



REACHING

NEW HEIGHTS

2024



TOM GLAUSE

PRCA CEO





PRCA

2025 FOCUS

DAY 2

- Membership
- Story Telling with New TV Partner
- Modernization of Technology

2025

FOCUS





RODEO ADMINISTRATION

2024

STATE OF PRCA



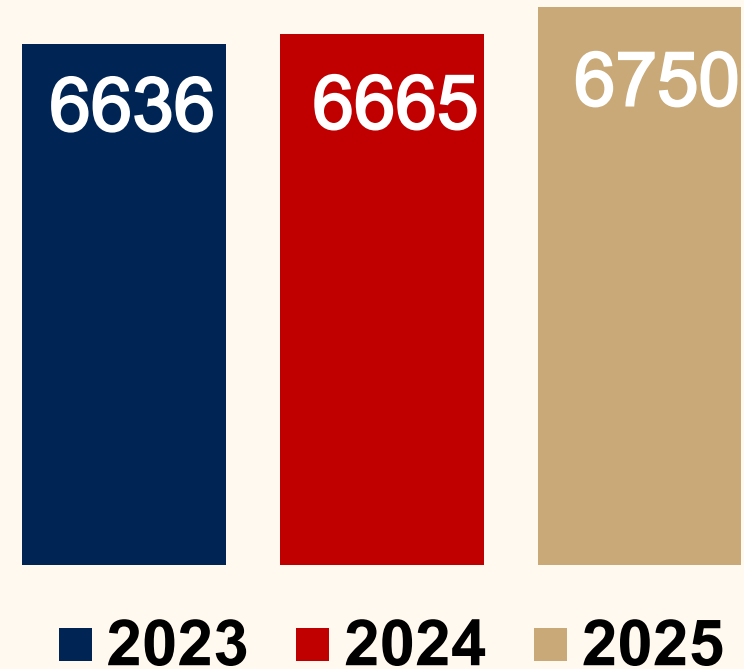
2024 SUMMARY

- Increased Membership
- Increased Approved Events by 5%
- Increased Entries by 6%
- Increased Permits
- Increased Total Payout by \$2,500,000



2025 FOCUS

- Continued Focus on Expanding Membership
- Create More Membership Opportunities
- Enhance Opportunities for Permits and Rookies



2025 FOCUS PLAYOFF SERIES LIST



Presented by:
PENDLETON
WHISKY



Odessa, TX
Denver, CO
Fort Worth, TX
Jackson, MS
San Antonio, TX
Tucson, AZ
Mercedes, TX
Houston, TX
Austin, TX
Logandale, NV
San Angelo, TX
Red Bluff, CA
Clovis, NM
Guymon, OK
Redding, CA
Woodward, OK

Sisters, OR
Vernal, UT
Prineville, OR
Reno, NV
Pecos, TX
Greeley, CO
Mandan, ND
Cody, WY
Livingston, MT
Basin City, WA
St. Paul, OR
Oakley, UT
Prescott, AZ
Sheridan, WY
Casper, WY
Calgary, AB

Nampa, ID
Salinas, CA
Salt Lake City, UT
Ogden, UT
Spanish Fork, UT
Deadwood, SD
Cheyenne, WY
Heber City, UT
Dodge City, KS
Castle Rock, CO
Logan, UT
Lovington, NM
Hermiston, OR
Caldwell, ID
Gooding, ID
Moses Lake, WA

Canby, OR
Bremerton, WA
Kennewick, WA
Tremonton, UT
Filer, ID
Walla Walla, WA
Ellensburg, WA
Lewiston, ID
Pendleton, OR
Abilene, TX
Albuquerque, NM
Mandan, ND

CINCH PLAYOFFS:
Puyallup, WA
Sioux Falls, SD

2025 FOCUS

CINCH PLAYOFFS

- Wildcard Round
Puyallup, WA September 4-7
- Governor's Cup
Sioux Falls, SD | September 25-27
 - Steer Roping Event Included
- \$2,000,000+ Payout



2025 FOCUS

ANIMAL WELFARE

- Oppose LA City / San Diego, CA Rodeo Ban
- Work with California Lobbyist at State Level
- Work with Lobbyist at Federal Level
- Coordinate with Rodeo Caucus in U.S. House of Representatives
- Monitor Local and State Animal Welfare Legislation
- PRCA Sponsors, Legislators at Key Rodeos



FIVE-YEAR PROJECTION

- 7,500 Members
- Increase Season Payout to \$90 Million
- Reduce Turnouts by Half
- Increase Entries to 180,000





INFORMATION TECHNOLOGY

2024

STATE OF PRCA



2025 FOCUS

- AS/400 Migration
- Upgrade Servers
- Data Warehouse



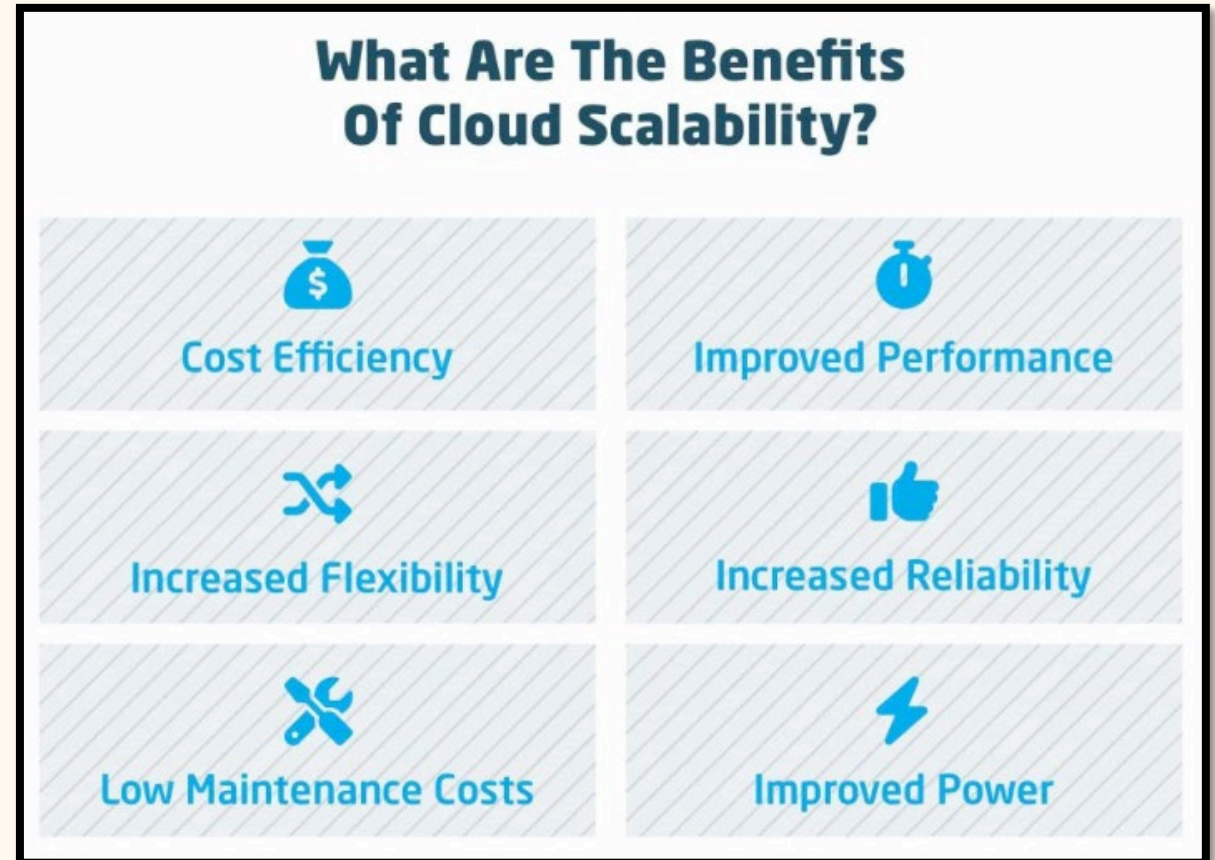
AS/400 MIGRATION

- **Stock Maintenance**
 - Stock Management Portal
 - Stock Draw
 - Stock Stats
- **Points & Standings**
 - Online Doctor Releases
 - Official / Unofficial
 - World Standings
 - Circuit Standings



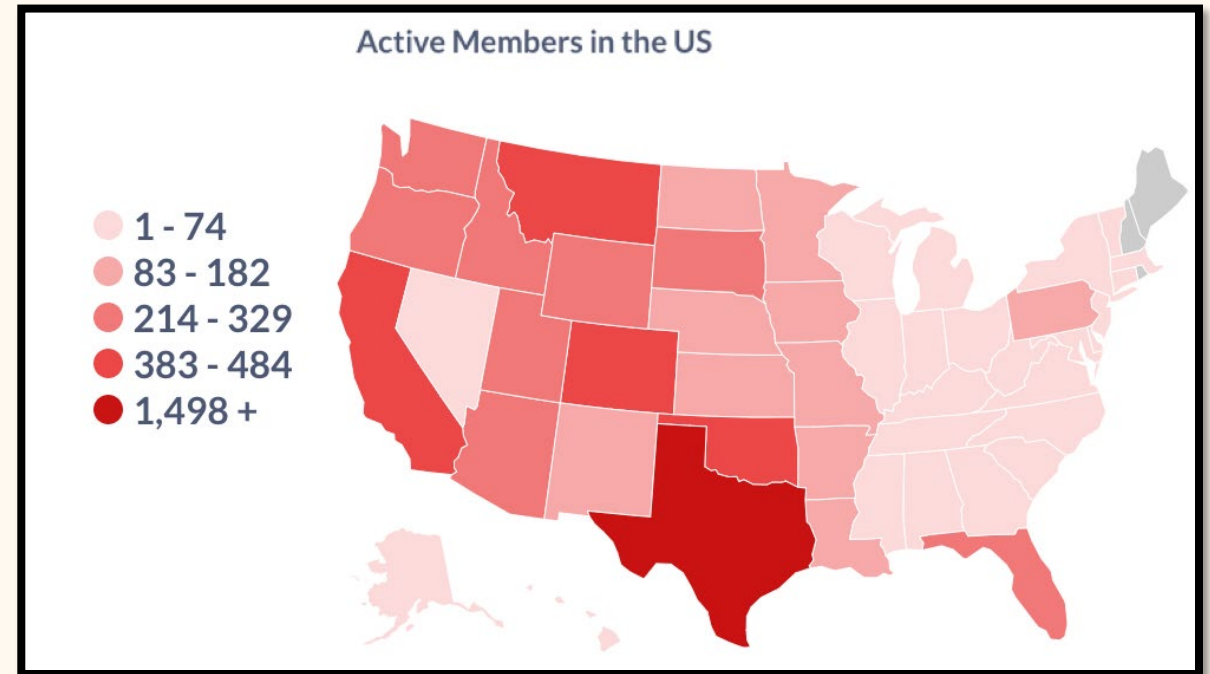
UPGRADE SERVERS

- Move to New Cloud Data Center
- Move Document Repository from Physical Server to Cloud



DATA WAREHOUSE

- Storage for Historical Data
- Self-Service Reporting





HALL OF FAME

2024

STATE OF PRCA



2024 SUMMARY

- Museum Revenue up over 2023
- \$240,000 raised at Induction Events
- Class of 10 Inductees
- Successful 45th Anniversary – 1,397 Attendance
- Visitor Survey – 99.1% Excellent Rating
- Outdoor Statues Cleaned
- Curriculum Development with “History Colorado”



2025 FOCUS

- Increase Revenue
 - Review Museum Pricing
 - Develop New Fundraiser
 - Higher Return on all Events
 - Increase Members, Visitors, Rentals
 - Explore Additional Grants
- Promote Traveling Trunk Exhibit
- Identify Exhibit Enhancements
- Facility Upgrades





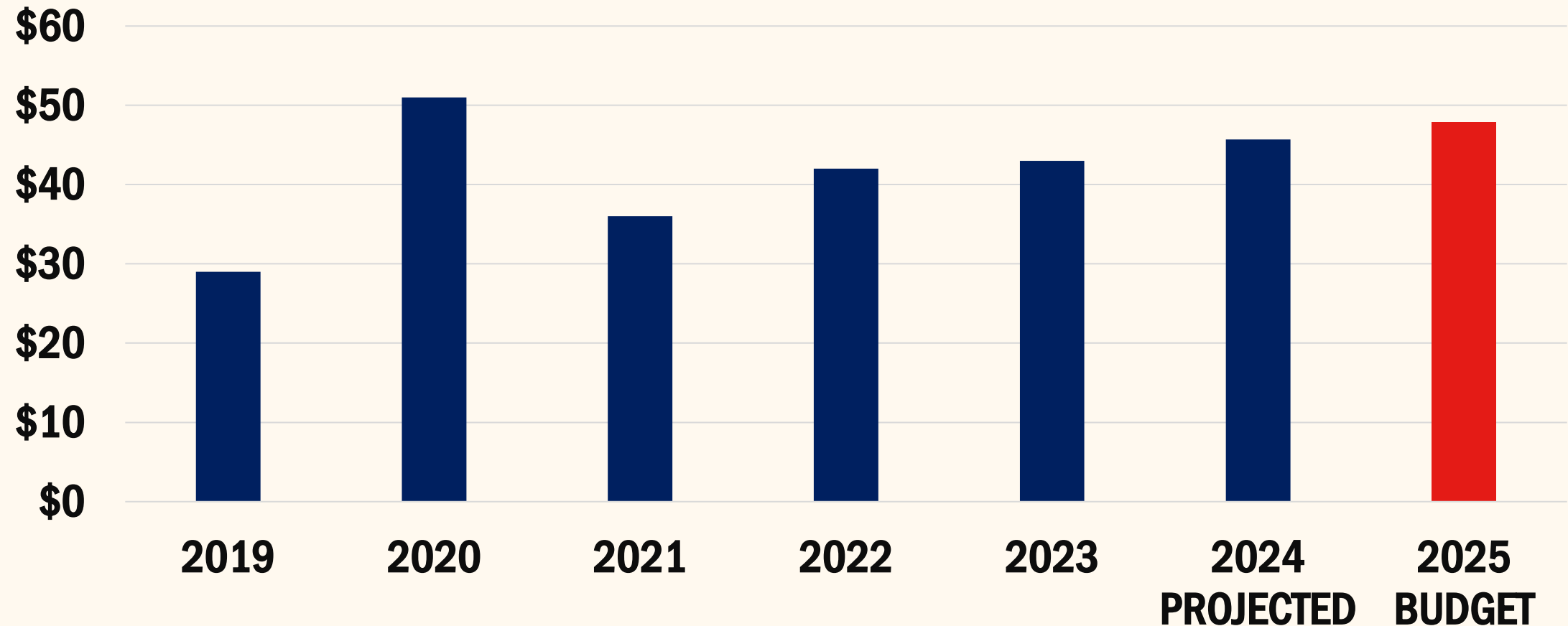
FINANCE

2024
STATE OF PRCA

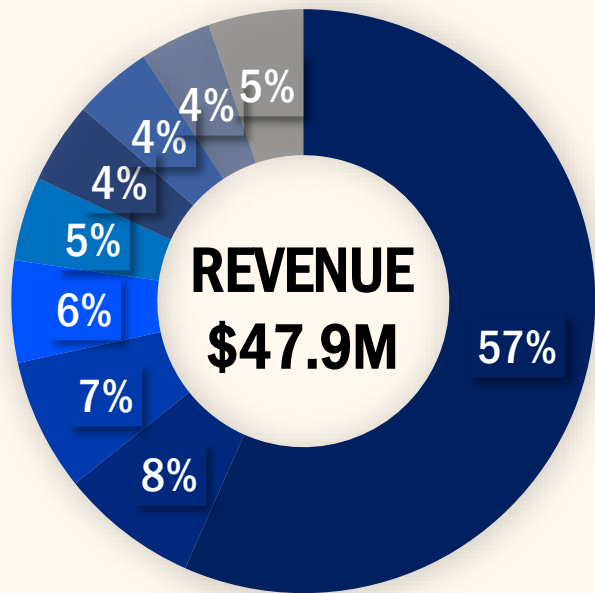


2024 PROJECTED

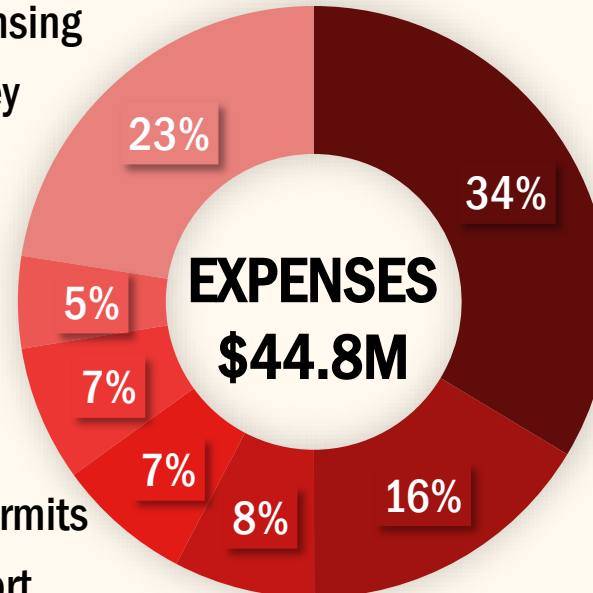
CONSOLIDATED REVENUE TREND (\$ IN MILLIONS)



2025 BUDGET



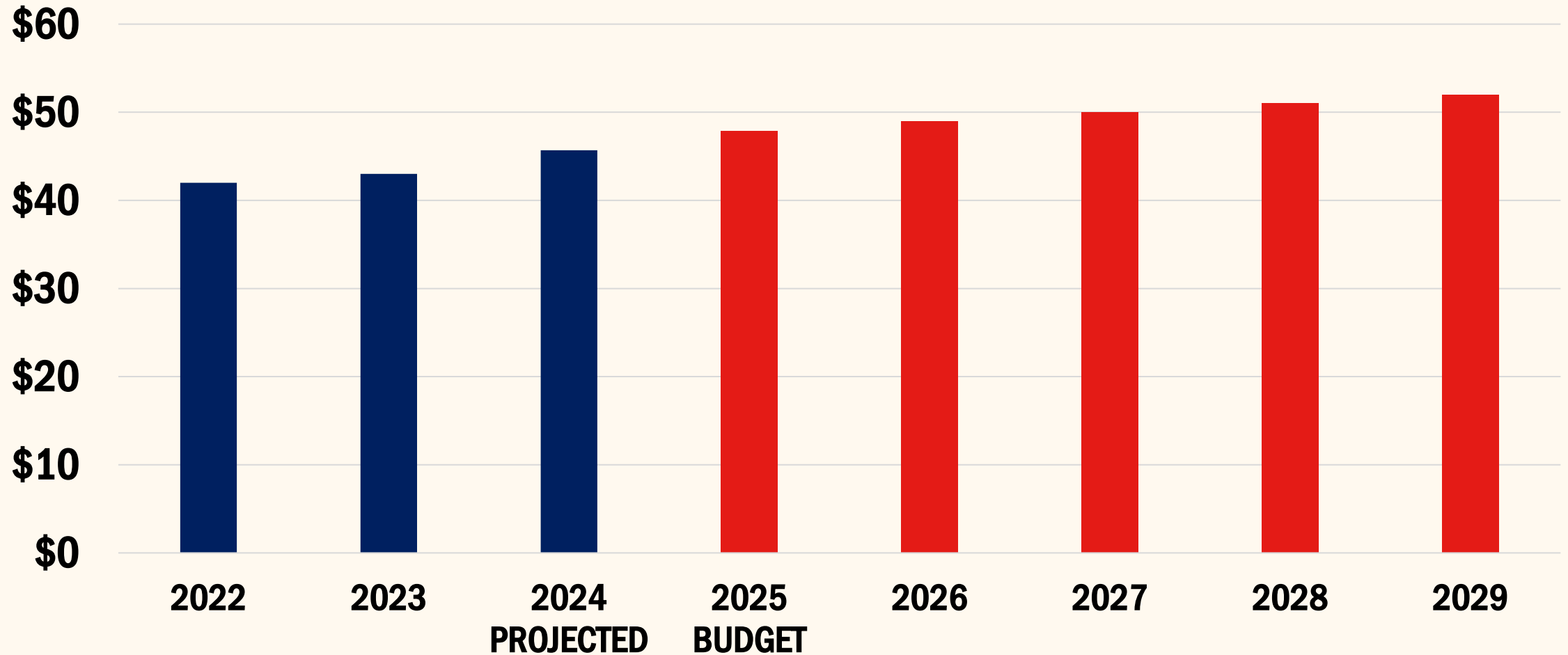
- Sponsorship, TV and Licensing
- Approvals and Prize Money
- Fines and Fees
- NFR and Convention
- Royalties
- Insurance
- Judging
- Membership Dues and Permits
- Other Revenue and Support



- Sponsorship & Promotions
- Salaries and Benefits
- NFR and Convention
- Judging
- Rodeo, Circuits, and Playoff Series
- Insurance: Members & Company

FIVE-YEAR BUDGET

CONSOLIDATED REVENUE TREND (\$ IN MILLIONS)





COMMUNICATIONS AND MARKETING

2024

STATE OF PRCA

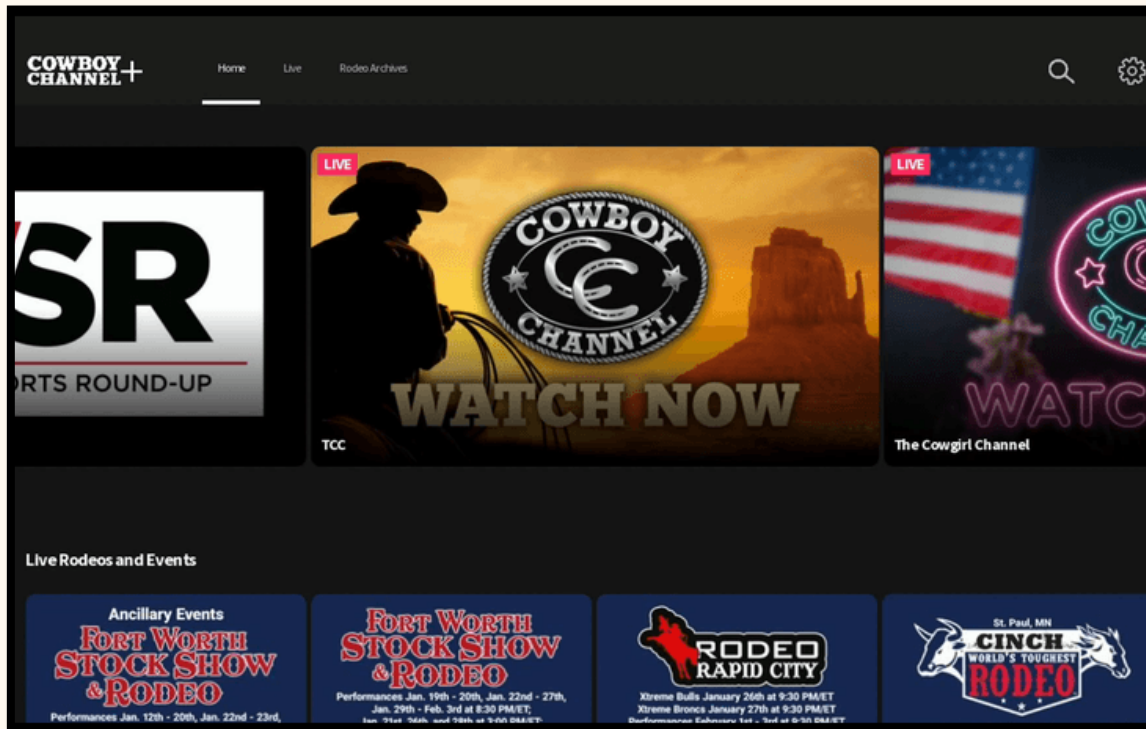


TELLING OUR STORY IN 2025

- New Look for PSN – Stories over Stats
- Grow YouTube Subscribers
 - Original Content
 - Archival Rodeos
- More Written Stories to Web



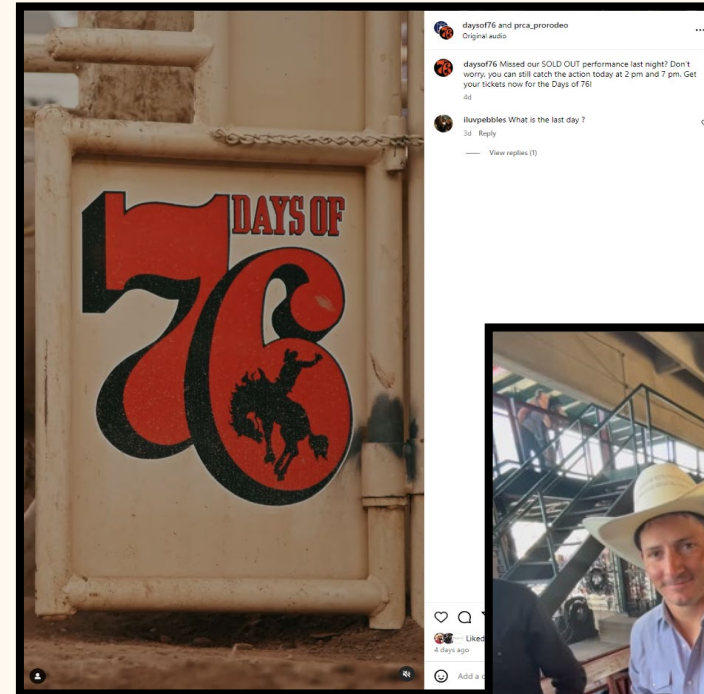
MEDIA TERMS & LIVESTREAMING EXPECTATIONS



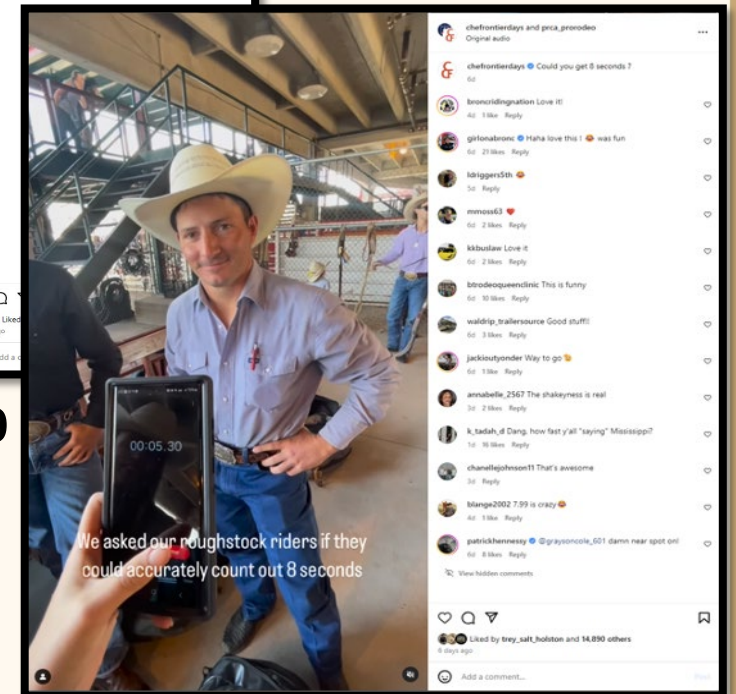
- Where are We after Five Years of The Cowboy Channel?
 - Scorecard of Committees and Production
 - Change the “View” on Broadcast
- Videographers on Assignment
- Convention & Visitor’s Bureau Engagement

MARKETING THE PRCA

- NFR Watch Parties
- Additional Event Engagement
- Contestant Interactions
- Atmosphere Coverage from our Committees
- Podcast Integration



Days of '76 x PRORODEO



Cheyenne Frontier Days x PRORODEO



WELCOME

ED MCCAFFREY

KEYNOTE SPEAKER 2024