



CINCH - PRCA SPONSORSHIP

Frequently Asked Questions (FAQ's)

What exactly is CINCH sponsoring, and what does it mean for the contestants and the committees?

CINCH will be sponsoring 120 PRCA rodeo committees with direct support. They are also sponsoring all 12 of the PRCA Circuit Finals Rodeos and the RAM National Circuit Finals Rodeo. Contestants will benefit from increased prize money at the local level and the circuit level. Additionally, as the Patch Program is revised, more opportunities for CINCH patch endorsement will be available for PRCA contestant members.

Can I wear my CINCH patches at PRCA rodeos?

Modifications are being made to the PRCA Patch Program that will allow for CINCH patches to be worn. The exact language is being reviewed at this time and the current plan is to distribute the revised Patch Rules by August 15th. Once they are distributed, they will take effect immediately.

Who will be able to wear CINCH patches in the PRCA rodeo arenas?

PRCA members that are registered by CINCH in the PRCA Patch Program, and who are under contract with CINCH Jeans & Shirts. CINCH has already submitted a list of their endorsees.

How big can patches be?

The same PRCA requirements for sizes and locations will be in effect under the revised Patch Rules.

Can other clothing companies now participate in the Patch Program?

Not at this time, but as the Patch Program is revised there may be opportunities in the future to expand the program in other product categories for PRCA contestants. However, this option is NOT available in the near-term in this category.

Is it still the Wrangler National Finals Rodeo?

Wrangler's position as the title sponsor of the National Finals Rodeo is unchanged. Wrangler is a valued and long-time sponsor of the PRCA. The PRCA negotiated in 2016 to allow for an additional sponsor in this category to benefit the cowboys, committees and the charities they support. This contractual provision was mutually agreed by the parties.