



2026 PRCA Rodeo Sponsorship Agreement

Professional Rodeo Cowboys Association
101 Pro Rodeo Drive, Colorado Springs, CO 80919

*A complete application includes the approval fee, sponsorship agreement, committee dues, tax ID number, along with all info requiring signatures of the Stock Contractor and Committee Contact.

All fields must be filled out below.

RODEO INFORMATION:

(City and State)

(County)

(Name of Rodeo)

(Date of Rodeo)

NAME OF THE COMMITTEE SPONSORSHIP

CONTACT: (person responsible for Rodeo Sponsorship)

Name: _____

Mailing Address: _____

City/State/Zip: _____

Daytime Phone: _____

Cell Phone: _____

Email: _____

EXCLUSIVE SPONSORS — Wrangler and Cinch are exclusive sponsors in the jeans and woven shirts category at PRCA rodeos. No other jeans and/or woven shirts branding, or signage can be displayed on the rodeo grounds, including any area visible from the arena seats, or immediately adjacent to the seating area. Wrangler has Right of First Refusal (ROFR) if the local rodeo has not been sponsored by Cinch within the previous 12 months. Wrangler has 10 business days after receipt to initially respond or make an offer.

Wrangler (Exclusive jeans & woven shirts)

Jeff Chadwick

jeff.chadwick@kontoorbrands.com

Cinch (Cinch Series – Circuit program)

Nate Vodehnal

nvodehnal@miller-international.com

RIGHT OF FIRST REFUSAL (ROFR)— ONLY if a PRCA national sponsor has sponsored your rodeo committee within the previous 12 months, then the PRCA rodeo committee must first offer a right of first refusal to that national sponsor before accepting an offer from another sponsor within that category. There is no ROFR obligation for the following national sponsors if your rodeo was not sponsored by them in the previous 12 months.

These national PRCA Sponsors include **Justin Brands** (boots), **MillerCoors Brewing Co.** (malt beverages/beer), **Pendleton Whisky** (whiskey), **Resistol Hats** (western hats), and **Montana Silversmiths** (silversmith). *Sponsor contact information listed in subsequent pages or call PRCA Properties at 719.548.4860.*

The ROFR offer must be communicated to the national sponsor via mail or email, with a copy to PRCA Properties, with sufficient detail for them to consider a counteroffer or match. National sponsor has 10 business days after receipt to initially respond or make an offer.

PRCA National Sponsorships

The committee acknowledges that the PRCA and PRCAP shall have the right to secure and designate national corporate sponsors for the PRCA and its activities. Committee agrees to cooperate in good faith with the PRCA and PRCAP in fulfilling certain sponsorship rights granted to official PRCA National Sponsors and licensees with regards to PRCA-sanctioned events, including the above Rodeo, as hereinafter provided. The committee agrees to abide by these rights regarding PRCA national sponsors and sponsorship of the above rodeo. *Failure to meet these contractual obligations may constitute a violation of Bylaw 10.3.1 of the PRCA Bylaws.*

Rodeo Committee

Signature: _____

Rodeo Number: _____

Rodeo Committee

Print Name: _____

Date of Submission: _____

ADDITIONAL SPONSOR INFORMATION TO KEEP ON FILE

Types of PRCA National Sponsor

The PRCA and PRCAP presently have the following categories of National Sponsorships:

EXCLUSIVE SPONSORS — The PRCA and PRCAP currently have Exclusive National Sponsorship agreements with **Wrangler** and **Cinch**. Wrangler and Cinch are granted exclusively in the jeans and shirts category at PRCA rodeos. Exclusive sponsors are those that have exclusive contracts with the PRCA or PRCAP for national sponsorship. PRCA and PRCAP have agreed that no other commercial enterprise selling products or services in competition with the exclusive national sponsor will be designated by the PRCA or PRCA-approved rodeo nor will any such competitor's signage be displayed on the rodeo grounds, including any area visible from the arena seats, or immediately adjacent to the seating area.

TO SUMMARIZE: UNDER NO CIRCUMSTANCES MAY YOU ENLIST THE SUPPORT OF A SPONSOR THAT MANUFACTURES WESTERN CLOTHING (JEANS AND WOVEN SHIRTS) EVEN IF WRANGLER OR CINCH RESPECTIVELY DECLINE TO SPONSOR YOUR RODEO.

FIRST RIGHT OF REFUSAL SPONSORS — ONLY if any of these PRCA national sponsors have sponsored your rodeo committee within the previous 12 months, then the PRCA rodeo committee must first offer a right of first refusal to continue the sponsorship before accepting an offer from another sponsor within that category. These sponsors are **Justin Brands** (boots and footwear), **MillerCoors Brewing Co.** (malt beverages/beer), **Pendleton Whisky** (spirits), **Resistol Hats** (hats), and **Montana Silversmiths** (silversmith). The offer must be communicated to the national sponsor via mail or email, with a copy to PRCA Properties, with sufficient detail for them to consider a counteroffer or match. They must reply within 10 business days.

FIRST CONSIDERATION - We encourage all PRCA Rodeos to offer national sponsorship opportunities to our PRCA family of national sponsors before they solicit brands that share the same categories as our PRCA national Sponsors.

ADDITIONAL SPONSORS — PRCAP reserves the right to add additional sponsors to any of the above categories at any time following the execution of this agreement. If an additional National Sponsor is added, Properties shall inform the Committee in a timely manner. PRCA Properties will work with the Committee to resolve any issues related to existing committee contracts.

OFFICIAL LICENSED PRODUCT SALES — PRCAP has acquired several official licensees to promote PRCA ProRodeo and the individual rodeos. These licensees have been selected for their ability to provide the highest quality products and ability to service rodeos of all sizes. These PRCA licensees welcome the opportunity to work with your committee.

GUIDELINES — In order to sell any product with the official PRCA logos, these products must be produced or approved through a license agreement by PRCAP. Should the committee have an interest in selling licensed PRCA products at the rodeo listed above, the committee must work with PRCAP or our licensee. The licensee also may have the capability of customizing apparel for each specific rodeo.

Committee Obligations

The committee agrees to abide by these national sponsor rights. If permanent signage at the rodeo site conflicts with any PRCA National Sponsor, then Committee should promptly inform the PRCA in writing of such conflict and cooperate with the PRCA to preserve the goodwill and integrity of its national sponsor relationships. In complying with the rights granted to national sponsors, Committee agrees to communicate in writing with the appropriate PRCA National Sponsors as soon as reasonably practicable with recommended contact at least 90 days prior to the start of the above Rodeo.

Committee shall be relieved of its obligations with regard to the first right of refusal options in the event the PRCA national sponsor fails to reply or respond within 10 business days following receipt of the Committee's written proposal.

Under no circumstances shall Committee enter into a sponsorship with any person/company(s)/etc. who will use or intends to use the sponsorship in any way (i) to oppose, demean or criticize the PRCA or the use of any product or service which is manufactured or distributed by a PRCA National Sponsor (including but not limited to Exclusive Sponsors and First refusal and/or offer); or (ii) to oppose, demean or criticize any National Sponsor(s). Committee(s) may not display signage or otherwise advertise any non-PRCA event in the competition arena.

Committee agrees that any stock contractor, rodeo producer or promoter and other persons hired or contracted by Committee in connection with the production of the above Rodeo shall comply with Committee's obligations under this Agreement.

Questions, contact:

PRCA Properties
719.548.4860

National Sponsor Contacts

Wrangler (Exclusive jeans & woven shirts)

Jeff Chadwick
jeff_chadwick@kontoorbrands.com

Cinch (Exclusive jeans & woven shirts)

Nathan Vodehnal
nvodehnal@miller-international.com

Justin Boots (boots and footwear)

Tom Feller and Darla Fisher
tom.feller@justinbrands.com or darla.fisher@justinbrands.com

Coors Banquet (malt beverages/beer)

Molson Coors
donna.keffeler@molsoncoors.com

Pendleton Whisky (spirits)

Proximo Spirits
Christa Carlon
christa@pendletonwhisky.com

Montana Silversmiths (silversmith)

Callie Adams
cadams@montanasilversmiths.com

Please keep a copy for your records