

ON THE ROAD AGAIN

2022

STATE OF THE PRCA

TOM GLAUSE, CEO

NOVEMBER 29, 2022



KANDY McNALLY
JUNIOR
AUTO ROAD MAP
UNITED STATES



INDEX TO NATIONAL PARKS AND NATIONAL MONUMENTS

UNITED STATES
DEPARTMENT OF COMMERCE
BUREAU OF ECONOMIC ANALYSIS
MADE IN U.S.A.



THANK YOU TO OUR STAFF!





EXECUTIVE TEAM

STEVE KNOWLES

DIRECTOR OF RODEO ADMINISTRATION





EXECUTIVE TEAM

PAM MCMANUS
CHIEF FINANCIAL OFFICER





EXECUTIVE TEAM

GORDON KNOPP

CHIEF TECHNOLOGY OFFICER





EXECUTIVE TEAM

KENT STURMAN
DIRECTOR, HALL OF FAME





EXECUTIVE TEAM

STEVE REMPELOS

CHIEF MARKETING OFFICER



VISION STATEMENT

Be the undisputed leader in the Western Sports industry, featuring the best cowboys competing at the best rodeos and delivering the best entertainment for fans, while embracing the traditions of the West.



MISSION STATEMENT

To grow the sport of ProRodeo, to positively impact our communities, and to provide an exceptional experience for our members, fans, and sponsors.



VALUES

- **Integrity:** We honor ProRodeo's rich history and strong values, and we are honest and respectful in all our endeavors.
- **Innovative:** Our efforts constantly evolve to address relevant and emerging issues for the benefit of our stakeholders.
- **Teamwork:** We value trust, collaboration, and enthusiasm to create a positive environment for our team to efficiently serve our membership.
- **Excellence:** We are committed to accountability, productivity, and accuracy to positively impact our members and stakeholders.



STRATEGIC AREAS OF IMPROVEMENT

- We must improve **COMMUNICATION** to drive engagement among staff and improve interactions with members and stakeholders.
- We must be **RESPONSIVE** to the needs of all our stakeholders and have the necessary resources to meet their needs.
- We must **MODERNIZE** our systems to provide technology services and applications that meet the needs of our stakeholders.
- We must drive **GROWTH** in the organization through increased membership, revenue, and fans.

2022 HIGHLIGHTS



2022 HIGHLIGHTS

- Rookie Round-up



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- NFR Open



2022 HIGHLIGHTS

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- NFR Open
- Cinch Playoffs



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- **Permit Finals**



2022 HIGHLIGHTS

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- Cinch Playoffs
- Permit Finals
- **Record Crowds**



PUYALLUP, WA

2022 HIGHLIGHTS

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- **New Sponsors**



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- **HOF Inductions**



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- **Staff Engagement**



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- HOF Inductions
- Staff Engagement
- **PRCA Facility Improvements**



RODEO ADMINISTRATION

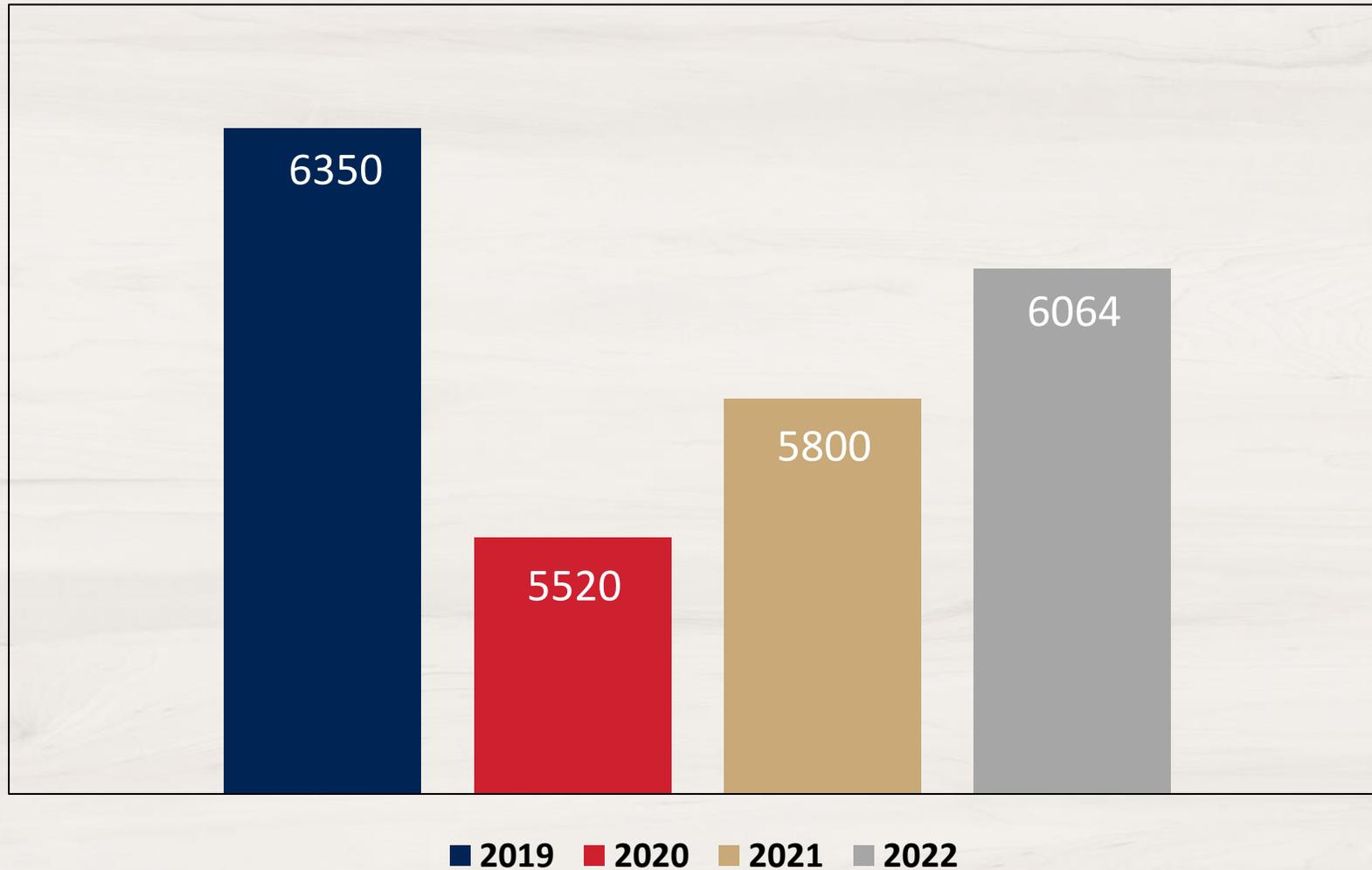
STEVE KNOWLES

DIRECTOR OF RODEO ADMINISTRATION



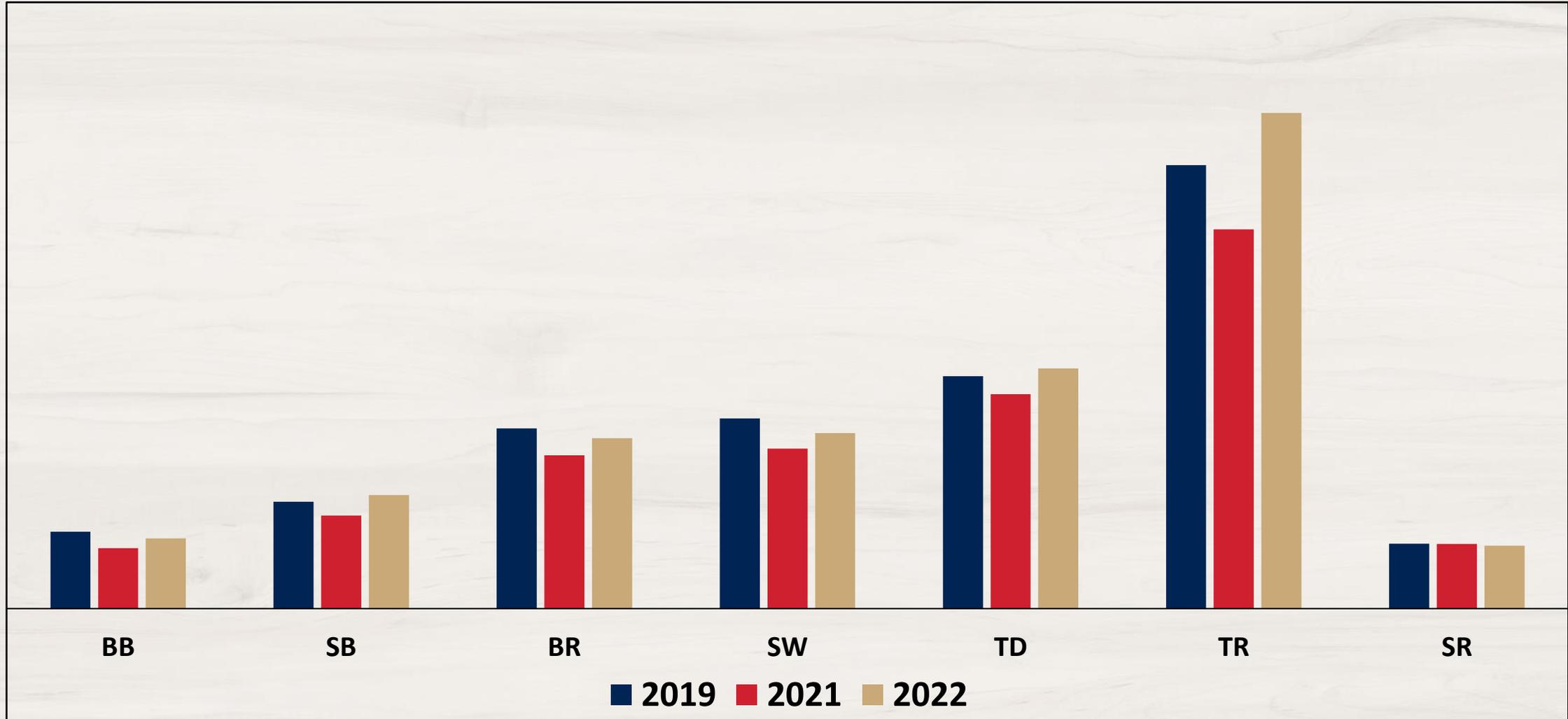
MEMBERSHIP

2019 THROUGH 2022



CONTESTANT NUMBERS

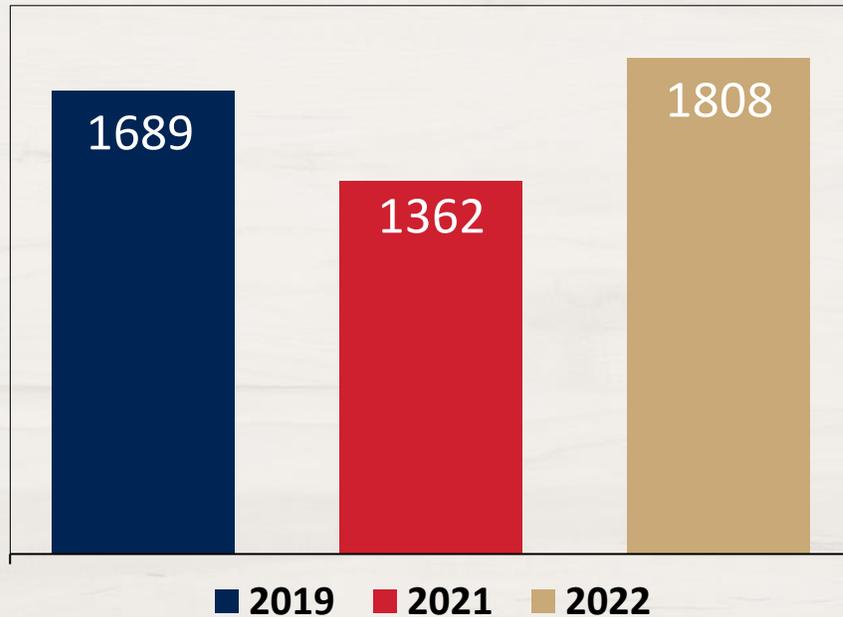
2019, 2021, 2022



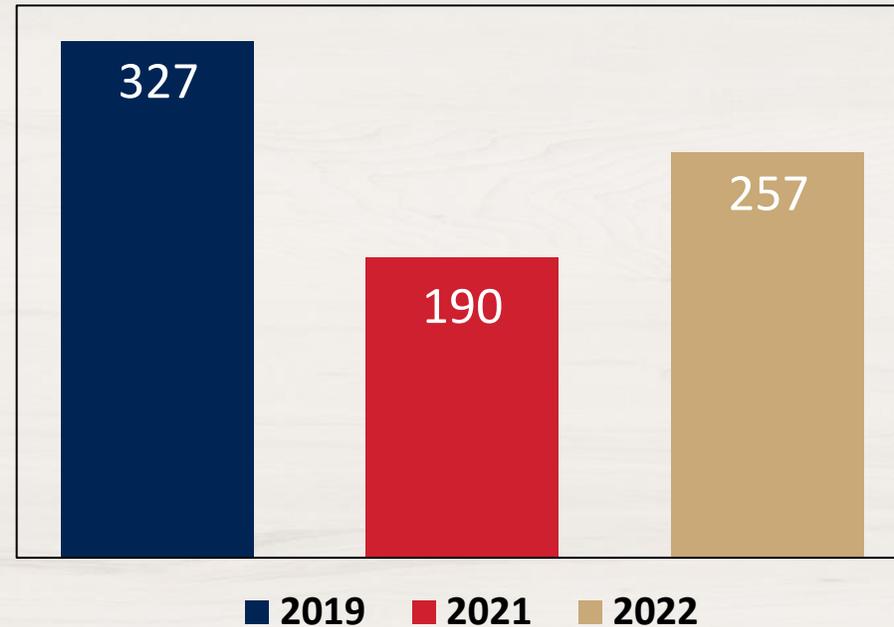
PERMITS/ ROOKIES

LOOKING TO THE FUTURE

Permits

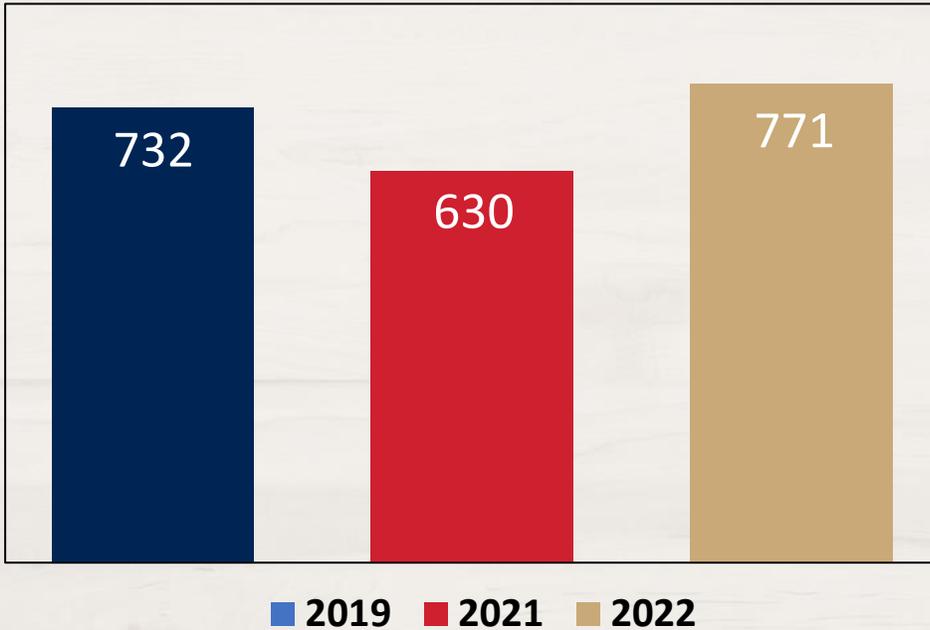


Rookies

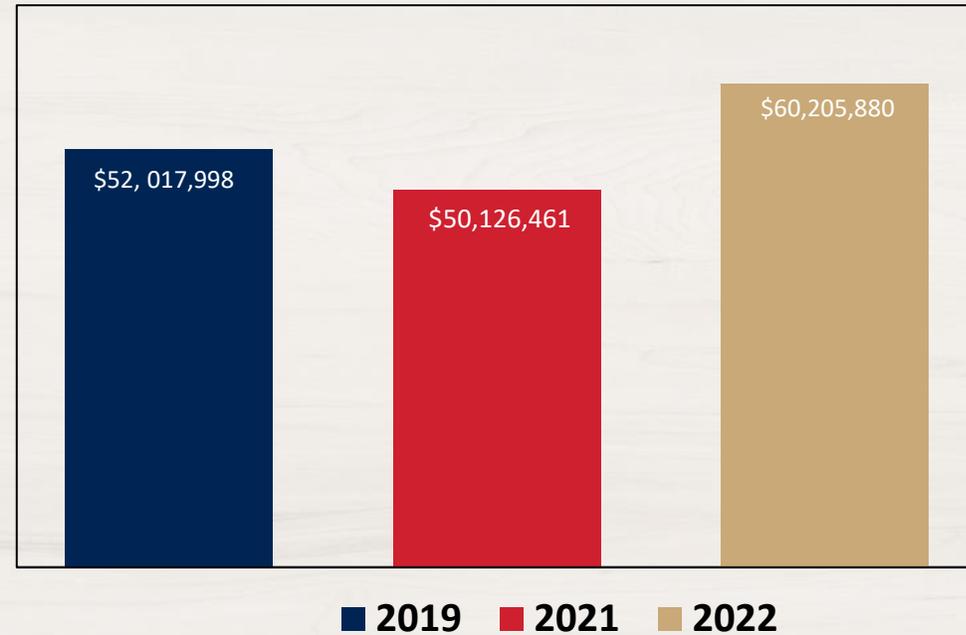


RODEO BY THE NUMBERS

Number of Rodeos

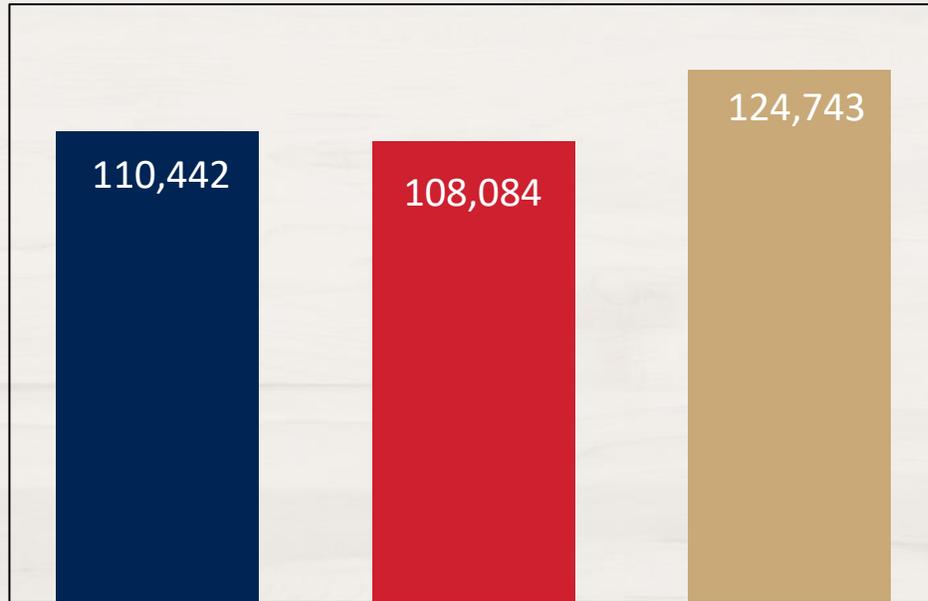


Payout



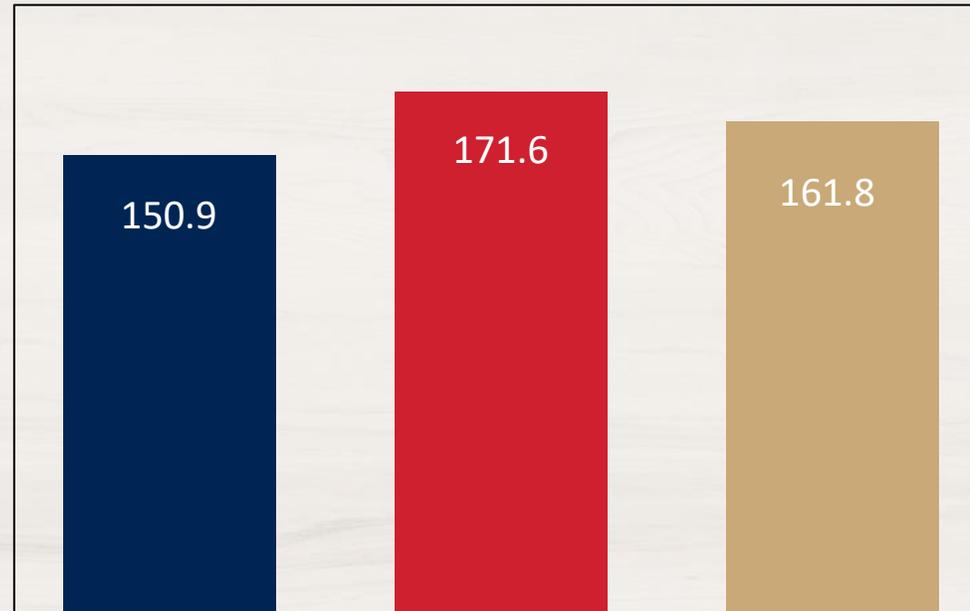
RODEO BY THE NUMBERS

Total Entries



■ 2019 ■ 2021 ■ 2022

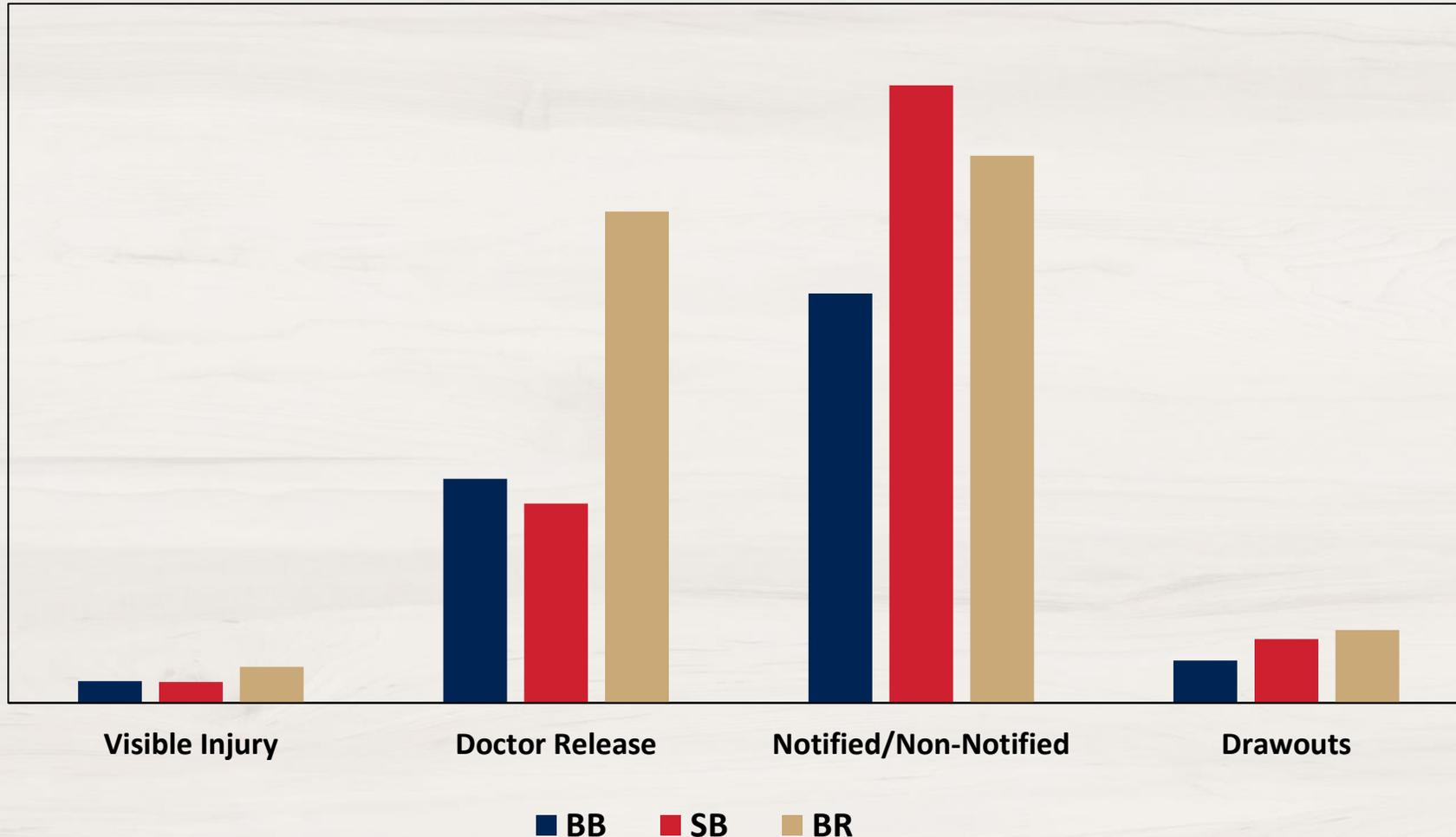
Average # of Entries Per Rodeo



■ 2019 ■ 2021 ■ 2022

TURNOUTS

BAREBACK/ SADDLE BRONC/ BULL RIDING



Bareback
71% Competed

Saddle Bronc
78% Competed

Bull Riding
75% Competed



2022 SUCCESSES



2022 SUCCESSES

ROOKIE ROUNDUP

- Held in Fort Worth, TX
- Total Payout \$102,000



2022 SUCCESSES

NFR OPEN

- Colorado Springs
- \$1 Million Payout



2022 SUCCESSES

XTREME BRONCS FINALE

- Held in Rapid City, SD
- Total Payout \$102,000



2022 SUCCESSES

PLAYOFF SERIES FINALE

- Finale Held in Puyallup, WA
 - \$1 Million Payout



2022 SUCCESSES

XTREME BULLS FINALE

- In Partnership with Pendleton Round-up
- Total Payout \$120,000



2022 SUCCESSES

PERMIT FINALS

- Held in Waco, TX
- Total Payout \$108,000



2022 BREAKAWAY REVIEW

- 359 Rodeos with Breakaway Roping
 - 15,622 Total Entries
- 61% Payout Increase
- 13 Circuit Finals Held Breakaway
- Held at NFR Open and NFR Playoff Series Finale



2022 MEMBERSHIP GROWTH INITIATIVE

PARTNERSHIPS & PROJECTS

Short Term

- Website Landing Page – Live
- Contestant Manual – Published



PRCA CONTESTANT MANUAL

WELCOME TO PRCA

PRCA CONTESTANT MANUAL 101

Highlighted in Green

... guide you through your year(s) as a PRCA Permit holder as a professional rodeo athlete. This intended to replace the PRCA rulebook. If you have ... refer to the most-recent edition of the rulebook, office or your Circuit Director. This is a guide with you in your career towards that gold buckle.

and the difference between a card and a permit.

... ers will start as a "permit" and must win \$1,000 at ... ved rodeos in order to move up to Card. This affects you can enter. Certain rodeos do not accept permits ... hile other events are specific to permit holders. ... carries over from year to year to fill your Permit ... become a Card Holder. ... status allows members to enter more rodeos and ... ges. ... older winnings show in the world standings.

A is divided into circuits

... r Card, all money won anywhere in the PRCA counts ... World Standings in the race to qualify for the NFR. If ... ke it to NFR you can still compete at Circuit Finals. ... as 13 circuits in which you can compete. The USA is ... 12 circuits and Canada makes up the entire 13th ... an either designate a circuit where you plan on ... ost or you will automatically be assigned to the ... your home address is located. You can compete in ... ut only the points earned in your assigned circuit ... s your circuit's standings. Keep in mind that each ... minimum number of rodeos that need to be ... each season to qualify for each circuit's finals.

HOW TO READ THE BUSINESS JOURNAL

... Professional Rodeo is a business. Some ... members with the intent to be full time ... is become members and only plan to rodeo close to ... the most successful contestants are those that ... ership as a business; read the rulebook and the ... rnal, pay attention to your finances, follow up on ... you "don't know" ask the PRCA office staff, we are ... e successful.

... nal (PBJ) is our official communication to the



BECOME A MEMBER
PRCA MEMBERSHIP



WE ARE ATHLETES

We have ... Guts
We are ... Brave
We are ... Fearless
We are ... Athletes
We are ... Unmatched
We are ... Pro Rodeo

DO YOU HAVE WHAT IT TAKES TO BECOME A PRCA PROFESSIONAL RODEO ATHLETE?



2022 MEMBERSHIP GROWTH INITIATIVE

INTERNATIONAL ATHLETE OUTREACH
LAKE LUZERNE, NY – BRAZIL

- All 6 Athletes Won Money, 4 Filled Permit
- 1 Athlete to Compete in Circuit Finals
- Over \$20,000 in Prize Winnings



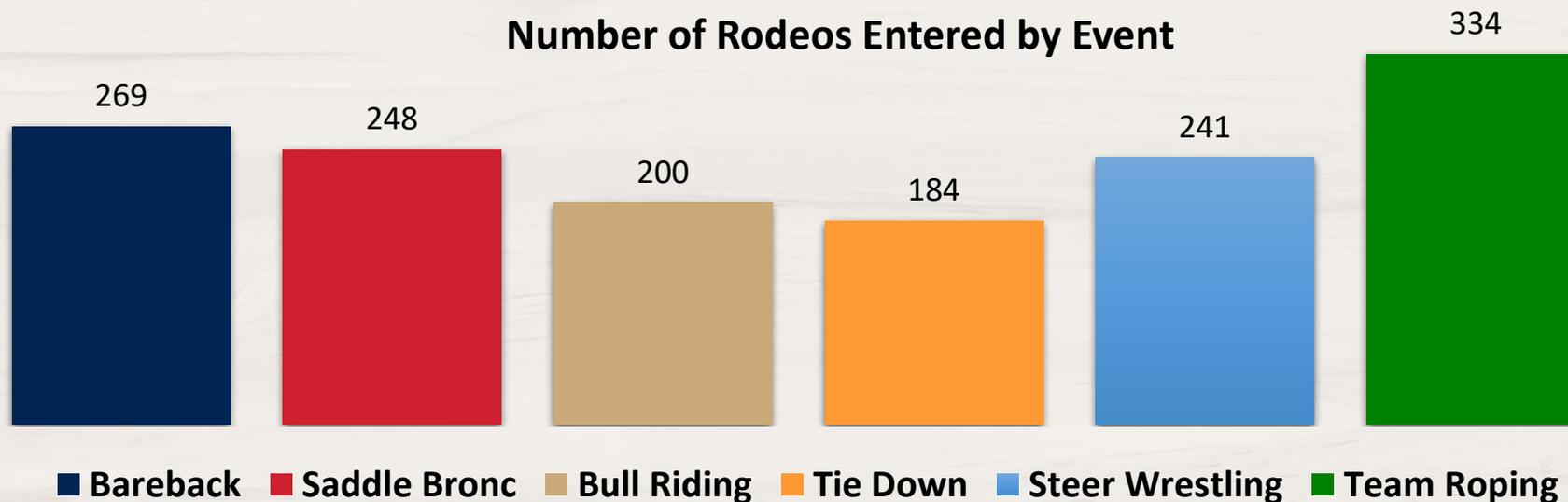
2022 MEMBERSHIP GROWTH INITIATIVE

SCHOOL CERTIFICATES

NHSRA & Partner Schools

- 79 Issued to Schools, 400 NHSRA
- 155 Redeemed
- Over 2,200 Entries at 557 Rodeos

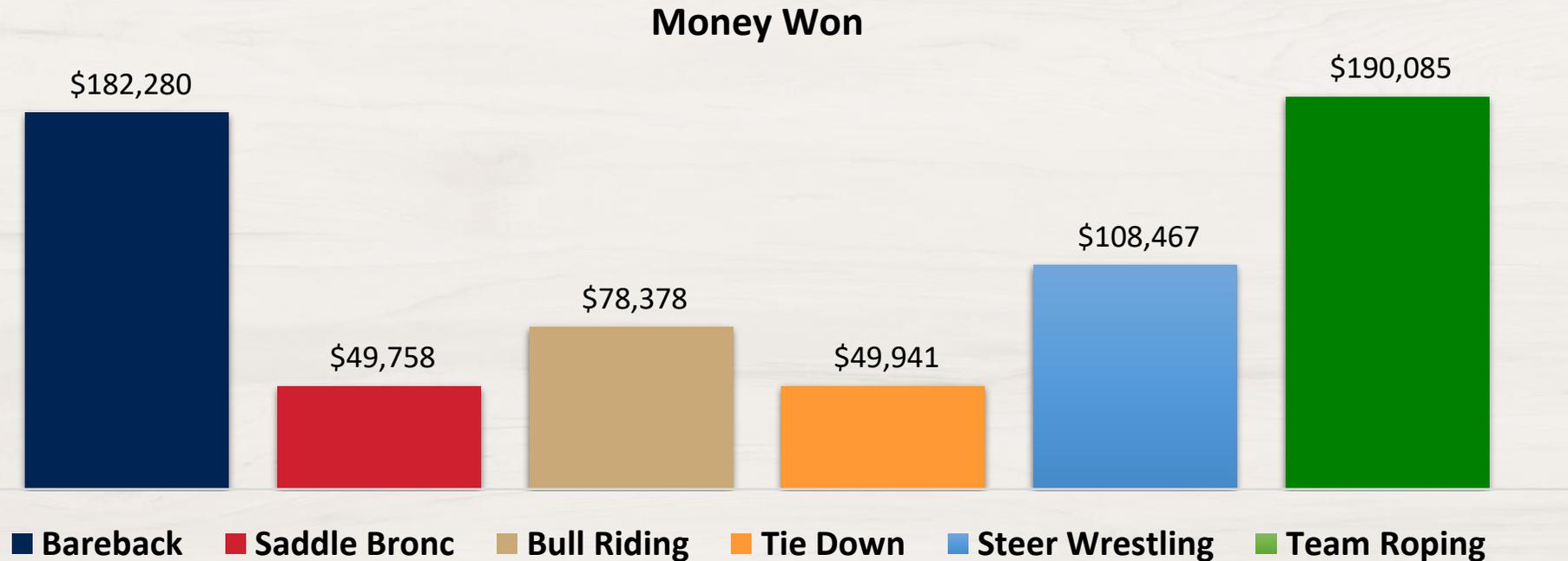
Number of Rodeos Entered by Event



2022 MEMBERSHIP GROWTH INITIATIVE

SCHOOL CERTIFICATES

- Earnings by Certificate Recipients: \$658,910



2022 MEMBERSHIP GROWTH INITIATIVE

SCHOLARSHIP PROGRAM

- 1st Scholarship Program Issued to 10 Athletes
- \$1,000 Scholarships
- 5 Each Issued to Saddle Bronc and Bareback
- 2 Qualified to Their Circuit Finals



2022 SUMMARY

ANIMAL WELFARE

- Safety Percentage is 99.92%.
- 494,700 Exposures in 2022
- 2nd Year of Specific Injury Reporting
- Communications Playbook on prorodeo.org Member Portal
- Coalitions Continue to Work in Partnership to Support Animal Welfare
- Defended Rodeo Ban in Alameda County and LA City



2022 SUMMARY

- Increased Membership by 5%
- Increased Approved Events by 22%
- Increased Entries by 15%
- Increased Permits by 33%
- Increased Total Payout by 20%



INFORMATION TECHNOLOGY

GORDON KNOPP, CTO



2022 FOCUS

- Modernize Core Financials
- Enhance Procom
- Enhance Online Entries
- Member A/R Processing

SECRETARY SYSTEM V3

NEW V3 FEATURES INCLUDE:

- Track Standings (Circuits / NFR)
- Stock & Stock Contractor Functionality
- Remembers Event/Go/Perf When Switching Functions
- Entry of Replacement Contestants from Downloaded List
- Easily Switch Event/Go/Perf When Running Reports
- Download Member Lists During Rodeo
- Download and Turnouts Processing

SECRETARY SYSTEM V3

- 28 Secretaries Ran V3 (41%)
- 165 Rodeos Ran V3 (April – September)
- 40% of Our September Rodeos Ran V3

2022 SUMMARY

- Began Systems Enhancement/Modernization
- Secretary System V3
- New CTO in July

PRORODEO HALL OF FAME

KENT STURMAN, DIRECTOR



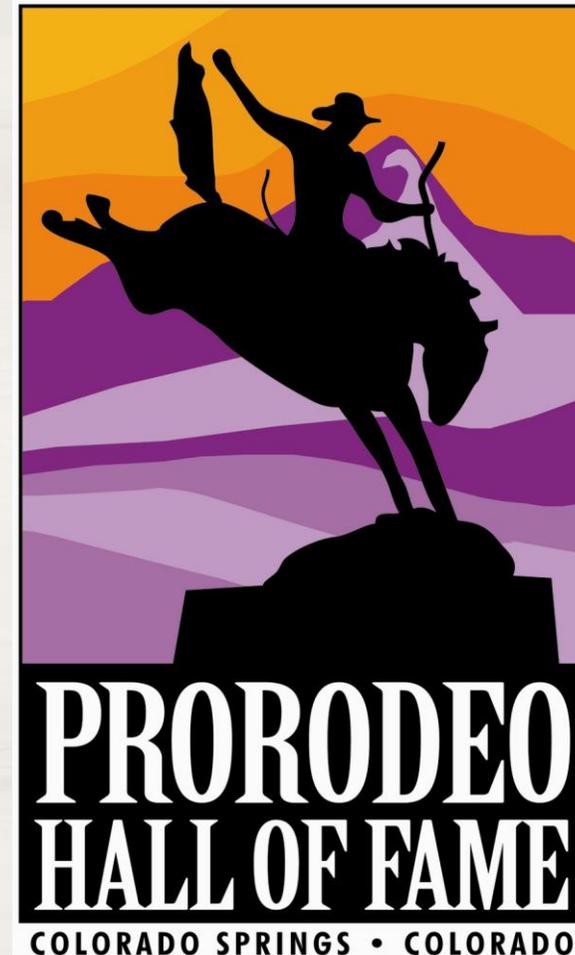
CLASS OF 2022 INDUCTIONS

- Cowboy Ball Attendance
 - Up 43%
- Ceremony Attendance
 - Up 30%
- Eleven Inductees
- Ceremony Held Inside
- Enhanced Production
- Induction Fundraising Up 82%
- Golf Tournament Revenue Up 35%



PRORODEO HALL OF FAME

- Venue Rental Revenue - Up 52%
- Gift Shop Revenue – Up 6.5%
- Admissions Revenue – Up 19.5%
- Doubled Attendance at Monthly Children’s Programs
- Quadrupled Off Site Educational Programs in Schools



SAVE AMERICA'S TREASURES GRANT

PANORAMIC PHOTO PRESERVATION PROJECT

- Final Amount Raised at Golf Tournament
- 124 Photographs Fully Repaired, Restored, Digitized
- Project Cost - \$191,000
- Exhibit Opened in 101 Gallery
- Available on Digital Website
- Originals in Archival Storage
- Final Reports due Dec. 31



2022 SUMMARY

- Induction Fundraising Totaled \$324,345
- Venue Revenue up 52%
- Completed Funding and Restoration of Historic Photograph Collection
- 2% Growth in Membership Revenue and Numbers
- Gift Shop and Admissions Revenue up for Season
- Increased Educational Outreach



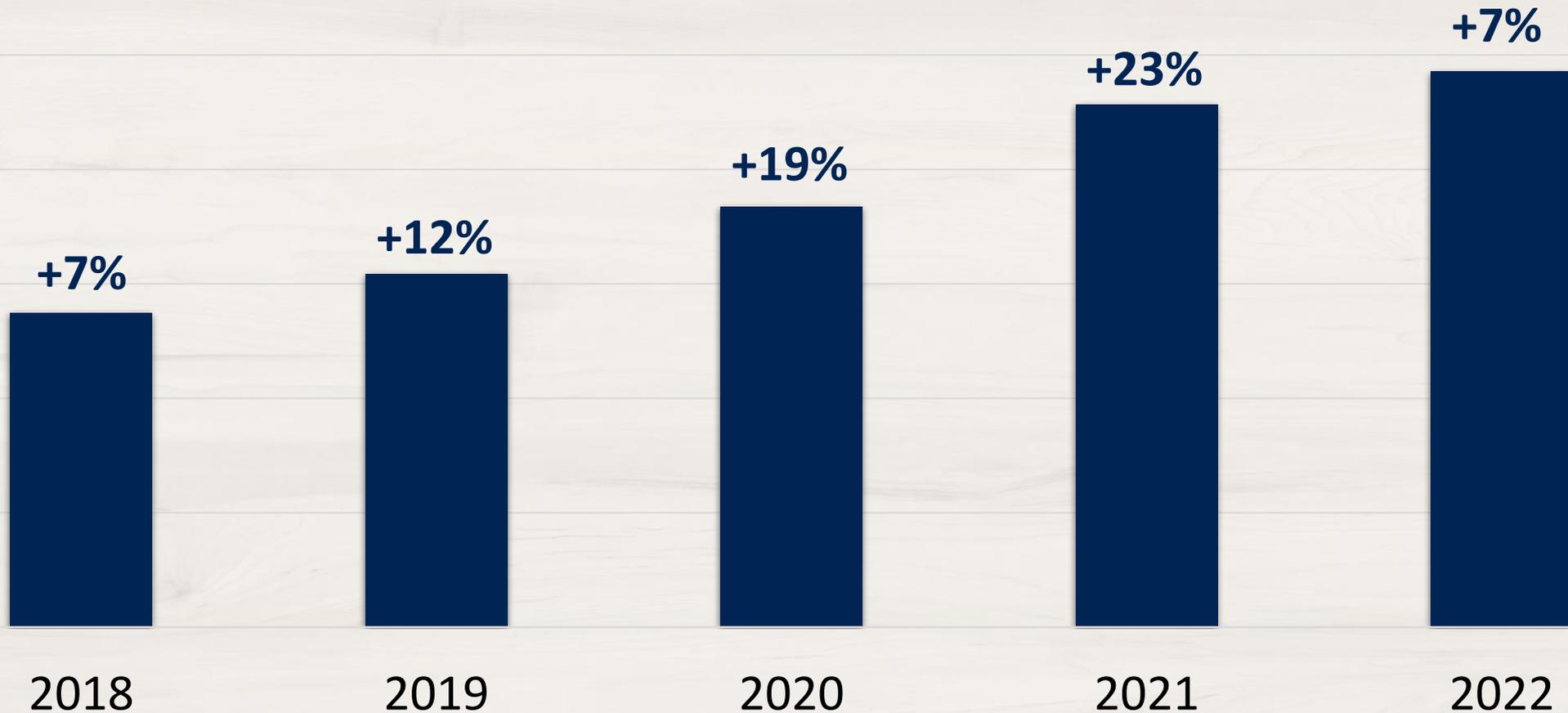
PROPERTIES

STEVE REMPELOS, CMO



2022 REVENUE

77% GROWTH IN SPONSORSHIP, MEDIA & LICENSING OVER THE PAST 5 YEARS



THANK YOU TO OUR SPONSORS



BOOT BARN



ZYN



RAM



DURANGO



CINCH
CINCHJEANS.COM

POLARIS

BOYD

PLATINUM
PERFORMANCE



Standlee
Grown for the Life We Love

Wrangler

PENDLETON
WHISKY

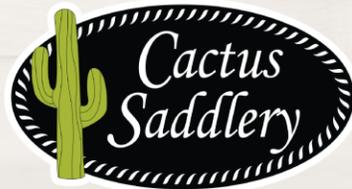
RESISTOL
best all-around

Priefert
Rodeo & Ranch Equipment



MASSEY FERGUSON

REWARDS



TETON RIDGE



BigTex
TRAILERS

HESSTON

AQHA



Resorts World
LAS VEGAS

Smarty

CHOCTAW



PIVOT BIO

Michael Gaughan's
SOUTH POINT

MONTANA
SILVERSMITHS



2022 TV RECAP

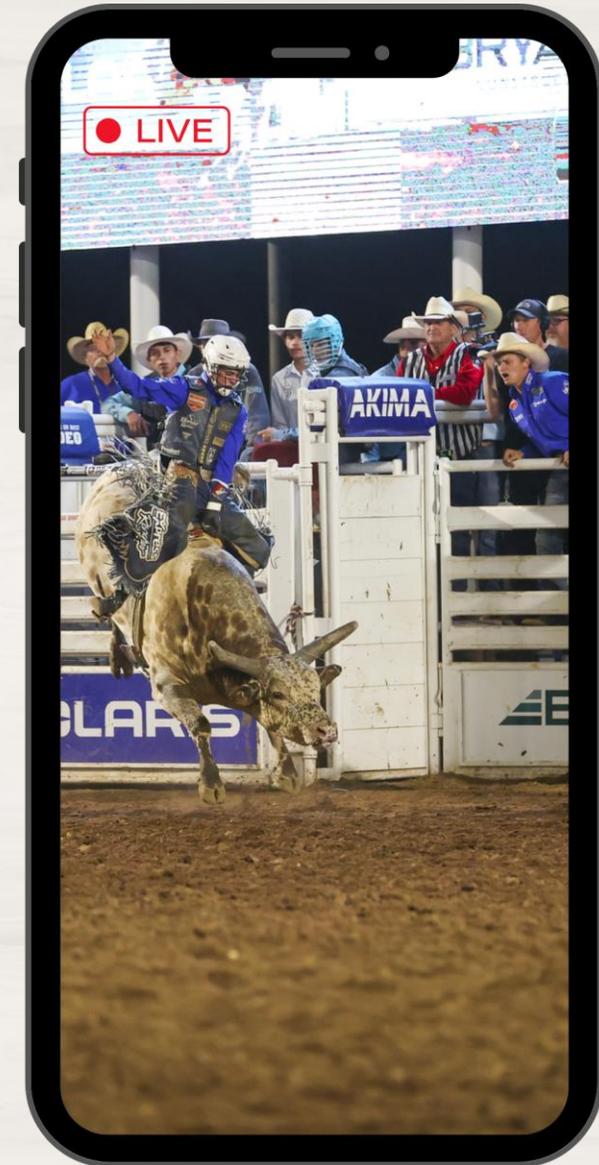


- 42 Rodeos in Primetime
- Over 200 Televised Primetime Shows
- PRCA Paid Over \$3.1M to Committees & Purses
- Improved Production with In-Studio Interaction
- PRCA-RMG Graphics Package in Broadcasts



2022 LIVESTREAMS

- PRCA Paid \$1 Million in Livestream Rights Fees to Committees & Contract Personnel
- Subscribers Growing - Up 18% Since June



PRCA ON **COWBOY CHANNEL+**



115 HOURS OF 2022 NFR COVERAGE



2022 BROADCAST SCHEDULE
DEC. 1-10 • REACHING AN AUDIENCE OF **7 MILLION**

WSR MORNING EDITION	12:00pm - 1:00pm ET	NFR LIVE	8:45pm - 11:30pm ET
OUTSIDE THE BARREL	3:30pm - 4:30pm ET	NFR POST-SHOW	11:30pm - 11:45pm ET
NFR TAILGATE PARTY	4:30pm - 7:00pm ET	WSR EVENING EDITION	11:45pm - 12:30pm ET
WSR	7:00pm - 8:00pm ET	BUCKLE PRESENTATION	12:30am - 2:00am ET
NFR PRE-SHOW	8:00pm - 8:45pm ET		

Source: Nielsen Media Research, Persons 18+, Live + Repeats



7 MILLION FANS WATCHING LIVE!



2022 SOCIAL MEDIA DELIVERY

GOAL - 2 MILLION
FOLLOWERS

REACHED
96% OF GOAL

GOAL – 650 MILLION
IMPRESSIONS

REACHED
42% OF GOAL

GOAL - 19 MILLION
ENGAGEMENT

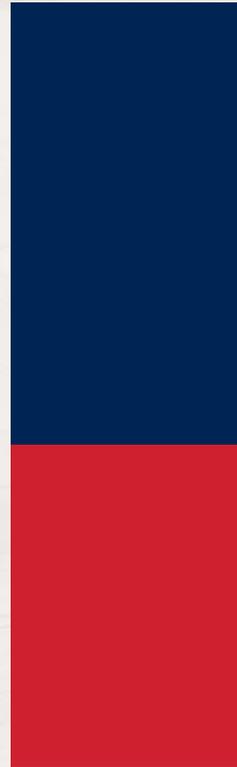
REACHED
48% OF GOAL

GOAL - 178 MILLION
VIDEO VIEWS

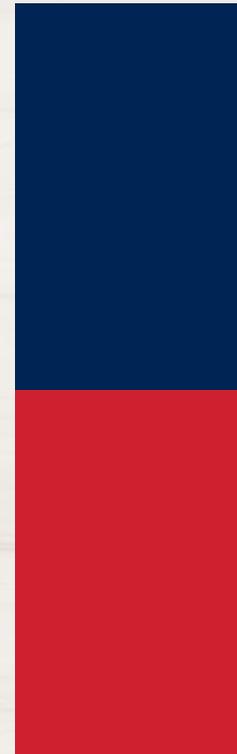
REACHED
92% OF GOAL



FOLLOWERS ⁵



IMPRESSIONS



ENGAGEMENT



VIDEO VIEWS

KEY

ACHIEVED

GOAL



PRCA YOUTH INITIATIVE

- PRCA Mission is to Provide a Fun & Positive Rodeo Experience
- Camps Teach an Introduction to Rodeo for Aspiring Cowboys and Cowgirls
- Instructors Deliver Encouragement to Advanced Participants
- Camp Intros to ALL Events Emphasizing Safety and Fundamentals for ages 8-18



2022 YOUTH CAMP RESULTS

OFF TO A GOOD START!

- 11 Camps in Conjunction with PRCA Rodeos
- Clinics at Youth Finals:
 - 3 Clinics at the Jr High Finals in Perry, GA
 - 2 Clinics at the High School Finals in Gillette
 - 2 Clinics at the Little Britches Finals in Guthrie
- 15 Camps with Local Youth Organizations



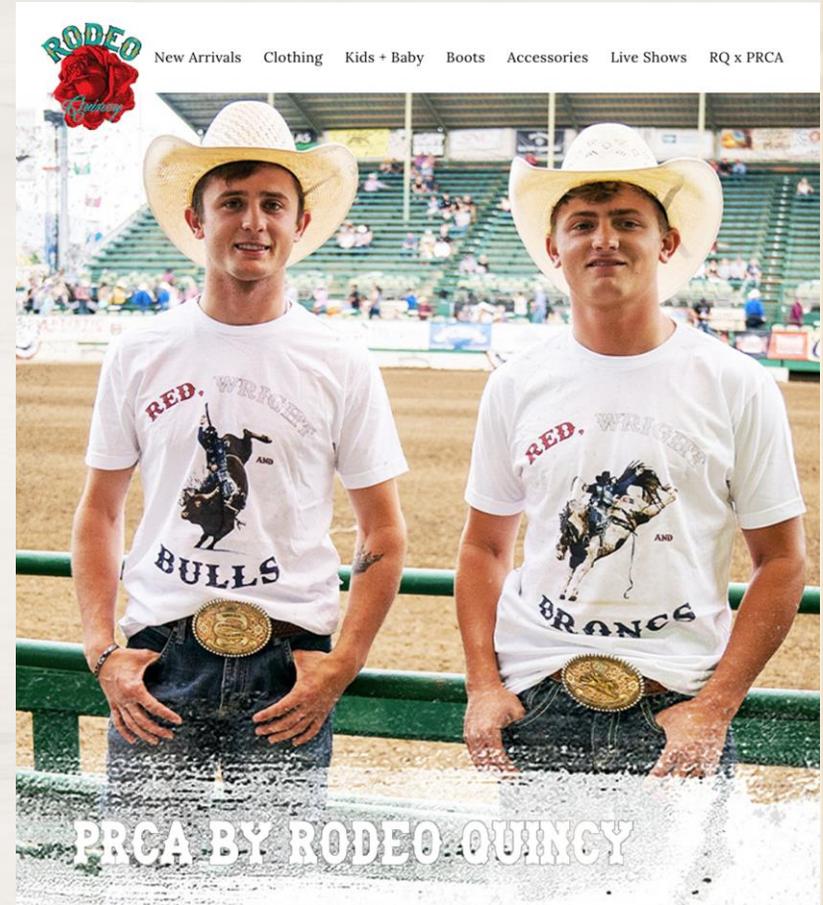
TOTAL: 33 Camps, 11,000 Kids from 28 States Participated



PRCA LICENSING

EXPANDING THE PRCA BRAND

- Licensing Revenue up 46% Since 2019
- Unleashed new Wright Brothers PRCA Licensed merch
- NEW - NFR Contestant T-Shirts Now Available
- “Rodeo Quincy” (Quincy Eldridge) – Developing new PRCA licensed products
- Connecting with PRORODEO Athletes on New Licensing Opportunities



2022 SUMMARY

PRCA CONTINUES TO GAIN MOMENTUM

- Financial - Sponsors & Media up 7% in 2022
- Primetime TV Delivered Top PRCA Competition Weekly
- Digital Livestreams Offered Expanded Content
- There Were Challenges in Reaching Social Media Goals
- 11,000 Youth Camp Participants in Schools and Camps
- Licensing is Expanding the PRORODEO Brand



WE ARE PRORODEO



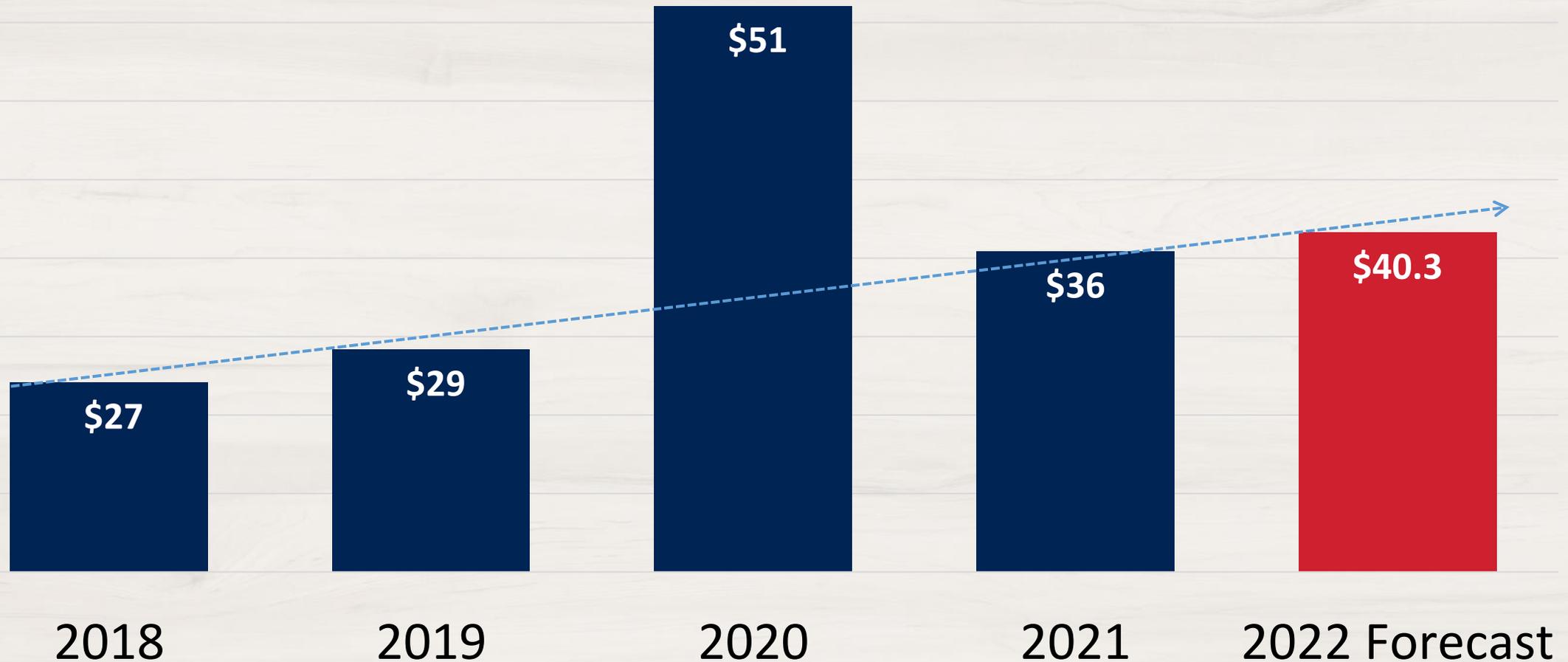
FINANCIALS

PAM MCMANUS, CFO



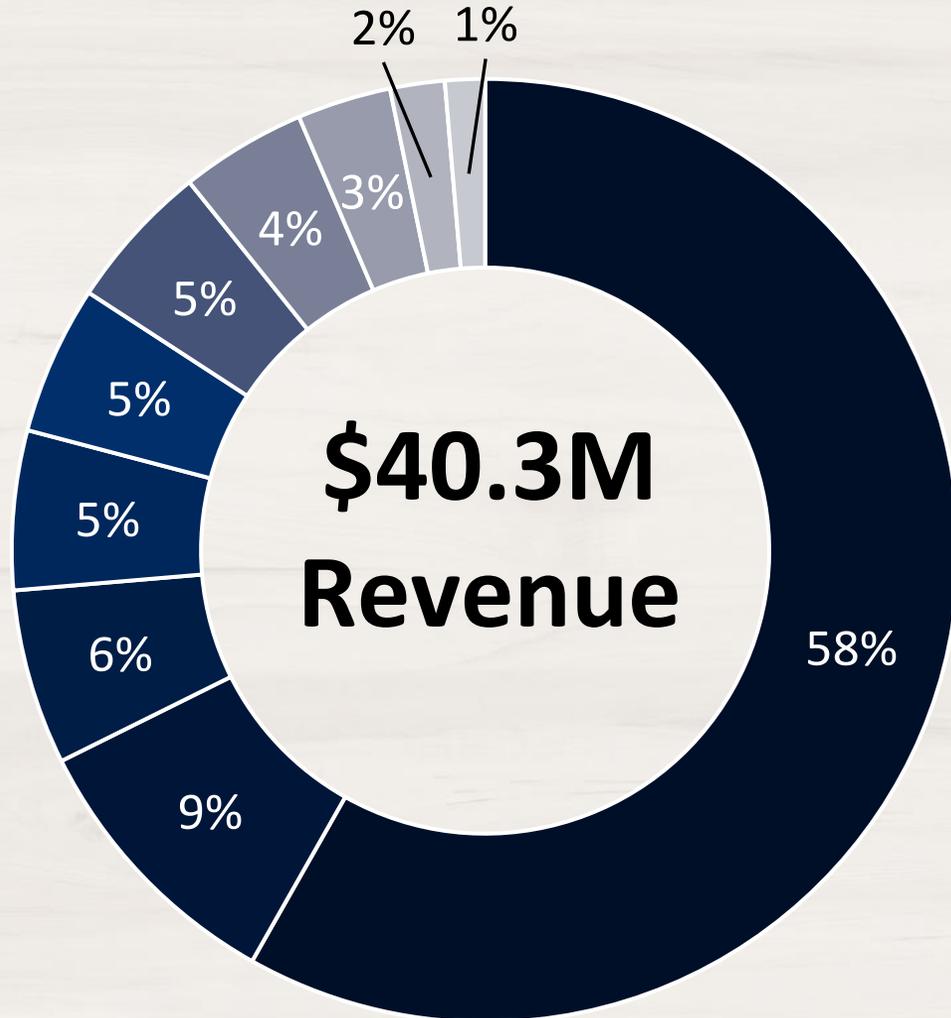
2022 FORECAST

CONSOLIDATED REVENUE TREND (\$ MILLIONS)



2022 FORECAST

2022 FORECAST REVENUE



- Sponsorships & TV
- Approval & Administrative Fees
- Royalties
- Insurance
- Fees & Fines
- Membership Dues
- Judging
- NFR & Convention
- Rentals, Contributions, Misc
- Events

**THANK YOU FOR
ATTENDING!**

**UP NEXT:
GUEST SPEAKER, JOE TANKERSLEY**



GUEST SPEAKER



JOE TANKERSLEY

