



ON THE ROAD AGAIN

WELCOME BACK!

PRCA CONVENTION 2022

TOM GLAUSE, CEO

NOVEMBER 30, 2022

2023 FOCUS

- More Customer Service-Centric for all Stakeholders
- Staff Development & Engagement
- IT Modernization
- Grow Sponsorships & Revenue
- Grow Membership

PRCA'S GREAT HISTORY



Cowboys strike at Boston Garden
Cowboy Turtles Assoc. formed



New PRCA HQ
PRHOF Opens



Vegas renews with support for PRCA circuits



Partnership with RMG & The Cowboy Channel



NFR Open

1936

1959

1965

1976

1979

1985

2015

2020

2022

FIRST NFR \$50k Prize Money
Walked Out of Rodeo Because of Money



Some of the cowboys, including world champions at their respective times, who walked out of the Boston Garden Rodeo yesterday because only \$5000 was offered in prize money for a 10-day show. They say \$45,000 was offered as prize money for the ten-week show at Madison Square Garden, N. Y.

PROCOM Launched First PRCA Computer



NFR moves to Las Vegas



Wrangler NFR is held in Arlington, TX due to COVID-19



RODEO ADMINISTRATION



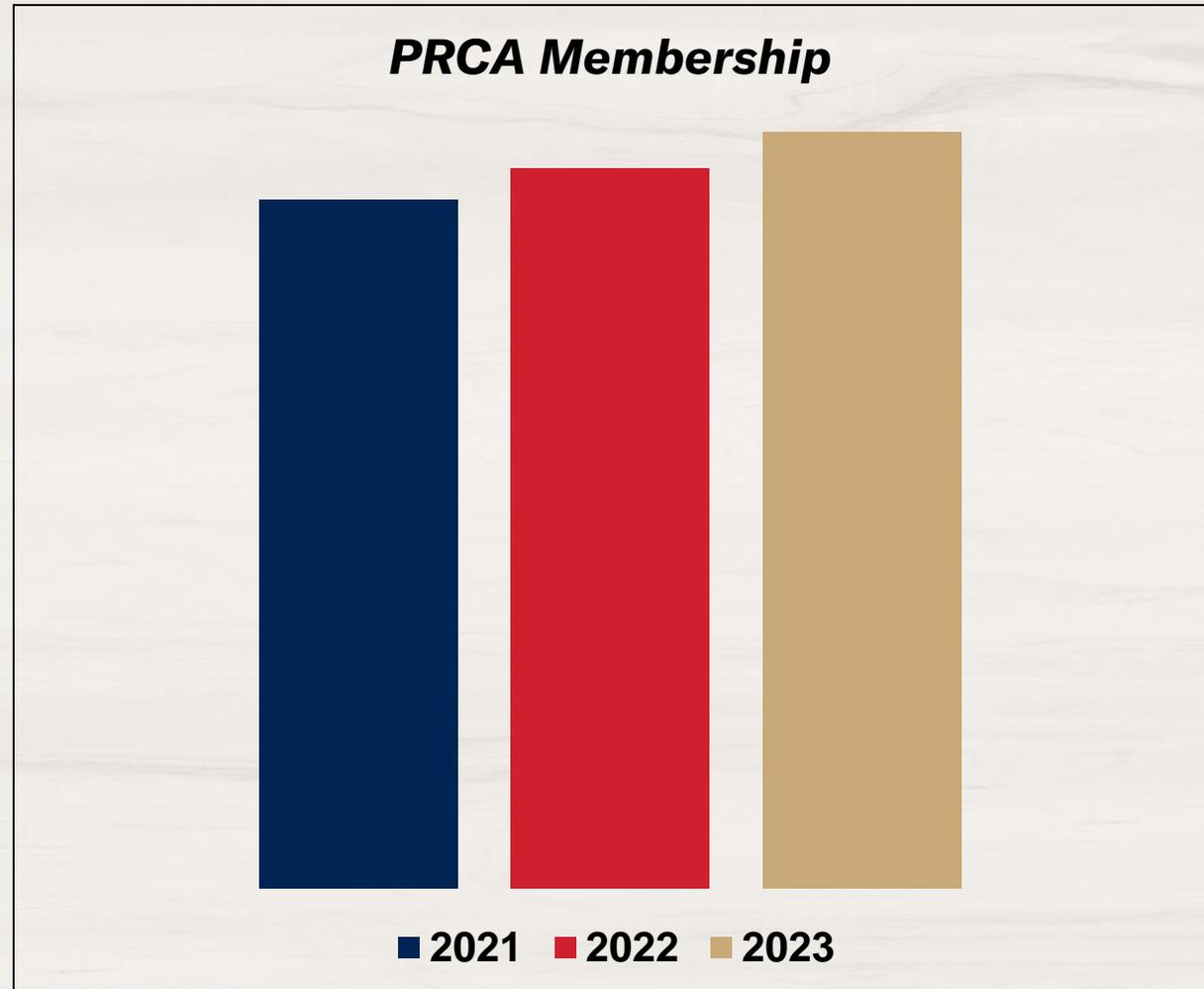
2022 SUMMARY

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



2023 FOCUS

- Continued Focus on Expanding Membership
- Horizon Bareback Permit Rodeos
 - Badlands Circuit



2023 FOCUS

CINCH PLAYOFFS

- First Leg to be Held in Puyallup, WA
 - September 6-10
- Second Leg to be Held in Sioux Falls, SD
 - September 28-30
- Over \$1 Million Payout



2023 FOCUS PLAYOFF SERIES LIST



Houston, TX

San Antonio, TX

Cheyenne, WY

Fort Worth, TX

Calgary, AB

Reno, NV

San Angelo, TX

Pendleton, OR

Denver, CO

Salinas, CA

Rapid City, SD

Jackson, MS

Tucson, AZ

Arcadia, FL

Austin, TX

Montgomery, AL

Redmond, OR

Logandale, NV

Red Bluff, CA

Clovis, CA

Guymon, OK

Redding, CA

Woodward OK

Weatherford, TX

Sisters, OR

Pecos, TX

Prineville, OR

Greeley, CO

Prescott, AZ

St. Paul, OR

Oakley City, UT

Cody, WY

Belle Fourche, SD

Livingston, MT

Red Lodge, MT

Vernal, UT

Elko, NV

Casper, WY

Sheridan, WY

Nampa, ID

Spanish Fork, UT

Ogden, UT

Salt Lake City, UT

Deadwood, SD

Dodge City, KS

Lovington, NM

Castle Rock, CO

Hermiston, OR

Sikeston, MO

Logan, UT

Caldwell, UT

Canby, OR

Gooding, ID

Kennewick, WA

Bremerton, WA

Tremonton, UT

Filer, ID

Ellensburg, WA

Walla Walla, WA

Abilene, TX



2023 FOCUS

ANIMAL WELFARE

- Work with Current Coalitions on Local, State, and National Issues
- Expand Outreach on the West Coast
- Communicating Legislative Updates and Strategies
- Detailed Animal Welfare Reporting



2023 SUMMARY

- Expand Membership
 - Continued Focus on Youth Development
- Increase Membership Opportunities
- Cinch Playoffs and Playoff Series Rodeos



FIVE-YEAR VISION

- 7,000 Members
- Increase Season Total Payout to \$60 Million
- New Members/Youth
 - Continued Focus of Development
 - Pathways to PRCA Success

“The Professional Rodeo Cowboys Association (PRCA), is the oldest and biggest rodeo-sanctioning body in the world”



INFORMATION TECHNOLOGY

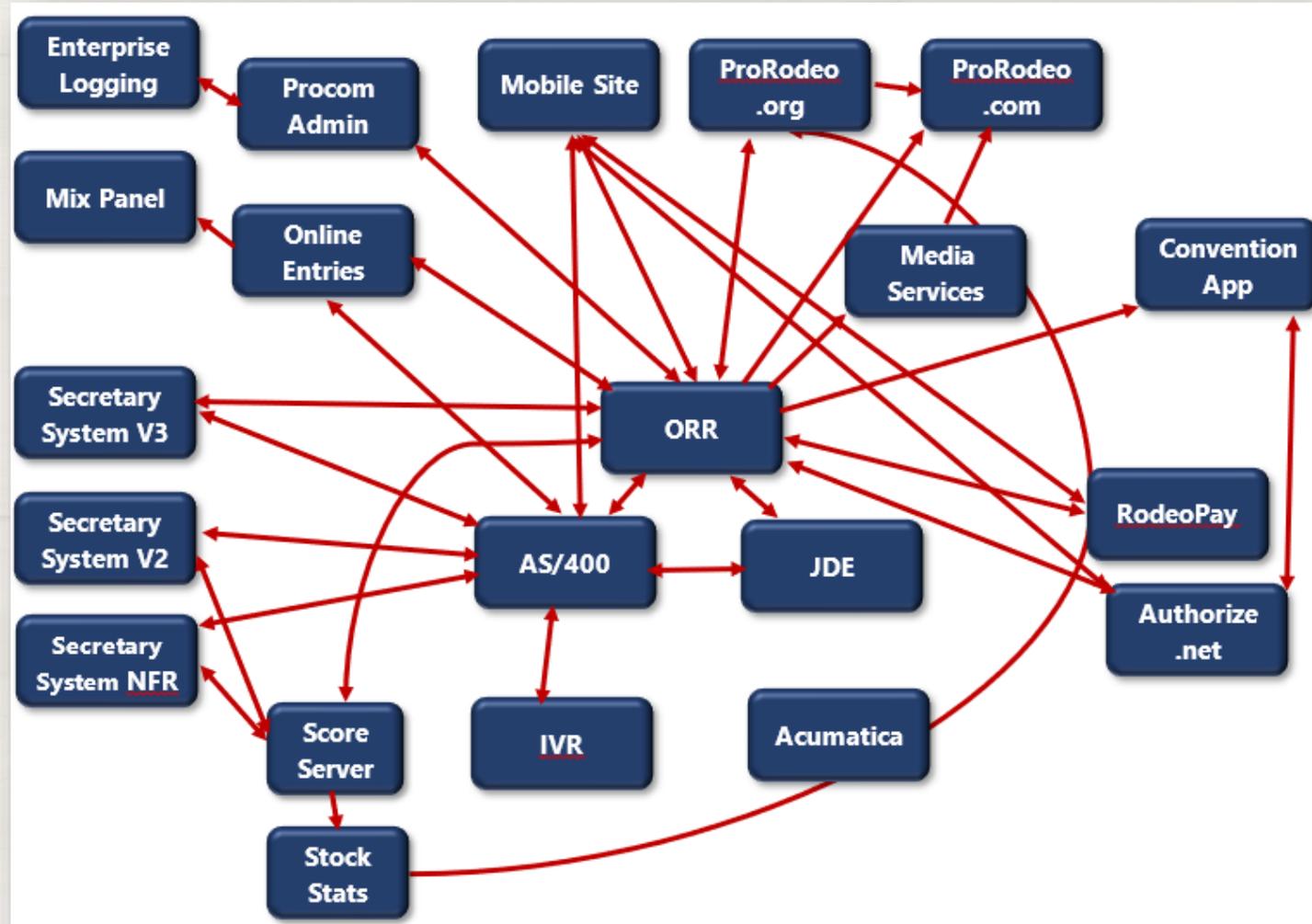


2022 SUMMARY

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

2023 FOCUS

CURRENT IT SYSTEM DATA FLOW



2023 FOCUS

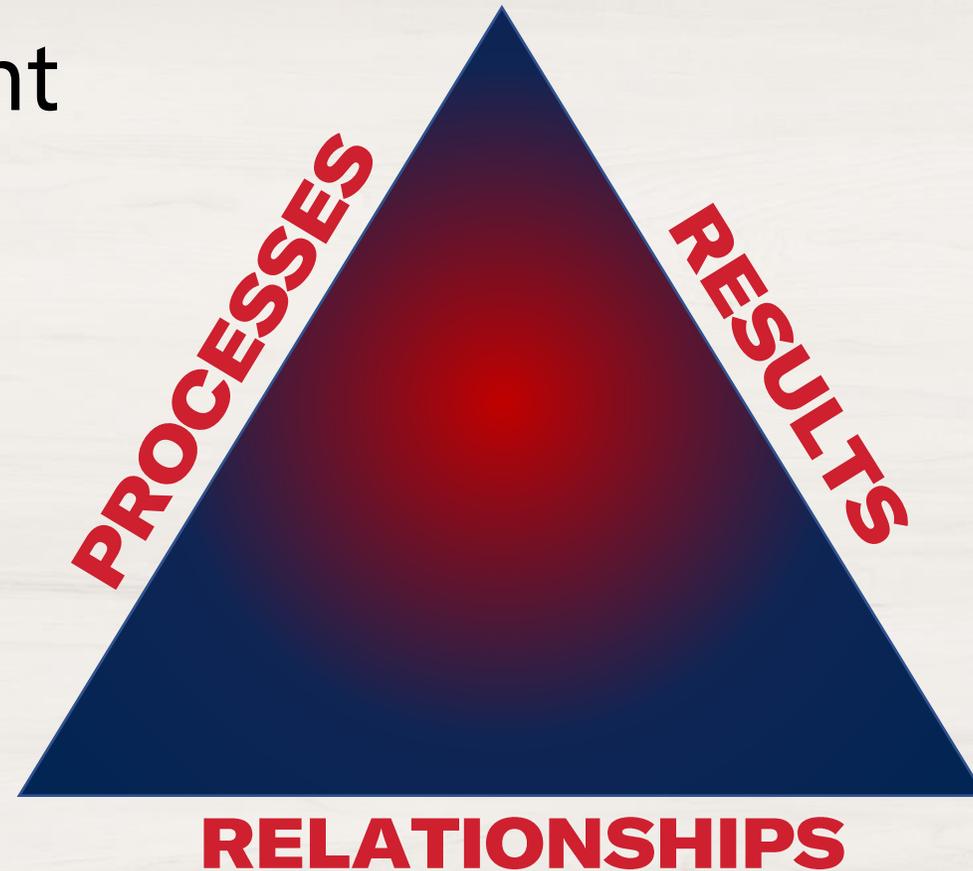
SYSTEM ALIGNMENT AND MODERNIZATION

- Map Data Systems and Data Processes
- Map Current Business Processes (BP) & Develop Modern BPs
- Migrate Away From Antiquated Hardware
- Address Out-of-Date IT Systems and Services
- Design Future PRCA IT Services Aligned to New BPs

2023 FOCUS

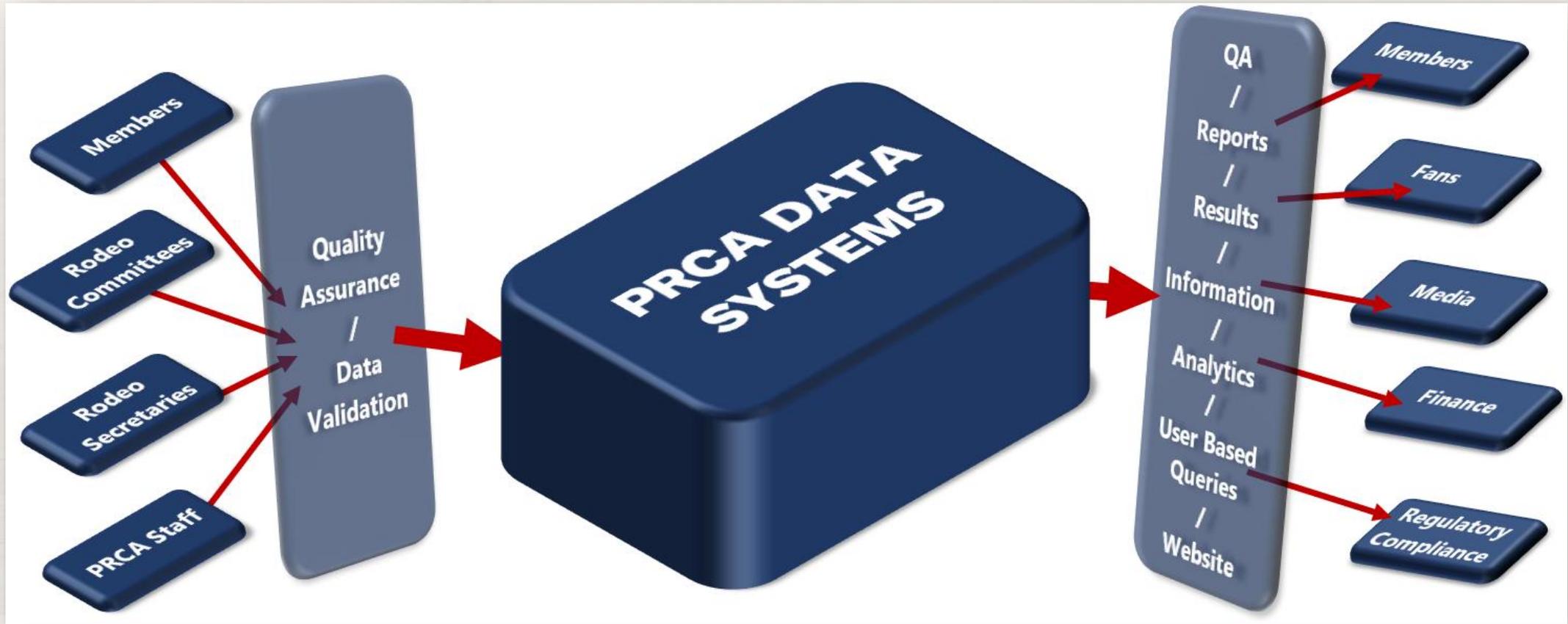
HIGH-PERFORMING IT ORGANIZATIONS

- Maturing & Alignment of IT Services
- IT Service Management



FIVE-YEAR VISION

- Accurate and Timely Data in Website, Dashboards, & Analytics
- New, Engaging, and Easy-to-Use Sites for Members and Fans
- Streamlined Data Systems and Data Processes



PRORODEO HALL OF FAME



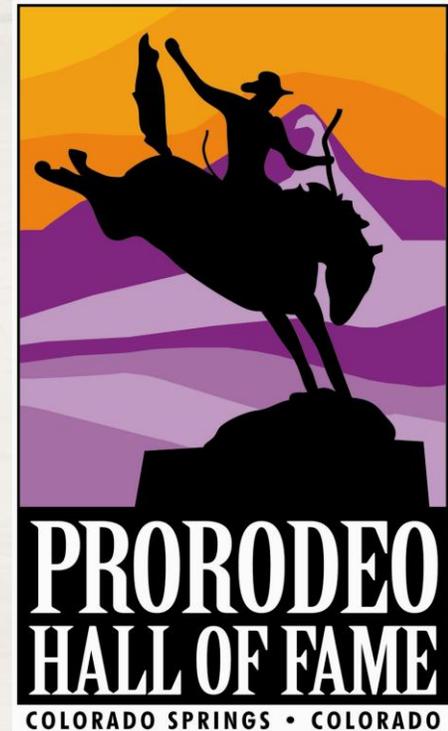
2022 SUMMARY

- 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



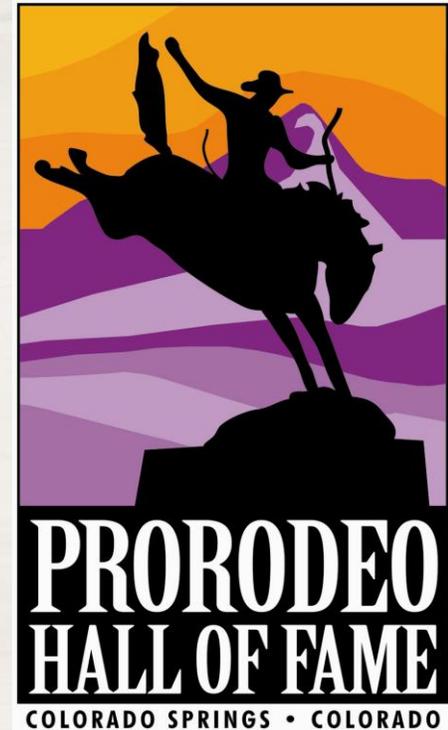
2023 FOCUS

- Enhance Social Media Presence
- Inductee Newsletters
- Grow Membership and Engagement
- Visitor Satisfaction Survey
- Launch Educational Video Project
- Digitize Photos, Negatives, Slides
- Assess Museum Upgrades



FIVE-YEAR VISION

- Mature Social Media Presence
- Refresh Museum, Enhance Exhibits and Technology
- Reach 400 Members
- Educational Outreach to 800 Students
- Bi-Monthly Content on YouTube
- Satellite Museum Location



PROPERTIES



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



2023 FOCUS

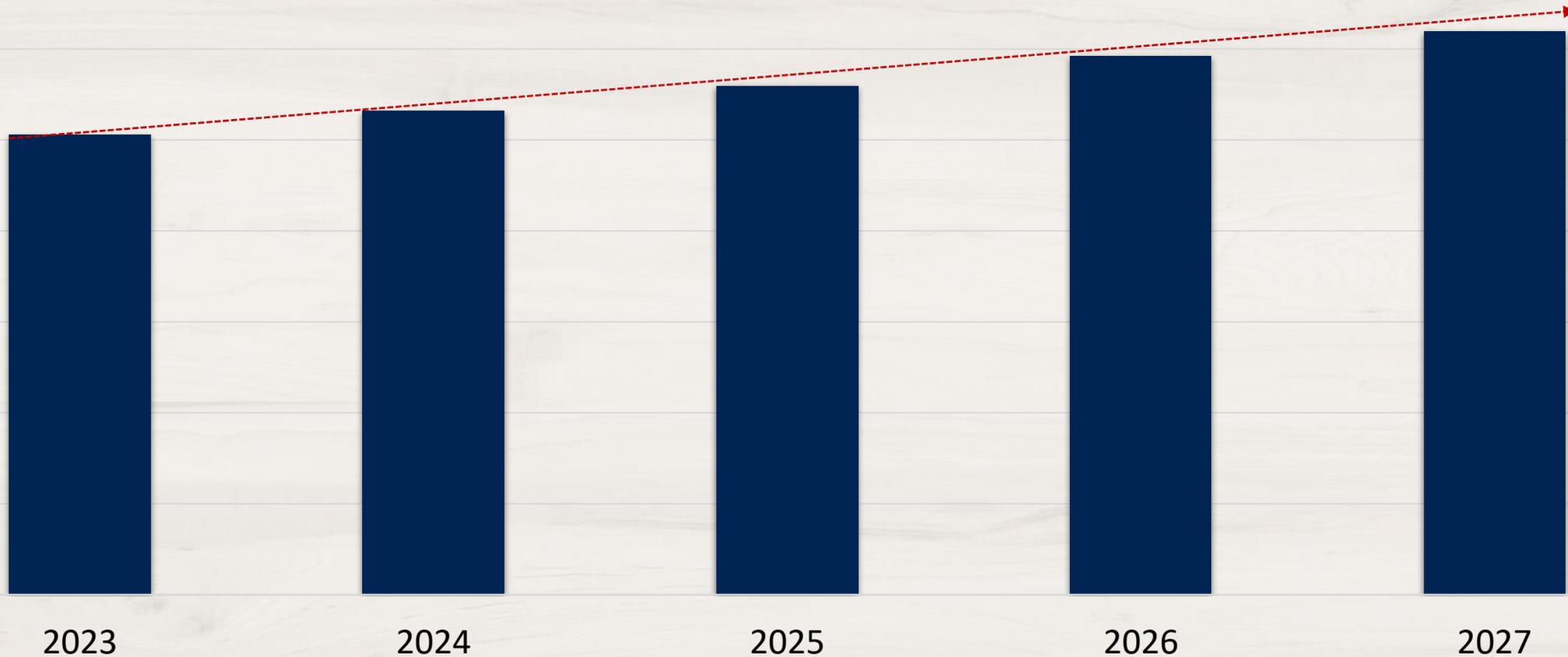
CORPORATE SPONSORSHIPS

- Engage, Renew and Expand the PRCA Family of Sponsors
- Value Our Longstanding Legacy Partners
- Continue to Develop Nonendemic Brands
- Grow Revenue by 5% in 2023



FIVE-YEAR VISION

23% PROJECTED GROWTH



AVERAGE 5% GROWTH PER YEAR IN SPONSORSHIPS, MEDIA RIGHTS & LICENSING



2023 FOCUS

MUST WATCH TV



- Feature Playoff Series Rodeos on TV – Top Payouts
- Create “Must Watch” Primetime TV – Thurs-Sun
 - Defined as “Television programming *that people make time to watch* because they have a strong desire to see what will happen.”
- Standardize On-Screen PRCA Graphics At All Events
- Work to Improve Production Quality with Features, On-site Talent and Interactivity with Studio



2023 FOCUS

ENGAGING SOCIAL MEDIA

- Reach 2 Million Combined Followers on All Platforms
- Grow to Surpass 300 Million Impressions
- Create Compelling Video to Reach 155 Million Views
- Drive Engagement to 11 Million Interactions
- Feature Unique Stories and Behind the Scenes Videos



2023 FOCUS

PRCA YOUTH INITIATIVE GOALS

- Rodeo 101 – Goal is to Educate & Introduce Rodeo
 - Geared to Youth Without Any Rodeo Background
 - Building Future PRORODEO Fans!
- Skills Camp – More Advanced Training
 - Focus on Safety with Equipment & Chute Procedures
 - Opportunity to Get On Livestock That is Suited to Their Skill Level
 - Create Learning Environment for Youth
- Goal to Reach Over 12,000 Kids
- Continue to Support Existing Youth Organizations



2023 FOCUS

EXPANDING THE PRCA BRAND

- Increase Licensing Revenue by 5%
- Further Develop Athlete Licensing & Recognition
- Create Souvenirs with Athlete NIL's (**N**ame, **I**mage & **L**ikeness)
 - Launch Athlete NFTs (Non-Fungible Tokens)
 - These Digital Trading Cards are Very Popular in Other Sports
 - Expand NFR Contestant T-Shirt Offering
- Push New Retail Distribution Channels with New & Existing Licensees



2023 FOCUS

CONTINUE TO DRIVE PRCA MOMENTUM

- 23% Revenue Growth Over Next Five Years
 - In Sponsorship, Media Rights, and Licensing
- Focus on Must Watch TV in Primetime on Thurs - Sun
- Reach Social Media Followers with Engaging Content
- Broaden Youth Camps to Reach Varied Backgrounds
- Expand Licensing Through Athlete NIL, NFTs & New Retail Distribution



WE ARE PRORODEO

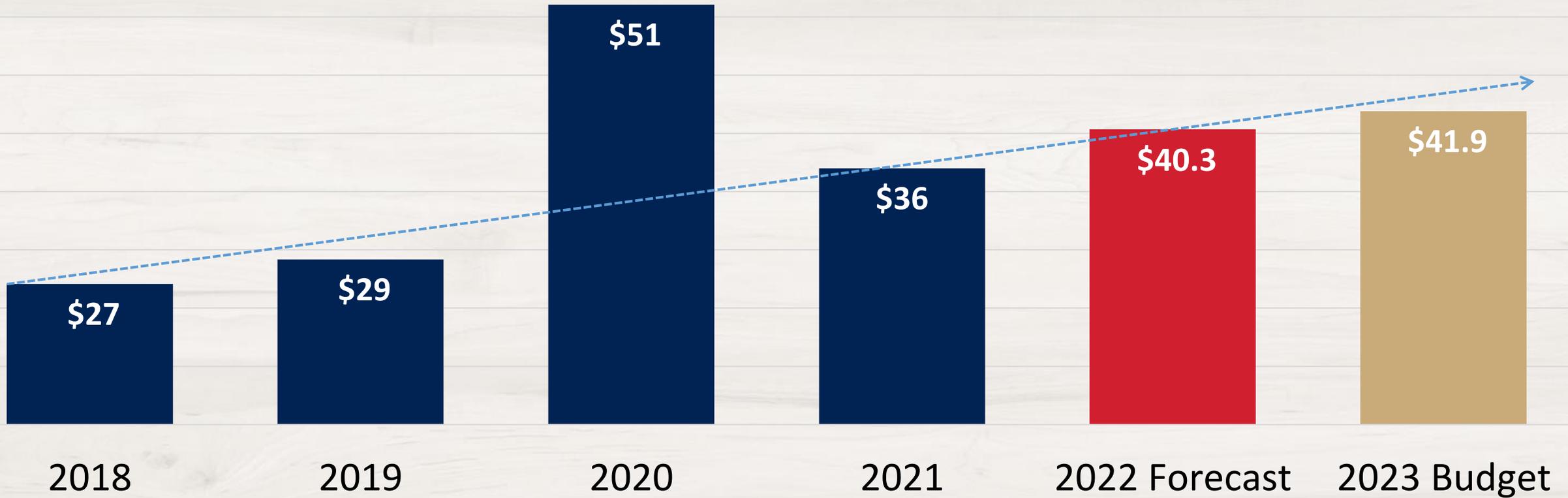


FINANCIALS



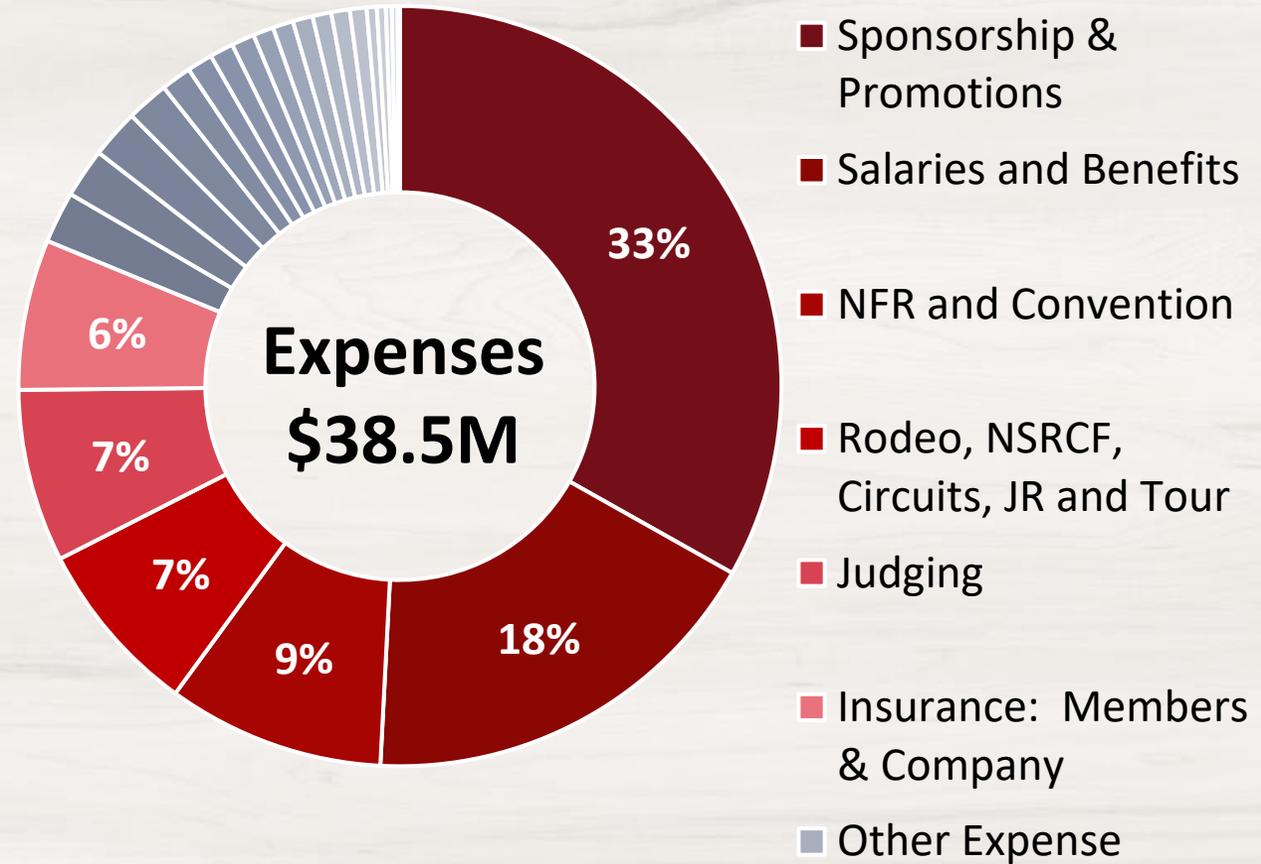
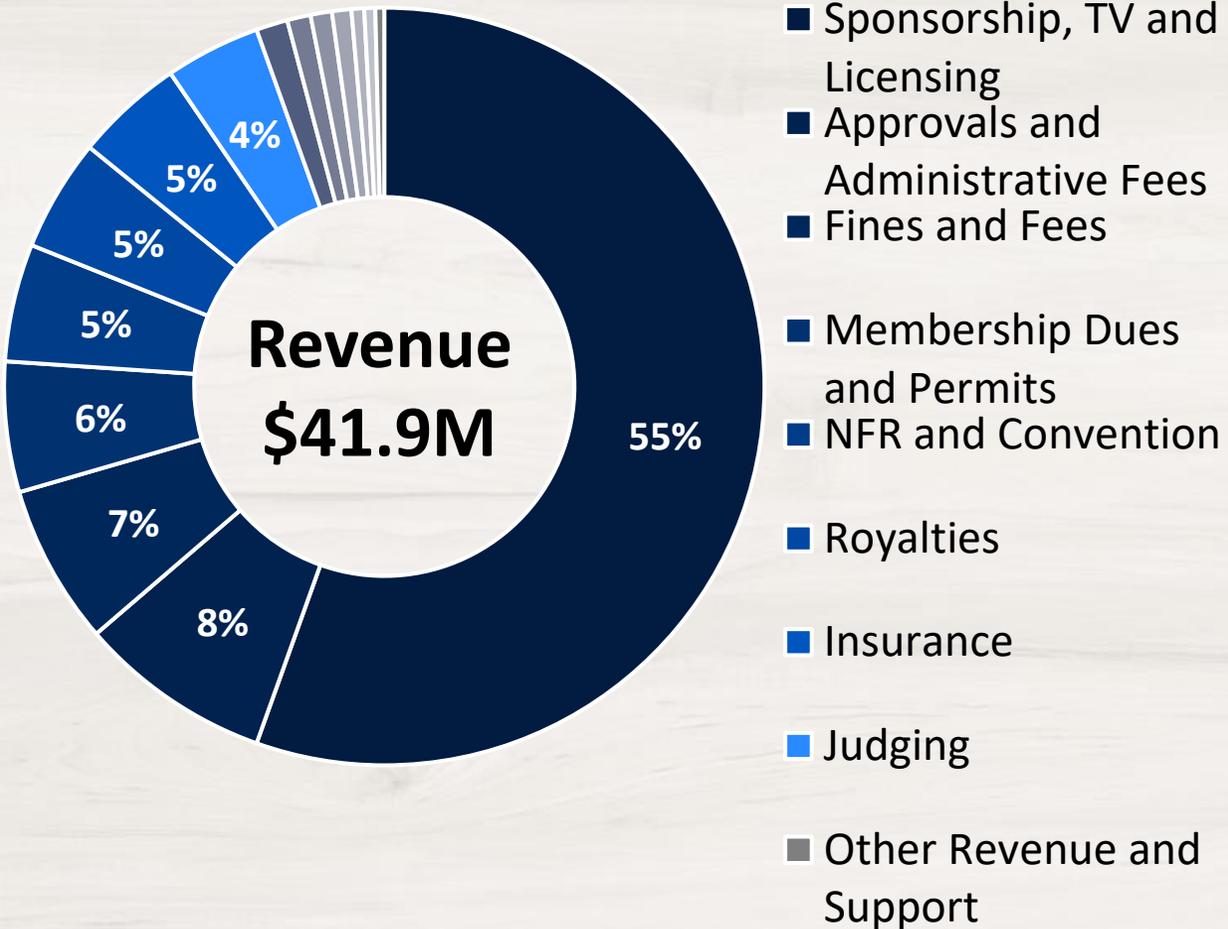
2023 FOCUS

CONSOLIDATED REVENUE TREND (\$ MILLIONS)



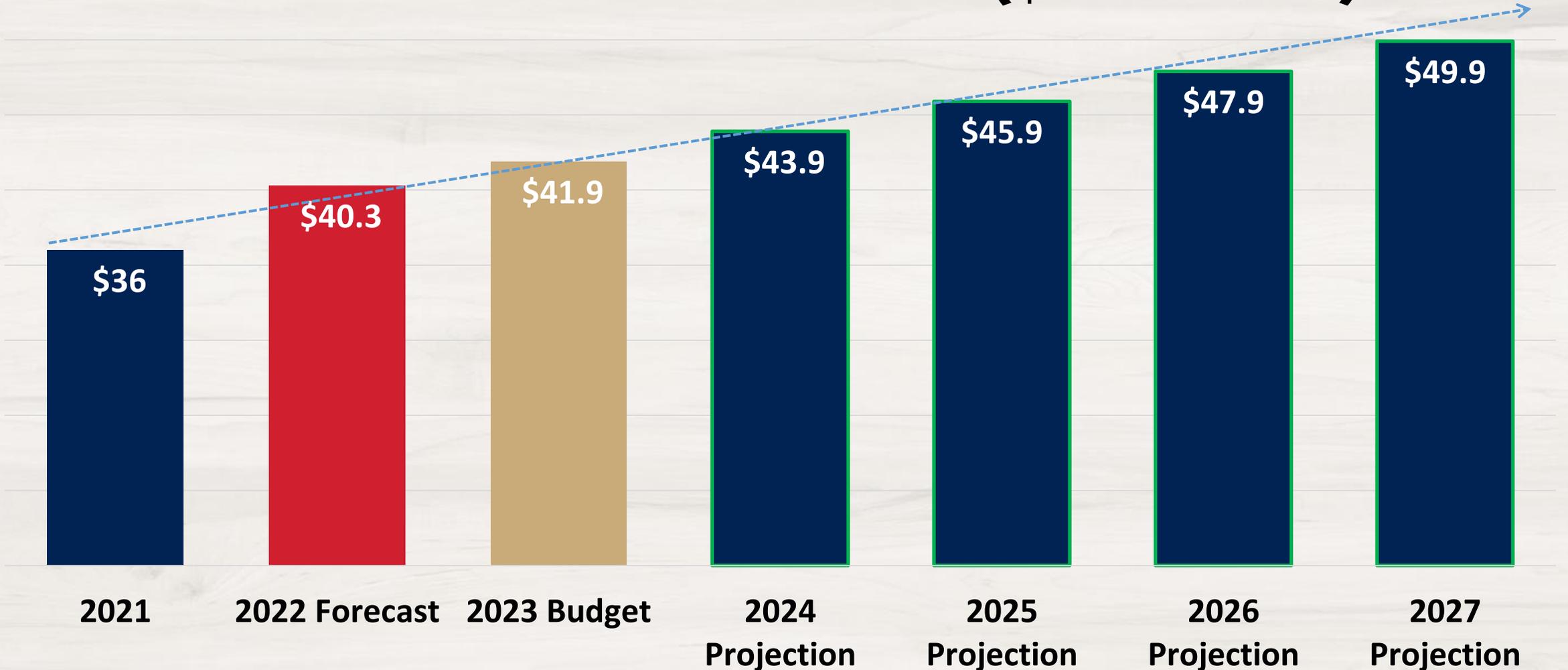
2023 FOCUS

2023 BUDGET



FIVE-YEAR VISION

CONSOLIDATED REVENUE TREND (\$ MILLIONS)



THANK YOU TO OUR BOARD!



JACOBS CRAWLEY
(CHAIRMAN)



STEVE GANDER
(VICE CHAIRMAN)



JOSH EDWARDS



CHET JOHNSON



KEITH MARRINGTON



JAMES MILLER



DAVID MOREHEAD



TROY PRUITT



MATT REEVES



2023 FOCUS AND PRCA LEADERSHIP ROUNDTABLE

UP NEXT:

KEYNOTE SPEAKER TAYLOR SHERIDAN



KEYNOTE SPEAKER



TAYLOR SHERIDAN

