



PROFESSIONAL RODEO COWBOYS ASSOCIATION **COMMITTEE GUIDE** Rodeo Season **2025**



PRCA BASICS

RESOURCES

RODEO APPROVALS

LIVESTOCK WELFARE

PROMOTING YOUR RODEO

**RODEO COMMITTEE
EXECUTIVE COUNCIL**

MISSION, VISION & VALUES

COMMITTEE PROGRAMS





Welcome from Steve Knowles
Director of Rodeo Administration

WELCOME

Welcome to a new Rodeo Season! For those committees that are back thank you for returning. New committees, thank you for coming into the fold. The PRCA is excited to have another banner season and with the help of committees like yours that will happen.

My name is Steve Knowles. Growing up I participated in the junior rodeo and also rodeoed in high school. I joined the PRCA while still in college at Pratt Community College in Pratt, Kansas and Northwestern State University in Natchitoches, Louisiana. In 1989 I became a bull rider.

At the circuit finals, years and years ago, they had a judging seminar and just out of curiosity I attended the seminar. I started judging part time when I was still rodeoing and then

I became a Pro Official with the PRCA on January 1, 2001. As a judge, I saw people from rodeo-to-rodeo year after year and made a lot of friends throughout the United States. I'm no stranger to the rodeo.

I love traveling and meeting new people at the rodeo. It's my pleasure to be the PRCA's Director of Rodeo Administration and enjoy being able to stay in touch with rodeo committees and contestants. Take advantage of all the resources the PRCA has to offer. If you have any questions, don't hesitate to call the office at 719-593-8840.

A handwritten signature in black ink that reads 'Steve Knowles'.

Steve Knowles
Director of Rodeo Administration
Professional Rodeo Cowboys Association

WELCOME

When your rodeo is sanctioned by the Professional Rodeo Cowboys Association, you have access to the dedicated professionals at the PRCA office and the resources they produce for you. Welcome!



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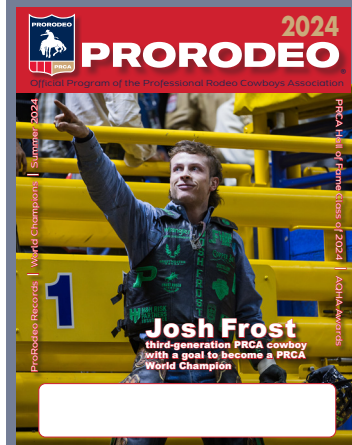
COVER PHOTOGRAPH:

In the cover photo by Lisa Cush, the Pikes Peak Range Riders queue up for the Pikes Peak or Bust Rodeo Parade. The Pikes Peak Range Riders faithfully show their support of the NFR Open at the Pikes Peak or Bust Rodeo each year.

GENERATE REVENUE

for your COMMITTEE with PRORODEO Programs

- Full-Color Pages
- Action-Packed Photos
- Customize Your Cover
- Insert Local Sponsor Ads and Content
- Relevant info for avid fans and those new to rodeo



PRCA Rodeo Committee

Executive Council



David Petty

918-798-3201
Rodeos at Large



Tom Hirsig

307-630-0357
Rodeos \$50,000 +



Bryant Nelson

208-539-6218
Rodeos \$20-\$50,000



Dave Marshall

303-883-6294
Rodeos \$10-\$20,000



Steve Gander

319-400-1064
Rodeos \$10,000 & under

THE RODEO COMMITTEE EXECUTIVE COUNCIL

advances the needs of rodeo committees by providing educational opportunities, serving as a resource, and fostering communication with the PRCA. The five members of the Executive Council serve as a communication vehicle for rodeo committees by analyzing, compiling and disseminating information relative to the rules and regulation of interest to the membership.

The Executive Council serves as a resource for rodeo committees. Members of the Council promote rodeo production within the various classes and sizes of rodeos by promoting meaningful guidelines & practices for the unification and betterment of all rodeo productions. Councilmembers inform the public of the scope and character of the PRCA & the sport of rodeo.

PRCA membership includes 6,636 members (including permit holders) in 2023.

PRCA continues to support the younger generation interested in participating in professional rodeo through camps and partnerships with other youth rodeo organizations.

PRCA stock contractors agree to follow more than 60 rules providing for the care & humane treatment of livestock - the toughest standards in the industry - and constantly look for ways to improve their husbandry, knowing that best practices produce top-performing livestock.

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

VISION *Be known as 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.*

VALUES: INTEGRITY, INNOVATION, TEAMWORK and EXCELLENCE

INTEGRITY *We honor PRORODEO's rich history and strong values, and we are honest and respectful in all our endeavors.*

INNOVATION *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.*

The PRCA is committed to maintaining the highest standards in the rodeo industry, from improving working conditions for contestants and livestock, to boosting entertainment value & promoting sponsors.

Accomplished pickup man Ty Atchison at the 2024 NFR Open at the Pikes Peak or Bust Rodeo in PRCA photo by Kristen Schurr

PRCA BASICS: Brand History

COWBOYS TURTLE ASSOCIATION: Cowboys first organized in 1936, calling their group the Cowboys Turtle Association (CTA). After boycotting a rodeo in Boston, forcing promoters to improve judging and increase prize money, the CTA became the first true national cowboys organization.

THE RODEO COWBOYS ASSOCIATION, INC: The Cowboys Turtle Association changed their name to The Rodeo Cowboys Association (RCA) in 1945. From 1950 to 1974 rodeo began to grow and developed from casual, individual contests into a highly organized national sport. By 1952, RCA sanctioned more than 500 rodeos annually.

PROFESSIONAL RODEO COWBOYS ASSOCIATION: In 1975, the Rodeo Cowboys Association changed to the Professional Rodeo Cowboys Association (PRCA), a more accurate name for what had become the largest and most prestigious sanctioning body in the history of rodeo with more than 35 million PRORODEO fans.

PRCA BASICS: Structure

PRCA STRUCTURE: The PRCA is made up of contestants, rodeo committees, stock contractors and contract personnel. Each group elects executive councils, and each council appoints a representative to the PRCA's Board of Directors. All executive staff of the PRCA are led by the Chief Executive Officer, Tom

Glause. PRCA staff were organized into two entities in 1988: Rodeo Administration, the nonprofit membership organization and PRCA Properties Inc., which includes media relations, marketing and sponsorships. Both divisions are housed at the PRCA headquarters in Colorado Springs, Colorado.



Jess Pope celebrates his phenomenal 88.5 Point ride in Round 5 of the bareback riding competition at the 2023 NFR in PRCA photo by Clay Guardipee

PRCA WEBSITES

PRCA has two websites **PRORODEO.com** and **PRORODEO.org** with many pages which are helpful to rodeo committees such as:

- **Further information on becoming a PRCA rodeo:**

<https://prorodeo.org/Portal/RodeoCommittees/RodeoApprovals/Default.aspx>

- **The PRCA's Contract Personnel Directory:**

<chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.prorodeo.org/Documents/Portal/Membership/ContractPersonnel/2023-2024-Contract-Personnel-Directory.pdf>

- **The PRCA's Media Guide:**

<https://prorodeo.cld.bz/2024-PRORODEO-Media-Guide>

- **Annual convention details:**

<https://www.prcaconvention.com/>

- **The PRCA rodeo schedule:**

<https://www.prorodeo.com/schedule>

- **Guidelines for local press and an advertising kit:**

<https://www.prorodeo.org/Portal/RodeoCommittees/MediaTools/PressKit.aspx>

- **PRORODEO.com contains the latest News:**

<https://www.prorodeo.com/news>

- **World Standings:**

<https://www.prorodeo.com/standings>

- **Rodeo results:**

<https://www.prorodeo.com/results>

- **Rodeo Contestant Bios:**

<https://prorodeo.com/athletes?type=contestants&letter=E>

- **For required documents & tools for sponsorship:**

Contact **Darla Lindt** in PRCA Properties at dlindt@prorodeo.com or 719-528-4708.



LOGO STANDARDS INCLUDE:

At all times the PRCA logo should be visible on any publication, digital asset, or event in association with the PRCA.

Under no circumstances shall the bronc or shield be modified, redrawn or re-proportioned.

PRORODEO shield must always be surrounded by a field of clear space.

BRAND GUIDE

In 2018 the PRCA introduced a new logo and set of brand standards. These guidelines must be implemented with care, consistency and good design judgement. Visit <https://prorodeo.cld.bz/PRCA-Brand-Guide-2023> to access the PRCA Brand Guide.

PRORODEO SPORTS NEWS

The PSN is available online and free to view in flip-book format on your mobile phone, tablet or computer to keep you updated on the latest rodeos, events and stories.



The printed edition is published once a month and is a combination of the digital magazines.

To view the latest edition of the PSN visit: bit.ly/46nSBB2

Reach rodeo fans everywhere by placing ads in the PSN. Draw attention to your rodeo from a targeted audience. Contact PRCA's Manager of Business Development, **Darla Lindt** at dclindt@prorodeo.com or **719-528-4708** at least one month before you'd like your ads to appear.

If you'd like to run a **FREE**, 100-word notice about your rodeo for contestants in the **Cowboy Column**, contact **Rodeo Approvals** several weeks before your rodeo, at Rodeo_Approvals@prorodeo.com

or **719-528-4716** for submission information.



PRCA ON COWBOY CHANNEL+

The Cowboy Channel App was launched in 2020 in partnership with The Cowboy Channel and is designed to keep fans up-to-date with their favorite PRCA rodeos and athletes, as well as provide behind-the-scenes access to livestreamed and on demand PRCA rodeo events from around the country. Users can enjoy free access to the latest news, bios, rodeos and highlights. Those with a subscription will unlock premium content such as up to six simultaneous live rodeo feeds, classic PRCA archived rodeos, The Cowboy Channel has video-on-demand programming, and is the only place viewers can stream the National Finals Rodeo. The content can be accessed via the mobile app (available on Android & IOS), as well as any browser, smart TV or device.



PRCA photo by Clay Guardipee of five-time World Champion Steer Wrestler Tyler Waguespack

DRAWS AND DAYSHEETS

- PROCOM produces free alphabetical contestant lists, stock draws and daysheets.
- Contact PROCOM at **719-548-4800** or **procomstaff@prorodeo.com** to request.
- Reprint sheets for your rodeo programs or inserts.
- Day of entry closure, contact PROCOM to get your daysheets and contestant lists. Stock draws will be available three days prior to first performance.

3. National Convention

The PRCA hosts a four-day convention before the first performance of the Wrangler National Finals Rodeo. PRCA rodeo committees can attend informative workshops and a trade show where they can meet with PRCA contract personnel, rodeo insurers, national sponsors and vendors for the western lifestyle.

PRCA staff and rodeo committees also put on workshops with topics such as volunteer retention and recruitment, social media strategies, ticketing promotions and engaging the next generation.



Professional Rodeo Cowboys Association

Publications



PRORODEO Sports News (PSN): A full-color magazine with timely stories and video coverage of PRCA events. The PSN also includes updated standings, results and rodeo advertising. For the most up to date rodeo information refer to the PRCA Business Journal (PBJ) at <https://prorodeo.com/prorodeo/media/pro-rodeo-sports-news/pro-rodeo-sports-news>
Cost: online editions are free, printed PSN magazines are \$45 per year
Contact: 800-763-3648



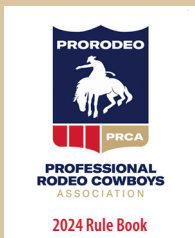
PRORODEO Programs: A professional 52-page program committees may purchase stapled and ready to sell or flat enabling a local printer to bind and insert local ads and content. Custom imprints with rodeo logo and dates are also available.
Cost: varies
Contact: Lisa Cush at lcush@prorodeo.com or 719-528-4724



Contract Personnel Directory: A directory that lists insured PRCA contract personnel and their contact information in the categories they hold cards.
Cost: Free to Committees
Contact: Lisa Cush at lcush@prorodeo.com or 719-528-4724
Online edition: <chrome-extension://efaidnbnmnnibpcajpcglcdefindmkaj/https://www.prorodeo.org/Documents/Portal/Membership/ContractPersonnel/2023-2024-Contract-Personnel-Directory.pdf>



PRCA Media Guide: This guide contains a wealth of information on current PRCA records, yearly champions and bios of the PRCA's top cowboys and tours.
Available online only: <https://prorodeo.cld.bz/2024-PRORODEO-Media-Guide>



PRCA Rule Book: The complete reference for contestants, judges and the public on how each run or ride is timed, scored and penalized.
Cost: Free to Committees
Available online: <https://www.prorodeo.org/Documents/Portal/Home/PrcaBusiness/2023-PRCA-Rule-Book.pdf>

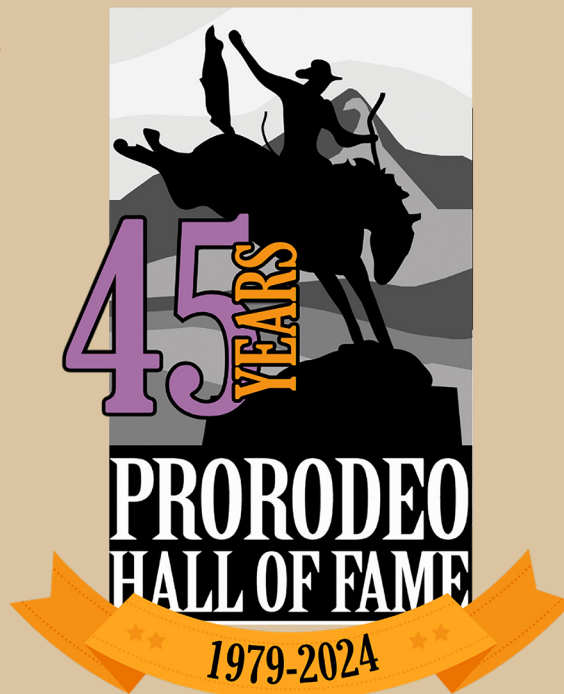


Livestock Welfare Resources: To learn more on the stock contracting business, rules and care of livestock at PRCA-sanctioned rodeos, request printed materials from PRCA Livestock & Governmental Relations Manager, Scott Dorenkamp.
Cost: Free to Committees
Contact: Scott Dorenkamp, 719-528-4782 or sdorenkamp@prorodeo.com

35 Rodeo Committees in the PRORODEO Hall of Fame

Buffalo Bill Rodeo
 Calgary Stampede
 California Rodeo Salinas
 Cheyenne Frontier Days
 Grand National Rodeo, Horse & Stock Show
 Houston Livestock Show & Rodeo
 La Fiesta de los Vaqueros
 National Western Stock Show & Rodeo
 Pendleton Round-Up
 Pikes Peak or Bust Rodeo
 Prescott Frontier Days, World's Oldest Rodeo
 RAM National Circuit Finals Rodeo
 Reno Rodeo
 San Antonio Stock Show & Rodeo
 Southwestern Exposition and Livestock Show
 West of the Pecos Rodeo

Class of 2008



Deadwood Days of '76 } **Class of 2011**

Dodge City Roundup } **Class of 2012**

Clovis Rodeo
 Greeley Stampede } **Class of 2014**
 Rowell Ranch Pro Rodeo
 Snake River Stampede

Guymon Pioneer Days Rodeo
 Iowa's Championship Rodeo } **Class of 2015**
 Red Bluff Round-Up

Redding Rodeo Association } **Class of 2016**
 Spanish Fork Fiesta Days Rodeo

Ogden Pioneer Days } **Class of 2017**

Black Hills Roundup } **Class of 2018**

Cody Stampede Rodeo } **Class of 2019**

Ellensburg Rodeo } **Class of 2020**

Nebraska's Big Rodeo } **Class of 2022**

Cowtown Rodeo, Inc. } **Class of 2023**
 St. Paul Rodeo

Tri-State Rodeo } **Class of 2024**

CONTACTS

Canadian Professional Rodeo Association:
 403-945-0903

Judging: 719-528-4703

Livestock Welfare:
 719-528-4782

Media: 719-548-4840

Member Records:
 719-528-4747

Miss Rodeo America:
 719-313-9063

PROCOM: 719-548-4800

Properties, TV, Sponsorships: 719-548-4860

PRORODEO Hall of Fame:
 719-528-4764

PRORODEO Programs:
 719-528-4724

PRORODEO Sports News:
 719-528-4746

PRORODEO Sports News Advertising:
 719-528-4704

Rodeo Administration:
 719-548-4870

Rodeo Approvals:
 719-548-4880

Women's Professional Rodeo Association:
 719-447-4627

SPONSORSHIPS

PRCA PROPERTIES, INC.

PRCA Properties, Inc. is the sales, marketing and broadcast division of the PRCA. The department manages all national sponsorships from acquisition to fulfillment. Contact information for each sponsor is in your sanctioning agreement. **Need assistance? Call Properties at 719-548-4860.**

SPONSORS

Types of Sponsors: Exclusive & National

Each type has a different relationship with the PRCA, and these relationships may affect your potential agreements with organizations that sponsor your local rodeo. It's the committee's responsibility to abide by the PRCA's national sponsor agreements.

BELT BUCKLES

Committees may award buckles produced by any manufacturer, but the exclusive license to use the PRCA logo for selling buckles with PRCA marks is held by national sponsor, Montana Silversmiths.

Contact: Callie Adams

Montana Silversmiths

800-548-4511 or cadams@MontanaSilversmiths.com

CLOTHING & ACCESSORIES

PRCA has many new merchandise partners that are producing a wide range of products such as collectibles, novelties, apparel and headwear. If you have any interest in learning more about these companies and the products they offer, please contact Nicole Garside our Director of Licensing and Merchandising. Rodeo committees can also contact Properties for information on how to bring PRCA's PRORODEO Gear merchandise trailer to their rodeo.

Contact: Nicole Garside

Director of Licensing and Merchandising

719-528-4725 or ngarside@prorodeo.com

COMMITTEE PROGRAMS

Wrangler®

WRANGLER COMMITTEE SHIRT PROGRAM

Committees can order men's and women's shirts and denim jackets. For more information on shirts and other signage such as arena banners, barrel covers and chute decals, contact kathy.a.tregay@kontoorbrands.com at least five months before your rodeo.

RESISTOL®

RESISTOL REWARDS

The Resistol Rewards program offers rodeo committees discount pricing on Resistol PRCA licensed felt and straw hats. Order forms are available at PRORODEO.org under member services. For more information please call **PRCA Properties at 719-548-4860.**



SOWING GOOD DEEDS PROGRAM

This program is open to all PRCA-sanctioned rodeo committees, regardless of size, by calling attention to outstanding rodeo committees that serve their community with various charitable assets and recognizes the support PRCA-sanctioned rodeos contribute to local, regional and national charities. Every year, the PRCA sponsors this award from Hesston and Massey Ferguson and presents a tractor to a rodeo committee that has gone above and beyond. The initiative shares stories of rodeo teams across the USA who are sowing good deeds in their communities. Visit www.hesston.com/sowinggooddeeds/ for more information.

CINCH®

CINCH COMMITTEE SHIRT PROGRAM

Committees may order men's and women's shirts and denim jackets. Email Miller International Inc. at nvodehnal@miller-international for more information on shirts and signage such as arena banners, barrel covers and chute decals. Contact them at least five months before your rodeo.



RODEO APPROVALS

PRCA's rodeo approvals process helps ensure all PRCA-sanctioned rodeos meet the standards of professional rodeo, have rules consistent with the PRCA's other rodeos and are fair to all participants. For further information contact Rodeo Approvals at rodeo_approvals@prorodeo.com or 719-548-4880.

CONTACTING APPROVALS

- Committees need to designate a primary contact, secondary contact, and sponsorship contact to communicate with Rodeo Approvals.
- Primary contacts are responsible for notifying the Approvals Department of any corrections or changes to your rodeo application.
- All emails from the Approvals Department will have subject lines including rodeo city, state and rodeo number.

TIPS

Discuss with your committee: performance, slack dates and times, added money per event, entry limits, ground rules and arena information before applying.

If you're an established PRCA rodeo committee, apply for approval online.

For online submission log into PRORODEO.org, click rodeo search and find your rodeo. Select your rodeo, copy and fill out your rodeo application.

Application Process

- 1 It is best to start your application process at least 6 months before the start of your first rodeo performance.
- 2 Rodeos must apply annually for approval.
- 3 Rodeos which were not sanctioned by the PRCA the previous year are considered new rodeos, regardless of longevity or earlier PRCA status.
- 4 Rodeos which change their dates by more than 2 weeks from the previous year are considered new rodeos.
- 5 Established rodeos must submit applications at least 90 days (received, not postmarked) before the first performance. Applications received less than 90 days prior may be subject to a \$100 LATE FEE.
- 6 After contacting Approvals, you will receive an approvals packet via email which includes application, sponsorship agreement and livestock welfare form.
- 7 Failure to submit a complete application will delay your approval process.
- 8 Applications are not considered complete until PRCA receives annual committee dues and application processing fee.
- 9 After you have returned your completed application and your ground rules have been approved, you will receive



Saddle Bronc rider Brody Cross ready for his seventh-straight NFR appearance in PRCA photo by Clay Guardipee

a committee sign-off email to which your primary contact MUST respond. Once your sign-off email is received, your rodeo will be approved.



Team Roping Header Derrick Begay and Team Roping Heeler Paul Eaves practice roping techniques in Las Vegas before the 2023 NFR in PRCA photo by Clay Guardipee

APPROVAL PROCESS

- 1 Expect the approval process to take between 6 -10 weeks.
- 2 Documentation verifying approval will be sent to both the committee and the stock contractor of record.
- 3 A finalization packet including committee membership card, gate access cards and information sheets will be mailed to your primary contact once the rodeo is approved. Last, the certificate will be mailed to you a month prior to the start of your rodeo.
- 4 Remember to submit proof of adequate insurance that is in compliance with our bylaws at least two weeks before your rodeo's first performance. (per Bylaw B10.7.13)
- 5 First year Rodeo Committees are required to be in escrow. Any rodeo, regardless of the duration of its PRCA sanction, may be required to put purse money and judges' fees in escrow with the PRCA 30 days prior to the first performance. (per Bylaw B10.1.17.2)
- 6 Once your rodeo is approved, it will appear on PRORODEO.com on the schedule list for free.
- 7 Run a free, 100-word notice to contestants in the Cowboy Column several weeks before your rodeo. Email Rodeo_Approvals@prorodeo.com for submission information.
- 8 Your Livestock Welfare application must be submitted at least two weeks before your rodeo's first performance.
- 9 Visit PRORODEO.org, select PRCA Business and click on the current year's rule book for a complete list of requirements.

PRCA Demographics



PRCA ON **COWBOY CHANNEL+**



Viewership has increased every year since 2020

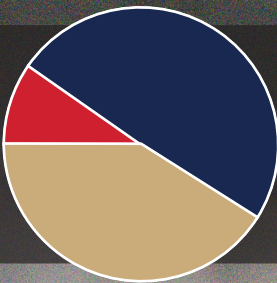


749 PRCA Rodeo Performances on TV & Livestream



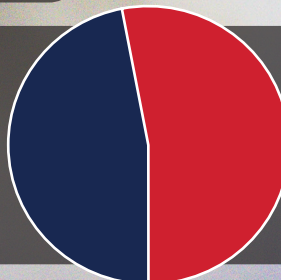
11M Impressions of Top PRCA Competition TV
Delivered to Rodeo fans in Primetime

AGE



8% 18-24
46% 55+
46% 25-54

GENDER



49% WOMEN
51% MEN

40+ M PRORODEO FANS



55% married



17.9M families of 3 or more



10% make business purchasing decisions



15M+ make more than \$75k/year



3.6M households own an ATV



91% more likely to purchase new truck in next year



77% more likely to work in farming, fishing, or forestry



25% camped in the last 12 months



98% more likely to go hunting or fishing



119K current or prior Military Service



13.6M live in C&D Counties

THE NATIONAL FINALS RODEO, held every December in Las Vegas, Nevada has been a sold out event for more than **35 YEARS**.



PRORODEO fans are significantly invested in their communities with **25 M** fans living in their current home longer than **5 years**.

PROMOTION & PUBLIC RELATIONS

PROMOTION

PROMOTION

- An effective committee will have a publicity chairman who is accustomed to leading a group, has experience working with media and advertising, and is ready to start working hard at least six months before your rodeo.
- The committee should include a few volunteers who write well, and communicate promptly and professionally with the media.
- Promote your rodeo as a community event rich in history, entertainment and action.
- For further tips, log in to PRORODEO.org and click on Rodeo Committees, Rodeo Publicity.

PR & DEVELOPING CONTACTS

- Contact local businesses who already support your rodeo and set a goal to reach new businesses each year.
- Develop educational presentations you can deliver at any time and anywhere. Include significant details such as audience demographics, your rodeo's impact on local businesses and contributions to the community, including gifts to charities.
- Contact area organizations such as the Chamber of Commerce, Rotary Club and business networking groups requesting to give a brief presentation on your rodeo.
- Share more on your rodeo on social media, with friends, teachers, work colleagues, customers and create business cards.
- Set up meetings with the general managers of your local radio and TV stations, and the publisher of your local newspaper(s).
- The purpose of a press release, from your perspective as a rodeo committee, is to get your story published for free.

PRESS

- Put in the work to initiate press coverage. It's free, so you want as much press as possible.
- Let media know when and how to reach you and answer their requests as soon as possible.
- There are a range of story ideas you can pitch to reporters. For example, a few months before your rodeo, pitch a story about the preparations your committee is making for the rodeo. Allow a newspaper photographer to shoot arena preparations or let a TV station interview your rodeo president. Other ideas include: your rodeo's economic impact, local contestant/ human interest features, or animal safeguards during the event. Adding personal elements to story pitches helps make coverage more likely.
- Ask a newspaper to cover your rodeo's results in the sports section.
- Few reporters are rodeo experts. Offer your local media as much information as you can, especially about events and livestock welfare.
- Go to **PRORODEO.com/media** for more information on media guidelines for rodeo coverage.

RELEVANT INFORMATION TO SHARE WITH LOCAL MEDIA

- The number of rodeo attendees and total number of community volunteers at your rodeo.
- Information on nationally ranked PRCA contestants at your rodeo.
- How long your rodeo has been part of the community.
- The impact your rodeo has had on the local economy.
- What makes your rodeo unique and distinctive from other rodeos in the area.
- Local charities or organizations that benefit from your rodeo.

MARKETING TO YOUR COMMUNITY

CONTACT PRCA PROPERTIES at 719-548-4860 for:

- Publicity & Promotional Materials
- PRCA Logos
- PRCA Patches and Volunteer Shirts
- PRCA Chute Decals
- PRCA Banners
- Advice on Marketing & Branding
- PRCA 3' x 5' Flag for Grand Entries
and Victory Laps

ADVERTISING

- Secure a local TV station as a sponsor. The terms could include free air time for an ad.
- Visit <https://prorodeo.com/media> to access 6 free PSAs on various topics: PRCA, PRORODEO Sports News, PRORODEO.com, PRORODEO Hall of Fame, and more.
- Download our 75-second video commercial highlighting the sport of PRORODEO on PRORODEO.org at <https://prorodeo.org/Portal/RodeoCommittees/Properties/Resources/>
- Recruit your local newspaper as a sponsor. They can help with the printing of posters and flyers as well as producing ads.
- Create posters for display in store windows, or start with the PRCA's posters and add your rodeo's information at the bottom.
- Place ads in PRORODEO Sports News. The most prominent aspects of your ads should show the what/when/where of your rodeo. Contact **Darla Lindt at 719-528-4708 or dlindt@prorodeo.com** to place an ad.
- Create flyers and put them in clear plastic display units. Ask businesses to display them

on counters and in hotel rooms.

- Radio sponsorships and commercials work similarly to TV commercials. Many radio stations offer free space on their website to public events. Your rodeo announcer or the talent at local stations may be willing to help you produce a radio commercial.
- Members of your committee may have land that adjoins a highway or interstate, allowing you to put up a 4' x 6' or larger lumber or plywood sign to advertise your rodeo.

COMMUNITY ENGAGEMENT

- Inform your town on your rodeo's contributions to the community such as gifts to charities, scholarships and other events.
- Share sponsor and partnership information, such as local businesses who have donated to your rodeo.
- Provide information on the economic impact your rodeo has on the community.
- Visit a school, talk to kids about the western lifestyle and the excitement of the sport of rodeo. Bring along a rodeo queen or contestant.

CONTACT PRCA MEDIA at 719-593-8840 for:

- Media Guides
- PRORODEO Programs
- Contestant Interviews
- PRORODEO Sports News
- Subscription Questions
- Photo Requests
- Rodeo Records

WE ARE PRORODEO



Tyler Wade



Welsey Thorp

To subscribe to the ProRodeo Sports News call 800.763.3648 or go to ProRodeo.com

JOIN US TODAY



PROMOTING YOUR RODEO

SOCIAL MEDIA

The PRCA believes social media engagement benefits your rodeo, enhances fan enjoyment and generally promotes the sport of rodeo. We recommend setting up Facebook, Twitter and Instagram accounts for your rodeo.

- Follow and like PRCA's social media accounts @prca_prorodeo and tag the PRCA on any applicable posts to cross-promote your event.
- Keep text in posts short and concise.
- Post pictures or videos for fan engagement.
- Post daily leading up to your rodeo.
- Use giveaways, tagging and hashtags (like #WeArePRORODEO) to build engagement and motivate fans to share your posts.
- Shorten URL's you share. (Bitly.com is a free and easy URL shortener service.)
- Social media coverage during your rodeo is key for fan engagement.
- Visit <https://prorodeo.com/social-media-policy> for more guidelines on PRORODEO's social media policy.

- Social media questions? Contact Social Media Manager, **Jessica Butterly** at jbutterly@prorodeo.com or 719-528-4736.



WEBSITE

- Have a website for your rodeo. Include its URL (for example: **www.yourrodeo.com**) with your approval forms so that it will be posted on PRORODEO.com's rodeo schedule page.
- At minimum, your website should include your rodeo dates, location, schedule, ticket prices and contact information.
- Link your website to all of your rodeo's social media accounts.
- Share your website with local fairs, state and county tourism agencies and ask them to link your website to theirs.
- Capture your website visitors email addresses & send mass e-mails to your subscribers with a program like Constant Contact in order to promote your rodeo.



Make it easy for people to talk about your rodeo in as many places as possible.

LIVESTOCK WELFARE

PRCA rodeo committees should provide safe accommodations and facilities for all rodeo livestock. They should also be prepared to handle all livestock welfare situations and animal rights issues promptly, professionally, honestly and compassionately.

FIRST STEPS

- It is best to start your application process at least six months before your selected rodeo dates.
- Fill out your PRCA Livestock Welfare Form and return to the PRCA with your application.
- Set up a contract with a veterinarian to ensure you are in compliance with PRCA rules.
- Give your veterinarian's name and contact information to your stock contractor.
- Ensure you are aware of any local or state laws governing rodeos.
- Create a detailed written procedure for dealing with livestock injuries at your rodeo which takes into account PRCA rules and your arena facilities.
- Law enforcement should handle protestors. Limit interaction with protestors as much as possible. Designate one committee member as your media contact. Your designated committee member should be prepared to discuss any matters involving your rodeo with the media.

GROUNDINGS and PERSONNEL

- If your holding pens and chutes are permanent installations, arrange for inspection three months ahead of time, and ask your veterinarian to join in the inspection if possible.
- Be sure to document all of your work in providing for livestock welfare.
- Double check that all hired help who assists the stock contractor with livestock handling are experienced and trained, agreeing to abide by all PRCA rules for livestock handling.

SECURITY and PUBLIC RELATIONS

- Arrange for 24-hour security on your rodeo grounds for the safety of livestock and to make sure there are no unsupervised visitors.
- Prewrite a statement about the steps your rodeo is taking to provide a safe environment for livestock in case the media inquires.
- Offer behind-the-scenes tours to give the public a glimpse of the effort your committee and stock contractors are putting into the care for rodeo livestock.

PRCA photo by Kristen Schurr

REGULATIONS ARE NUMEROUS

The PRCA has more than 60 rules to ensure the proper care and treatment of rodeo animals. For a complete list of the regulations for the treatment of animals, refer to the links below.

LIVESTOCK WELFARE RESOURCES

GUIDE TO LIVESTOCK WELFARE:

Welfare-2.pdf chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://prorodeo.org/Documents/Portal/RodeoCommittees/LivestockWelfare/Documents/PRCA-COMMITTEE-GUIDE-2024.pdf

VETERINARIAN'S GUIDETO PRCA RODEOS:

https://prorodeo.org/Documents/Portal/RodeoCommittees/LivestockWelfare/Documents/PRCA-Veterinary-Guide.pdf

COMMUNICATIONS HANDBOOK:

https://prorodeo.org/Documents/Portal/RodeoCommittees/LivestockWelfare/Documents/PRCA_Communications_Playbook.pdf

For welfare questions, livestock materials, and other livestock issues at your rodeo, contact **Scott Dorenkamp** at **sdorenkamp@prorodeo.com** or **719-528-4782**.

INJURIES and EMERGENCIES

- Be sure your veterinarian brings all medications and equipment to the premises.
- Have a designated pen out of the main traffic area with clean bedding where you can take any injured animal for treatment by the veterinarian.
- Committees must have a conveyance (sled or animal ambulance) to transport injured livestock.
- Designate a nearby facility that will accept an injured animal who needs further care.
- Decide ahead of time how the announcer will address the crowd if an animal is injured (neither overdramatizing the incident nor downplaying it).

Order PRORODEO Programs

Fans are likely to take home PRORODEO Souvenir Programs to remind them of your rodeo and its sponsors well into the future. PRORODEO Programs are subsidized by national PRCA sponsors, so the cost for your rodeo is very low.

Want more information on PRORODEO Programs?
Contact Lisa Cush at lcush@prorodeo.com or 719-528-4724.

Bareback rider Weston Timberman greets excited fans at the 2024 NFR Open at the Pikes Peak or Bust Rode in PRCA photo by Kristen Schurr