junior World Finals

Brilynn Bentley was raised in the Las Vegas Valley. She pursued many events and became an all-around athlete, participating in volleyball, softball, cheerleading and, of course, Junior and High School Rodeo. Following in her family's footsteps, she also managed to volunteer and stay involved in the community, being a part of 4-H, FFA and the Rodeo Team. Her sense of community pride was a trait that was passed down from her family.

After graduating high school, Brilynn went on to rodeo for the UNLV Rodeo Team. During her tenure, she enjoyed the opportunity to represent a team of many accomplished athletes and her university, while also learning about the Super Bowl of rodeo, the Wrangler National Finals Rodeo.

The Wrangler NFR is her favorite event of the year and still fills her with local pride. As early as middle school, she had the opportunity to attend the Wrangler NFR as part of the High School Rodeo Association. In addition, Brilynn represented the association on the concourse at the Thomas



& Mack Center to raise funds for youth rodeo and went on to volunteer for the National Little Britches Association and Justin Cowboy Crisis Fund. She also worked behind the scenes while attending the ProRodeo League of Women Luncheon and kept her connected to the rodeo world. Brilynn understands the connection between rodeo and fundraising and is thankful for the opportunity to be involved around the sport she loves.

She prides herself on being goal-driven and organized. One of her greatest goals was to obtain a Bachelor's Degree in two years. She attended the Business Management Program at The Lee Business School at UNLV graduating in 2019, just two years after graduating from Nevada State High School in 2017. This accomplishment took numerous



summer

classes and admittedly not much of social life, but she made it happen.

When Brilynn is not in the office working, she often traveling. She always manages to keep busy with something. Brilynn enjoys rodeos whether she is producing or attending as a fan. Most of the time that's where she can be found.

Being a part of the Corporate Marketing team allows her to utilize her degree while sharing and growing her love for rodeo. Working on this team and contributing to the growth of the Wrangler NFR has become a dream come true.

After two years as the Corporate Marketing Associate, she proudly step up to become the Corporate Marketing Partnerships - Junior World Finals Asst. General Manager. She looks forward to getting up and going to work every day and taking on new challenges while continuing to learn. Las Vegas Events presents an endless amount of opportunity to develop relationships and growth to each individual.



FAVORITE QUOTE

*"It's not about what it is,
it's about what it can become"*

– Dr. Seuss

THE BENTLEY FILE

Born: September 6, 1999

Hobbies: Rodeo, sports, travel and shopping