



**REACHING**

# NEW HEIGHTS

2024



**WELCOME**

# STATE OF PRCA

2024



# TOM GLAUSE

PRCA CEO

2024

STATE OF PRCA





# **STEVE KNOWLES**

## **DIRECTOR, RODEO ADMINISTRATION**

- PRCA Member for 35 Years and a Gold Card Member
- Former PRCA Contestant
- Pro Official for 21 Years
- Florida Native but Currently Resides in Colorado



# **PAUL WOODY**

## **CHIEF MARKETING OFFICER**

- **Bachelors' Degree in Physics from Hendrix College**
- **MBA from Ohio University**
- **PhD in Public Affairs from UNLV**
- **20 Years of Sports Marketing and Sponsorship Sales Experience in Collegiate Athletics, NASCAR, and NHRA**



# **PAM MCMANUS**

## **CHIEF FINANCIAL OFFICER**

- **Bachelors Degree in Accounting**
- **Masters of Business Administration from University of Colorado**
- **Certified Public Accountant**
- **Auditing Experience, Deloitte USA**
- **Colorado Native with a Son and Two Daughters**



# **JEFF LOVE**

## **CHIEF TECHNOLOGY OFFICER**

- **Over 25 Years as a Software Developer**
- **10 Years of Experience Working with PRCA**
- **Political Science Degree from BYU**
- **Master Business Administration from FAU**
- **Colorado Native but Most Recently from Florida**





# **KENT STURMAN**

## **DIRECTOR, PRORODEO HALL OF FAME**

- Over 35 Years of Leadership in Rodeo Industry
- 12 Years as HOF Director
- 40 Years in Non-profit Associations
- Wyoming Native; Colorado Transplant





# REACHING NEW HEIGHTS 2024

- Highest Membership Since 2011
- Highest Payout in History
- Highest Number of Social Media Video Views

2024

STATE OF PRCA





**NOW, FOR A DEEPER DIVE...**

2024

**STATE OF PRCA**





# RODEO ADMINISTRATION

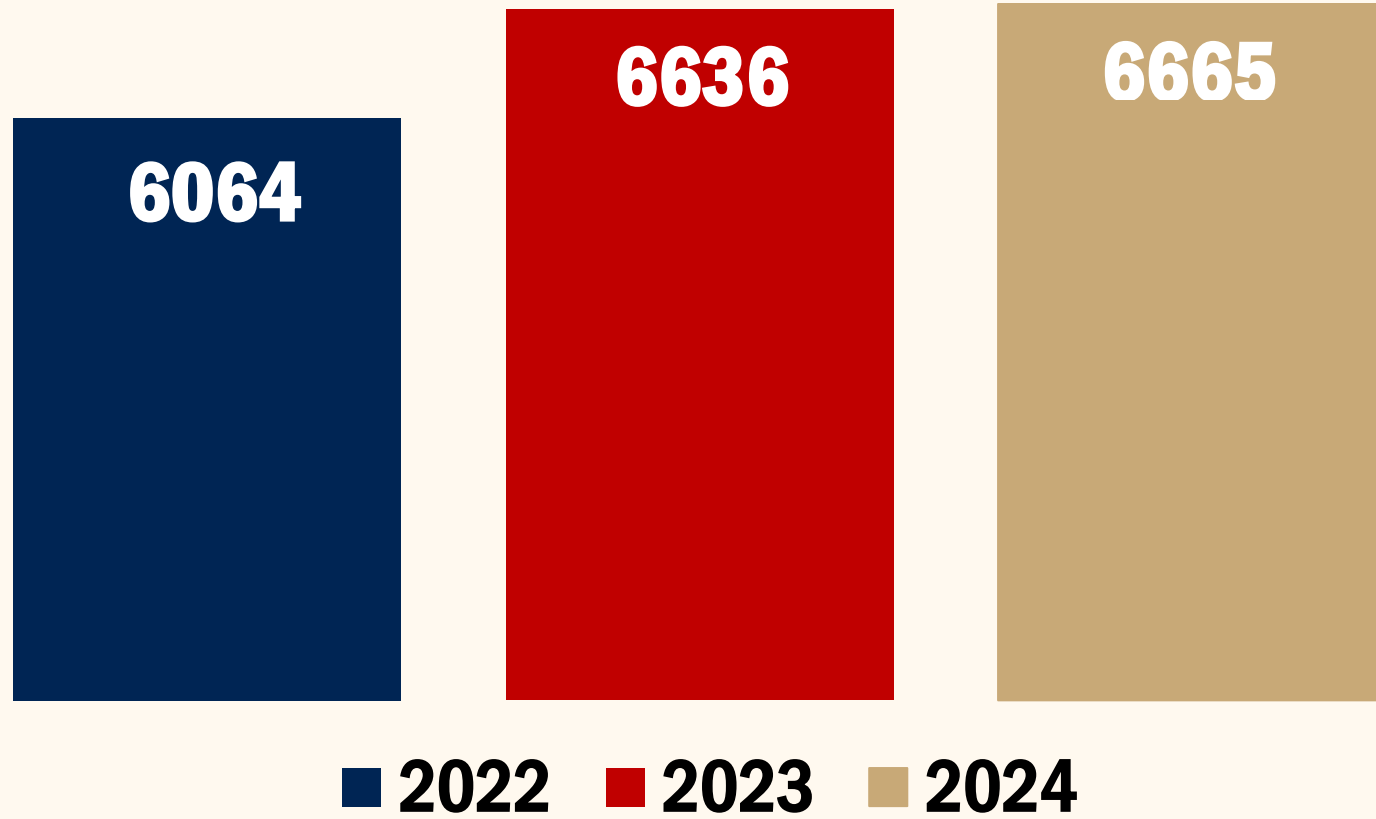
2024

STATE OF PRCA

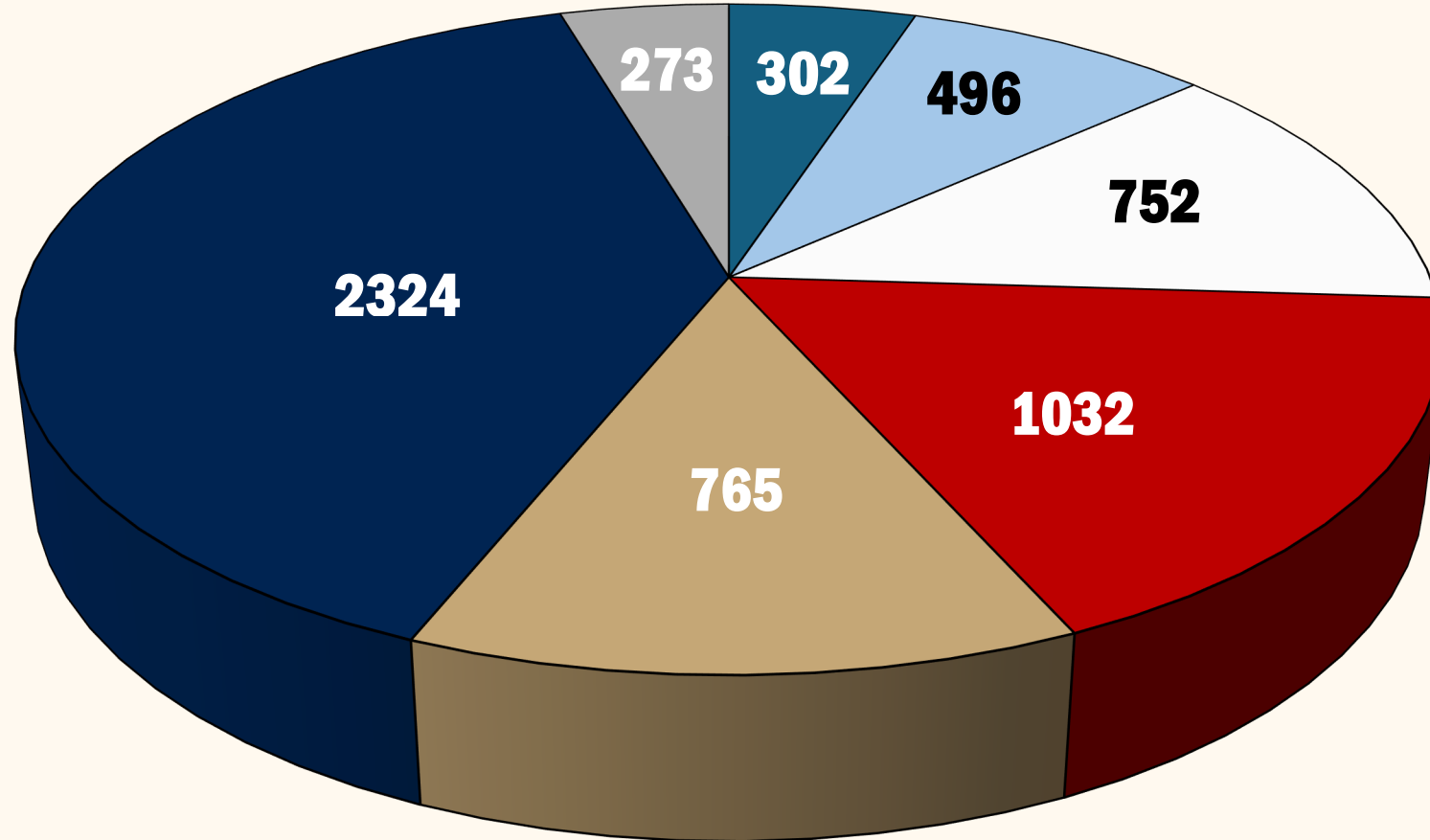


# MEMBERSHIP

2022-2024



# CONTESTANT NUMBERS 2024

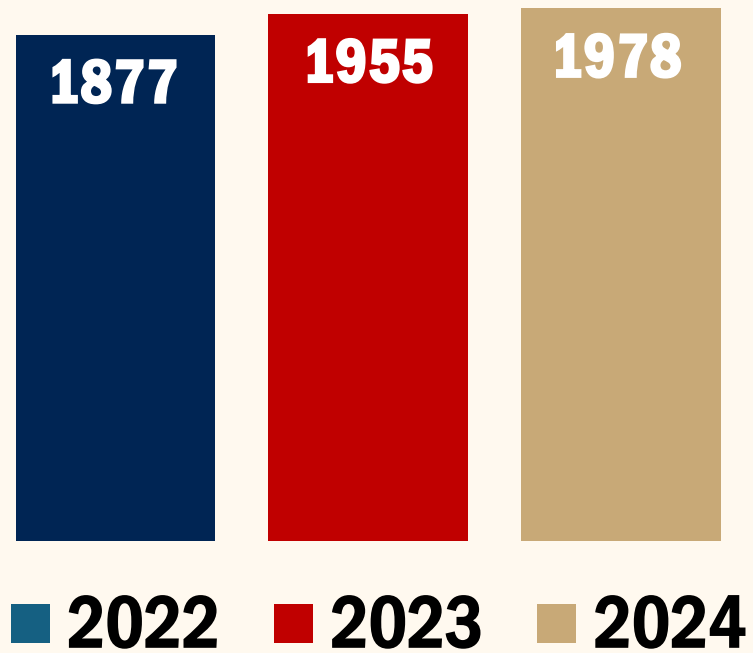


■ BB ■ SB ■ BR ■ TD ■ SW ■ TR ■ SR

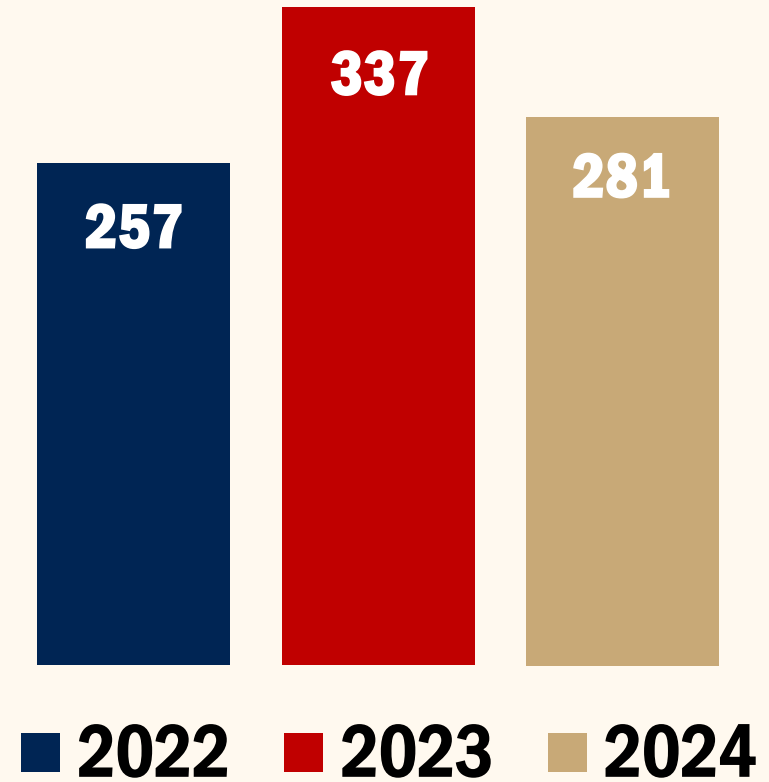
# PERMITS/ ROOKIES

## LOOKING TO THE FUTURE

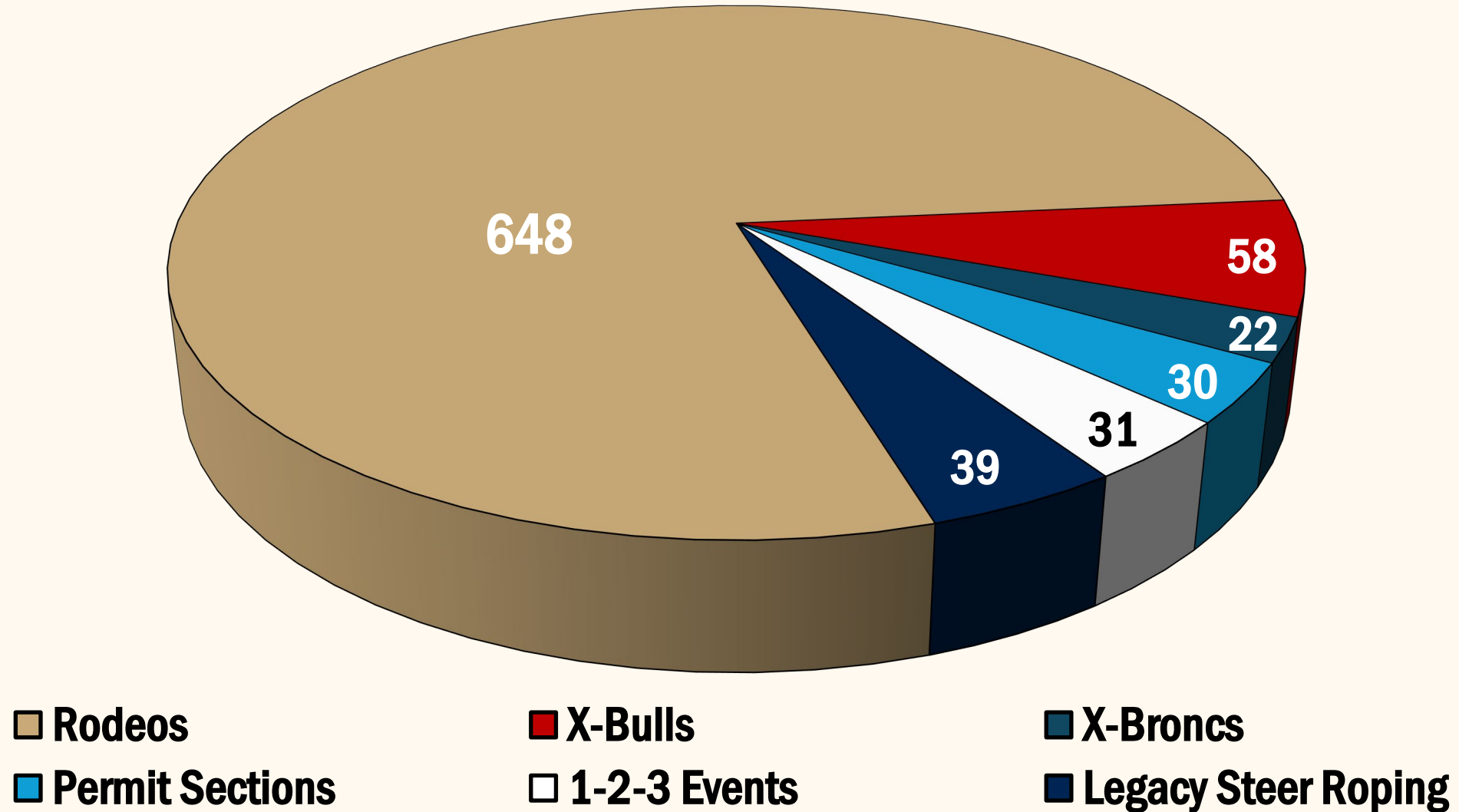
### PERMITS



### ROOKIES

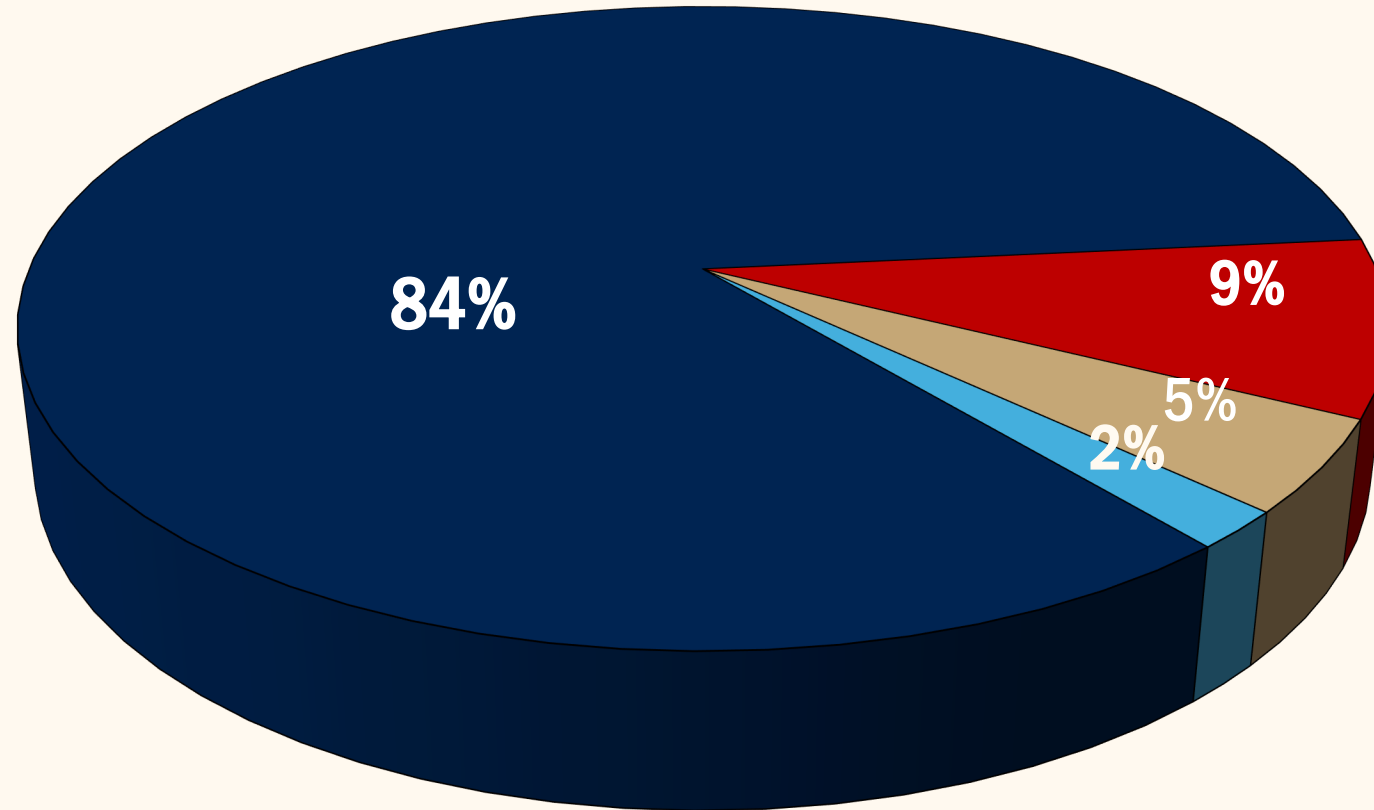


# RODEO BY THE NUMBERS





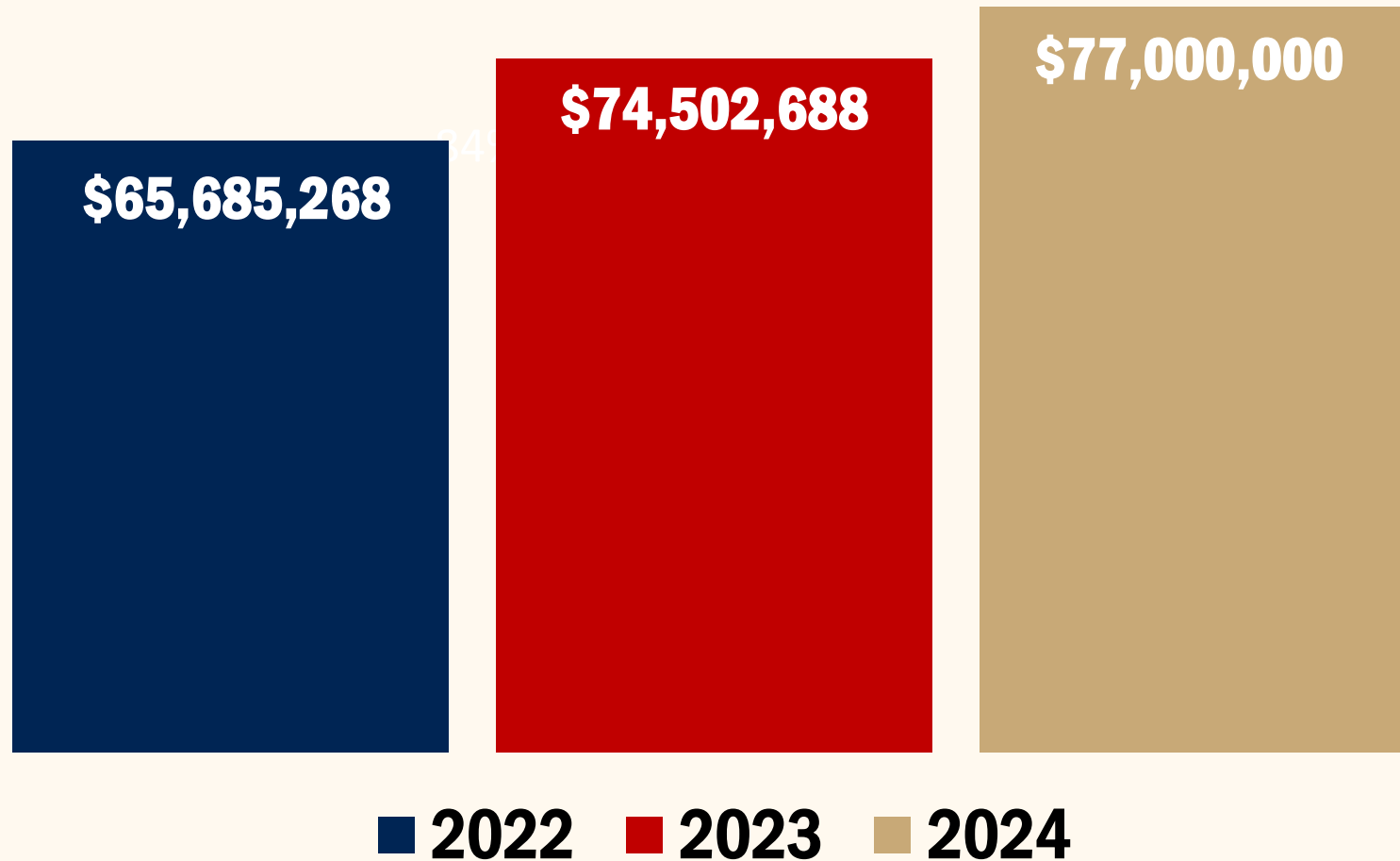
# TURNOUTS



■ **Competed**   ■ **Turn Outs**   ■ **Doctor Release**   ■ **Draw Outs/Visible Injury**

# RODEO BY THE NUMBERS

## Payout





# INFORMATION TECHNOLOGY

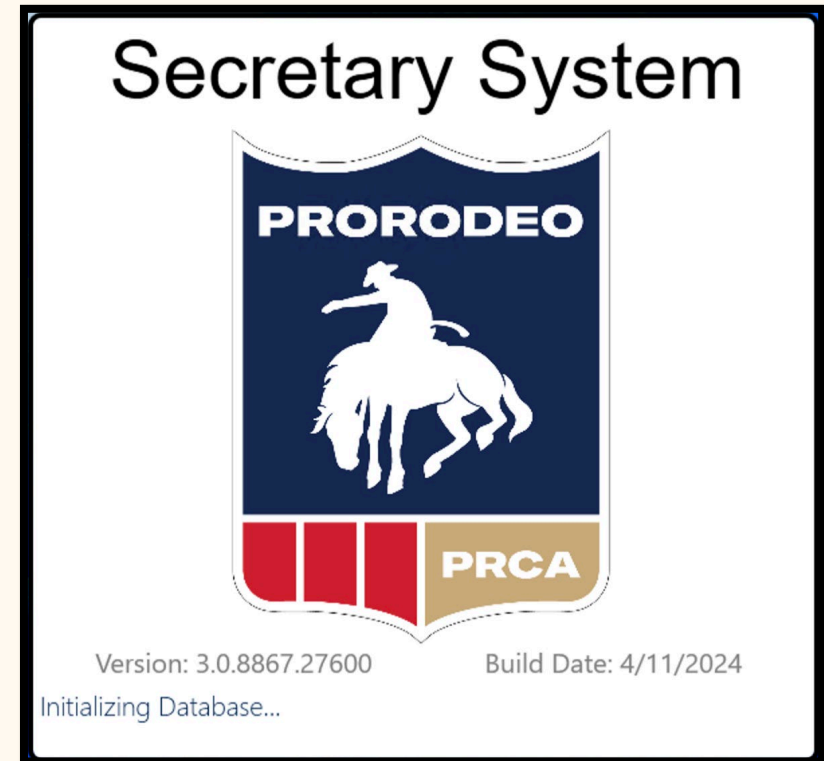
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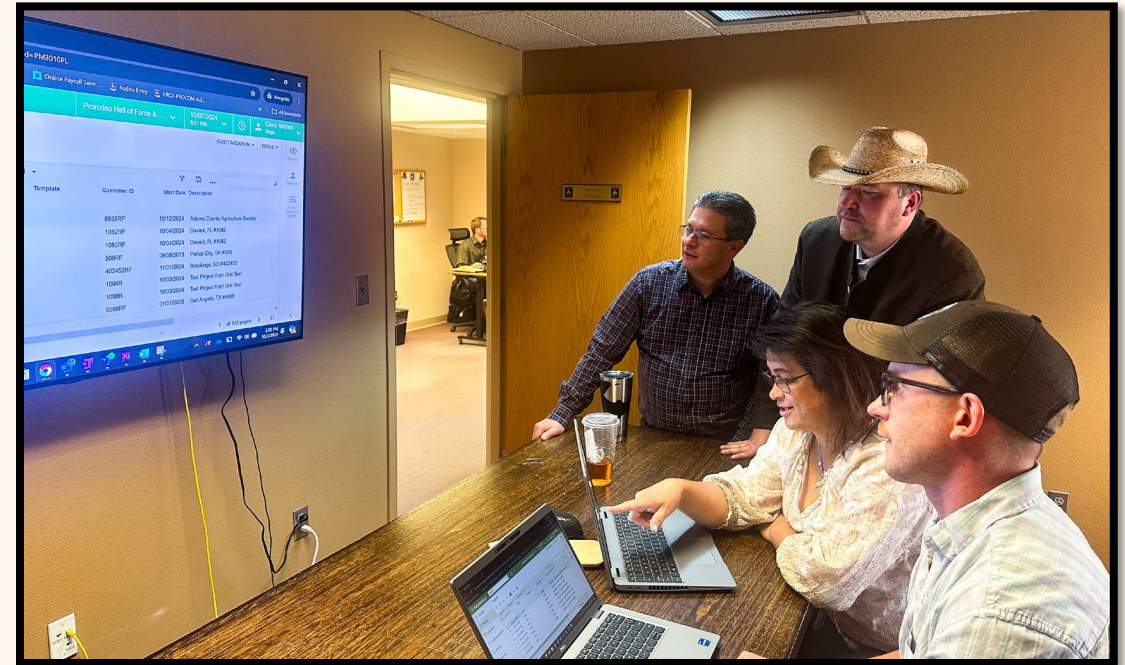
# 2024 FOCUS

- System Modernization
- Launch Secretary System V3
- Reinforce Cyber Security Protection



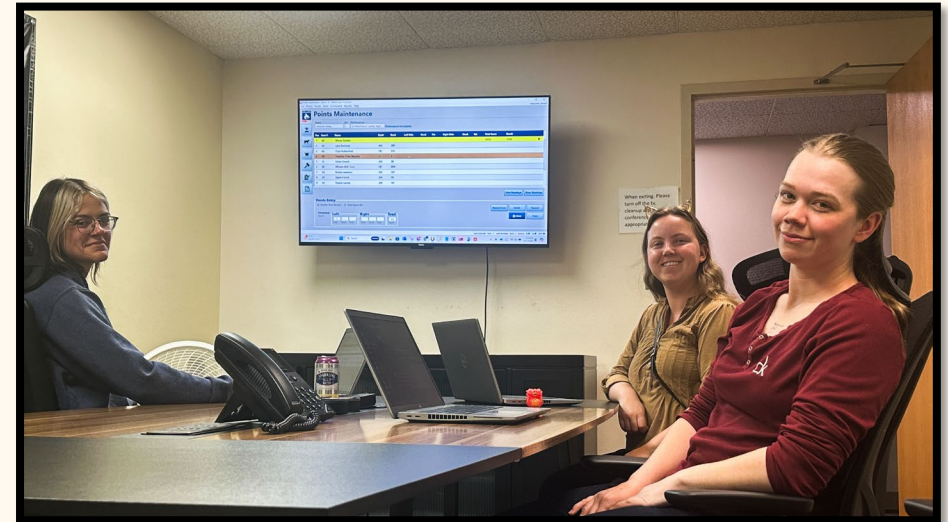
# SYSTEMS MODERNIZATION

- Moved From JDE to Acumatica
- Ongoing Migration of Legacy Applications from AS/400
- Fixed Issues with Stock Stats



# LAUNCHED SECRETARY SYSTEM V3

- **March 1: 1 Go Rodeos**
- **May 1: All Non-Tournament Rodeos**
- **December 31: Official Retirement of v2**



# REINFORCE CYBER SECURITY PROTECTION



- Monthly Cyber Security Training for Staff
- Upgraded Internal Networks
- Obtained Cyber Security Insurance



# HALL OF FAME

2024

STATE OF PRCA





# 2024 INDUCTION EVENTS

- **Class of 10 Inductees**
  - 6 Contestants
    - 4 PRCA; 2 WPRA Barrel Racers
  - 1 Stock Contractor
  - 1 Livestock - Bull
  - 1 Committee
  - 1 Contract Personnel
- **Induction Revenue - \$200,000**
  - 430 at Cowboy Ball
  - 539 at Ceremony
- **Golf Tournament - \$40,000**
  - \$4,215 Raised with Golf Pro to Digitize Films
  - 80 Players



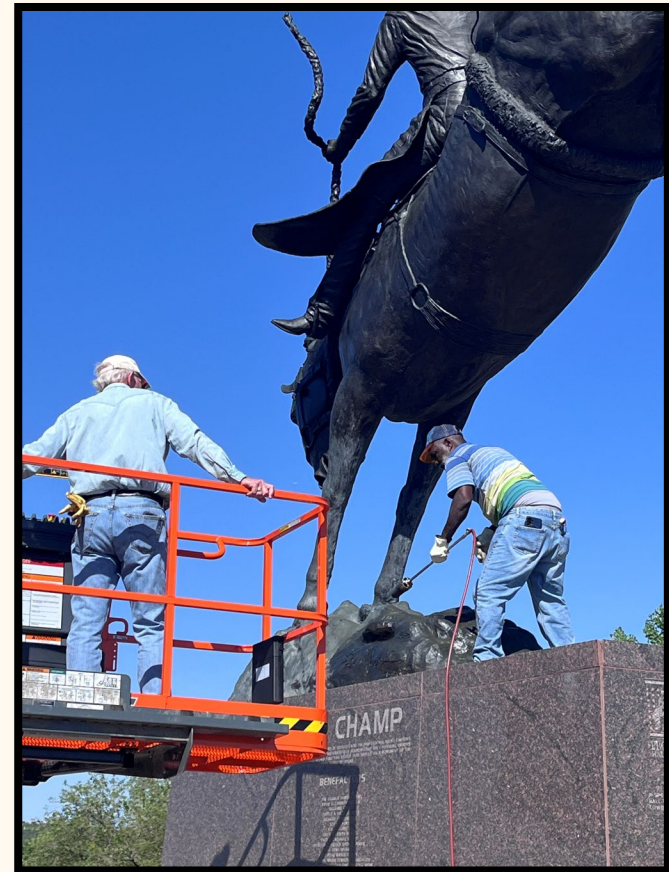
# 45<sup>TH</sup> ANNIVERSARY CELEBRATION

- Rodeo Clown Reunion
  - 42 Clowns; 270 Guests
- Daily Activities M-F
  - 429 Guests
- Open House & Exhibition Rodeo
  - 698 Guests
- Sponsorships - \$33,500



# 2024 HIGHLIGHTS

- **Museum Revenue Up**
  - Venue Rental up 55%
  - Admission up 14%
  - Membership up 12%
  - Gift Shop up 7%
- **Outdoor Statues Cleaned**
- **Developing Digital Learning Curriculum**
- **Visitor Survey – 99.1% Excellent Rating**
- **Updated Buckle Display in NFR Gallery**





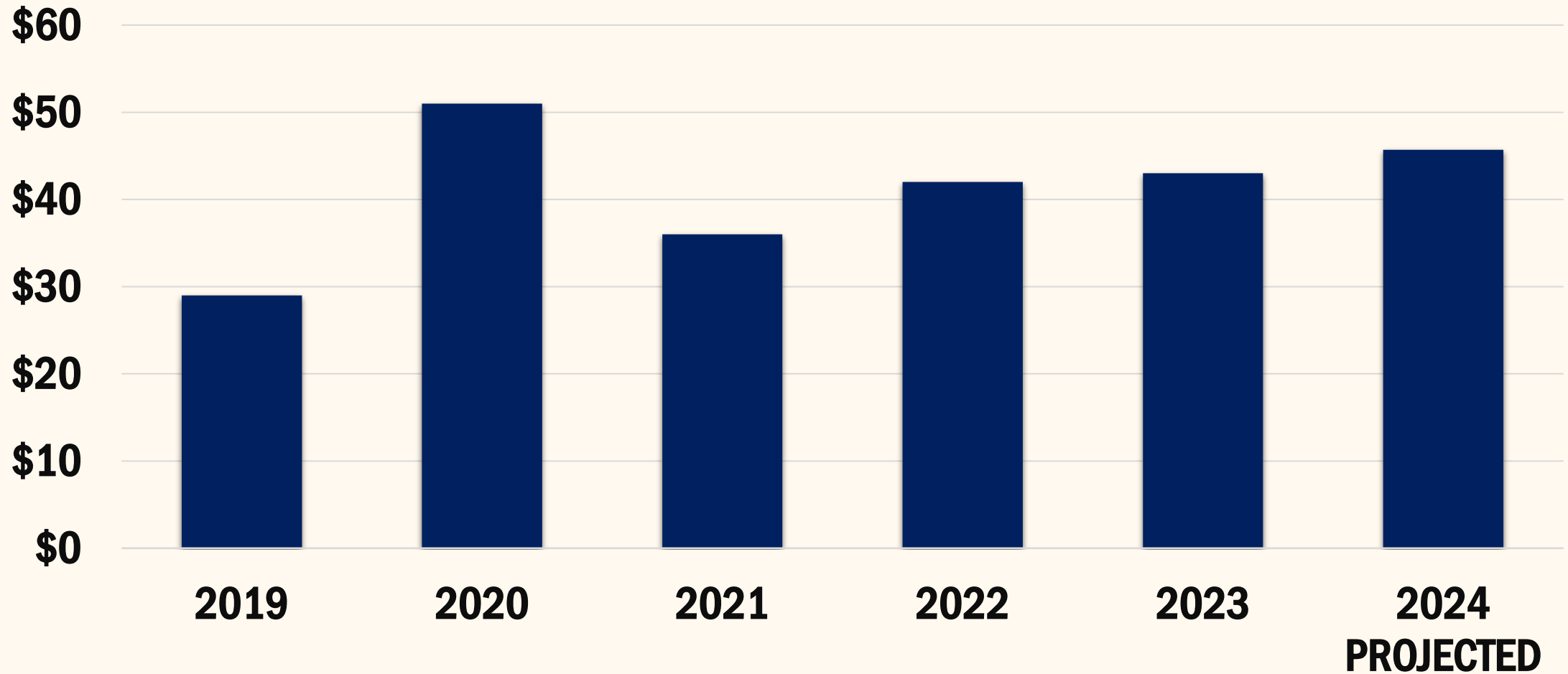
# FINANCE

2024  
**STATE OF PRCA**

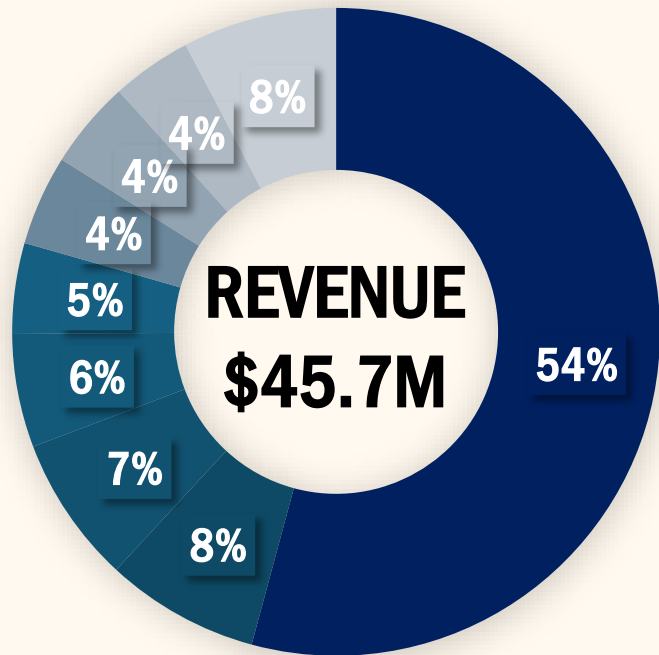


# 2024 PROJECTED

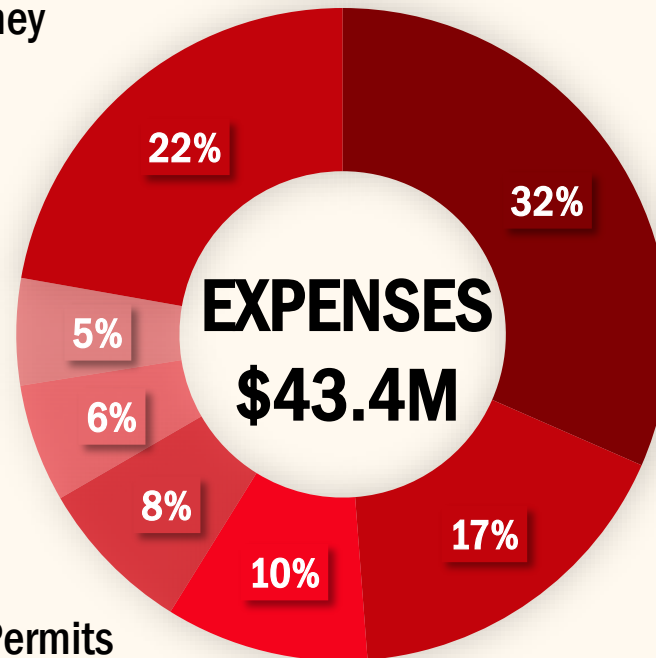
## CONSOLIDATED REVENUE TREND (\$ IN MILLIONS)



# 2024 PROJECTED



- Sponsorship, TV and Licensing
- Approvals and Prize Money
- Fines and Fees
- NFR and Convention
- Insurance
- Royalties
- Judging
- Membership Dues and Permits
- Other Revenue and Support



- Sponsorship & Promotions
- Salaries and Benefits
- NFR and Convention
- Judging
- Rodeo, NCF SR, Circuits, and Playoff Series
- Insurance: Members & Company
- Other Operating Expenses



# COMMUNICATIONS AND MARKETING

2024

STATE OF PRCA



# COMMUNICATIONS & MARKETING ANALYSIS

- **Historical Department Structure**
  - Lack of Resourcing
  - Meet the Deadlines, Lose the Focus
- **Self Evaluation**
  - Lifestyle over Rodeo Reporting
  - Telling Our Stories
- **Broadcast & Digital Importance**
  - Scorecard for Committees & The Cowboy Channel
  - Videographers & Change of Social Voice





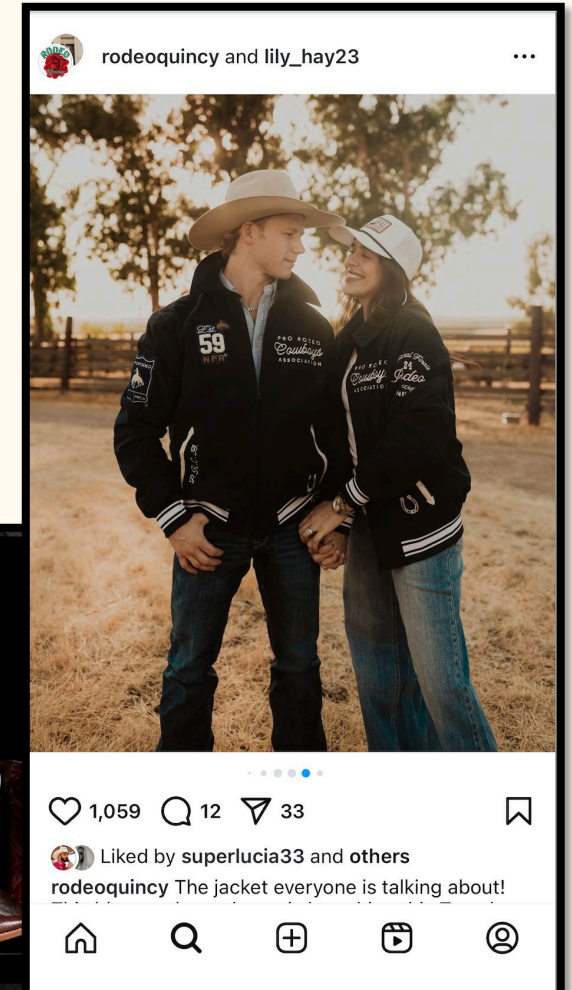
# DIGITAL MEDIA STRATEGY

- Changed our Focus; Changed Our Emphasis
- Restructured and Hired to Meet the Focus
- Results:
  - 9.7% Increase in Followers to 2.45 Million from 2023
  - 22.2% Increase in Video Views to 71.9 Million from 2023
  - Creation of New Content: HIGHWAYMEN, NFR Series



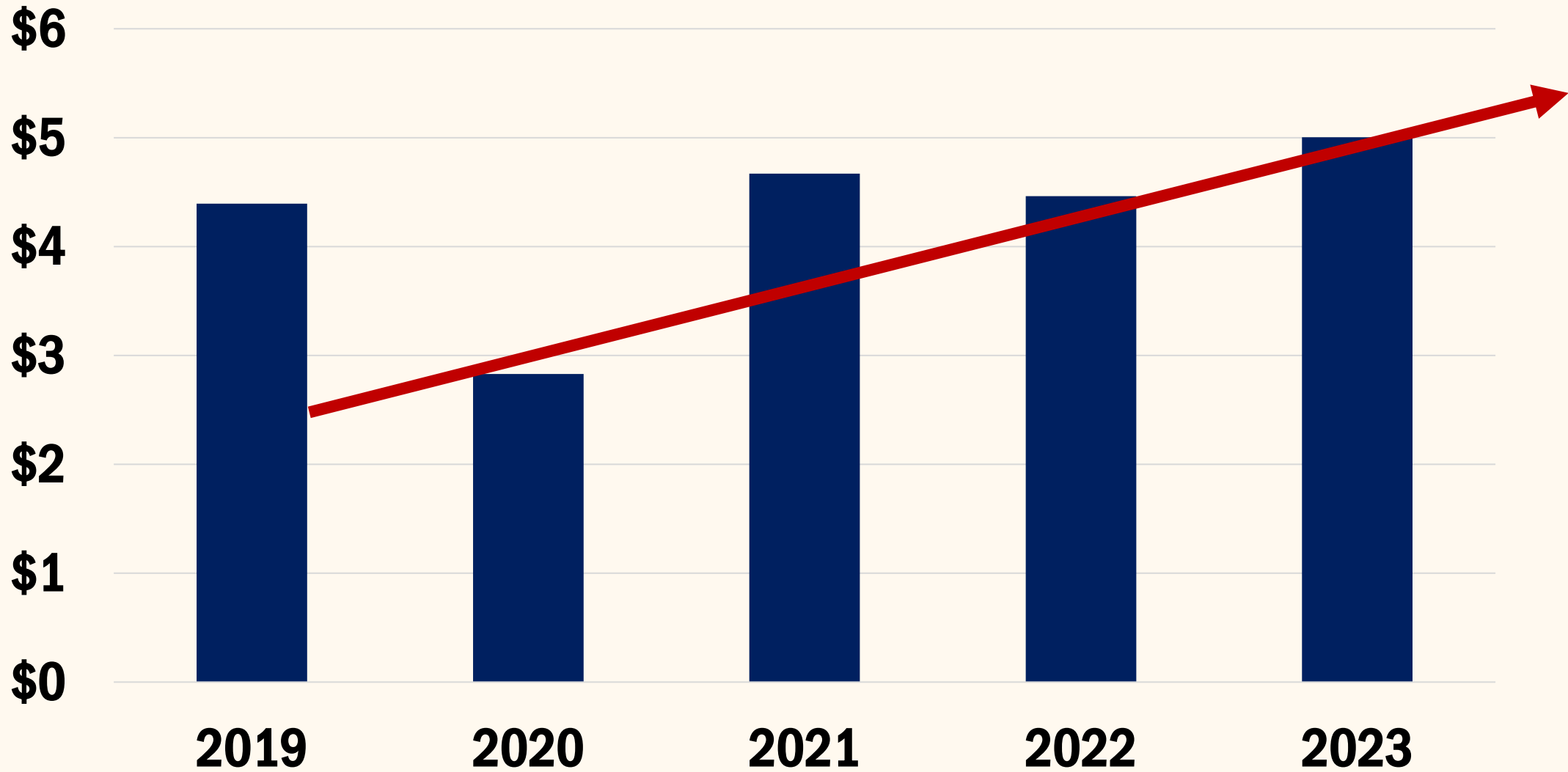
# PRORODEO LICENSING & RETAIL SALES

- NFR & PRORODEO Licensing Partners
  - Year 14 of A3
  - Year 2 of Legends
- Athlete Marketing
- Additional Licensees
  - PRCA Collection by Durango
  - Rodeo Quincy
  - YETI



# NFR RETAIL SALES – 5 YEAR TREND

(\$ IN MILLIONS)



# PRORODEO MARKETING

## CROSS-COLLABORATION:

- IMS/INDYCAR/Andretti Autosport/Coors
- Atlanta Braves/Montgomery Rodeo/Coors
- FFA National Convention/ Wrangler/Three Hills Rodeo
- Ad Council – National Campaign on Mental Health (NASCAR, NFL, MLB, NBA, WWE)



# SPONSORSHIP RESULTS IN 2024

## GOOD NEWS

- Wrangler
- Cinch
- Choctaw
- Teton Ridge

## BAD NEWS

- RAM
- 505 Southwestern
- Community Coffee
- Bucked Up Energy

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## GROWTH PLAN

- Circuit System
- Targets & Sustainability





**WELCOME**

# MARKETING PANEL

2024

**DEIRDRE LESTER**  
*TETON RIDGE*

**CHRIS BALDIZAN**  
*MGM RESORTS*

**ROREY LEMMEL**  
*HARPER AND MORGAN*