



**DATE:** June 9, 2017  
**TO:** ALL PRCA Rodeo Committees  
**FROM:** Steve Rempelos, Chief Marketing Officer  
**RE: Streaming Video of PRCA Competition**

The busy summer season is upon us and I wanted to take the opportunity to touch bases regarding PRCA digital content – specifically the streaming of PRCA video competition. Here are a few quick facts:

- There are many new technologies in the marketplace that offer consumers ways to view their favorite video content.
- Facebook and Twitter have started streaming options with major sports entities, along with countless other smaller companies offering streaming opportunities.
- If you have kids or grandkids, nieces, or nephews, you already know how little they watch conventional TV and how much they consume favorite shows via mobile or other digital platforms.

The PRCA is well positioned to capitalize on this technology shift. I have been working closely with the PRCA's COO, Aaron Enget, and our PRCA general counsel to put together a streaming network for the Professional Rodeo Cowboys Association, and the PRCA will launch **ProRodeoTV** in the fall of this year.

To make the launch of **PRORODEOTV** the most successful it can be, we are asking for your help:

- Please understand the PRCA retains ALL RIGHTS to any video, media, photos etc. at your sanctioned rodeo. As a condition of your rodeo being sanctioned by the PRCA you legally agreed that the Association would retain those rights.
- We will work aggressively on behalf of the PRCA membership to develop these assets, and we ask for your patience as it grows.
- PRCA Rodeos cannot, without the express written consent of the PRCA, sign anything that would allow the video streaming of PRCA competition from your event.
- If you are approached by any video streaming company please let them know that the PRCA retains all digital rights and ask that company to contact myself or Aaron.

We appreciate in advance your cooperation as we embark on this new, exciting opportunity which we believe will benefit the entire membership of the Association. We will provide updates as we have them either via the ProRodeo Sports News, the .org website or through emails such as these. If you have any questions, please call myself or Aaron Enget.

Thank you!