

WELCOME



2023 PRCA NATIONAL CONVENTION



**TOM GLAUSE**  
**PRCA CEO**

STATE OF PRCA  
2023



# 2023 STATE OF THE PRCA

DECEMBER 5, 2023



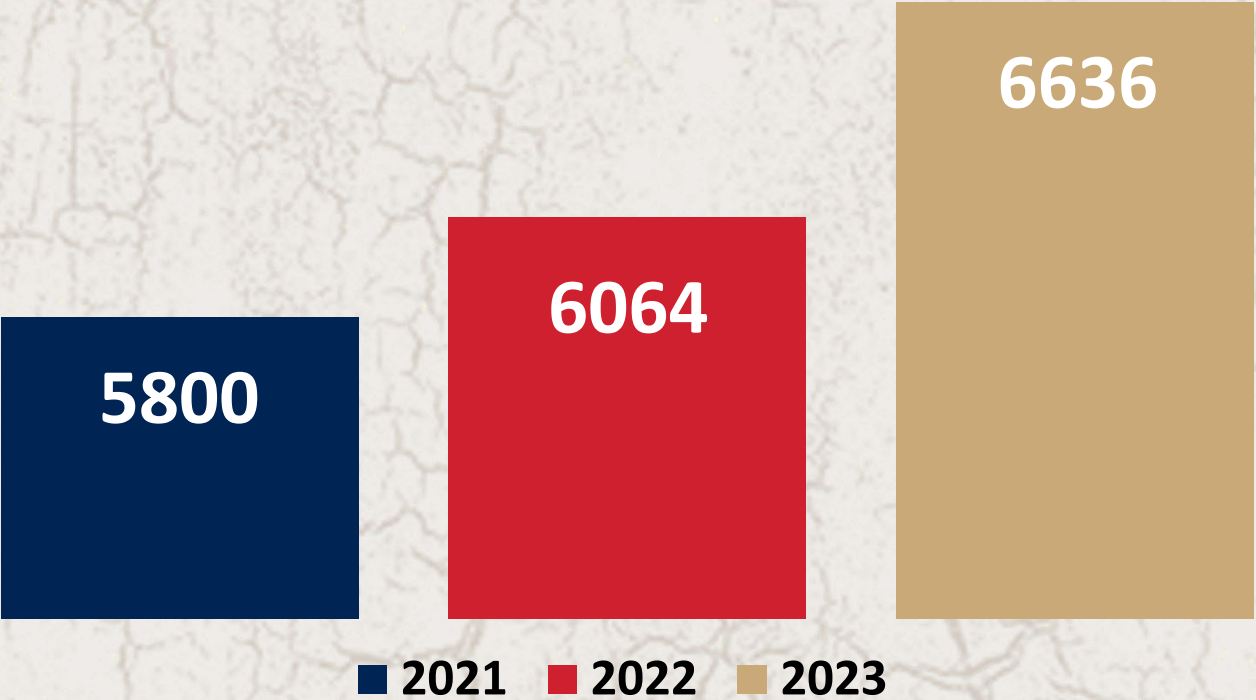
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2023

# RODEO ADMINISTRATION

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2023

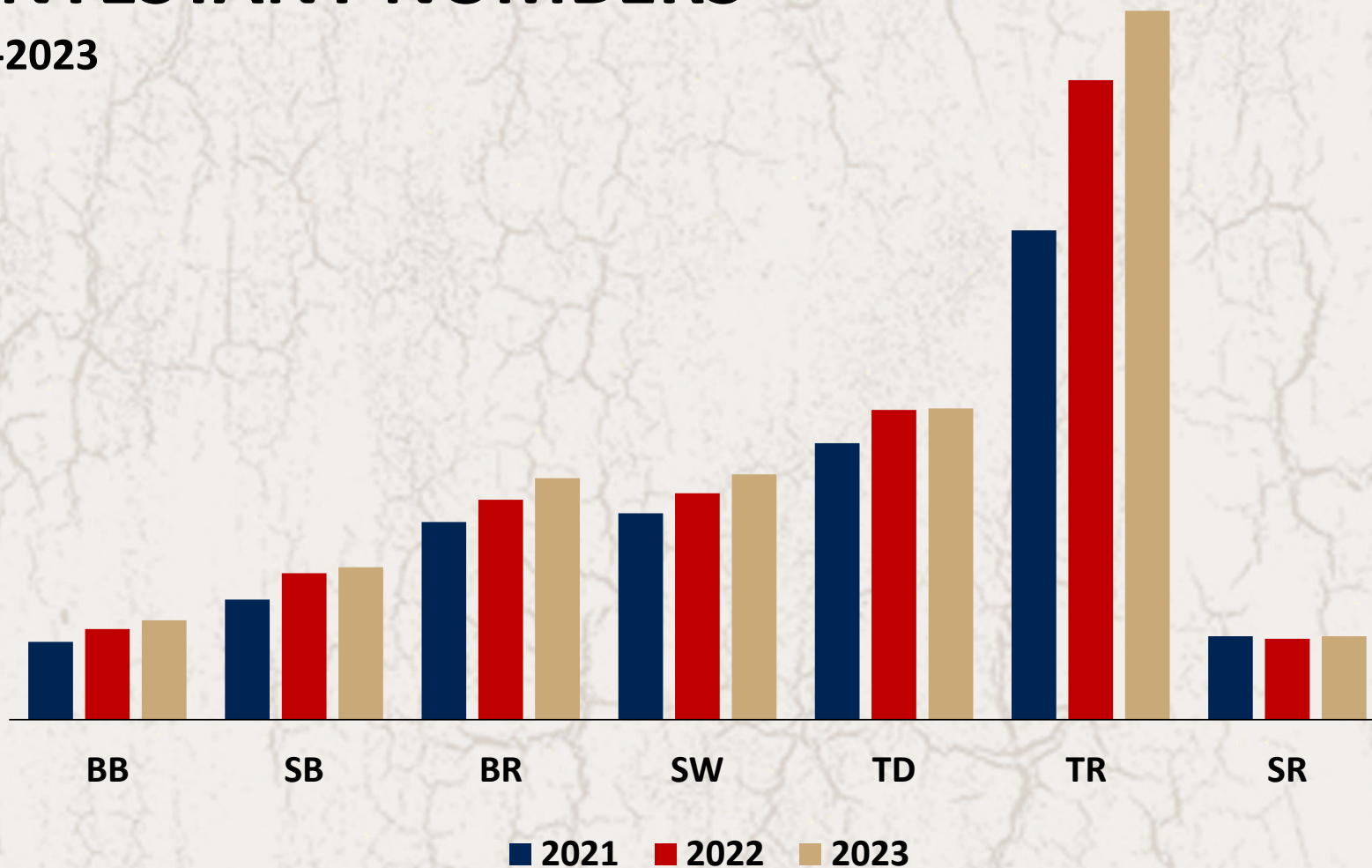
# MEMBERSHIP

2021-2023



# CONTESTANT NUMBERS

2021-2023

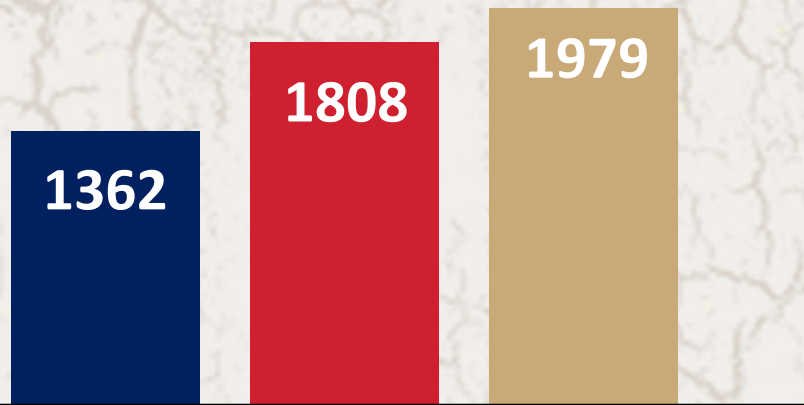




# PERMITS/ROOKIES

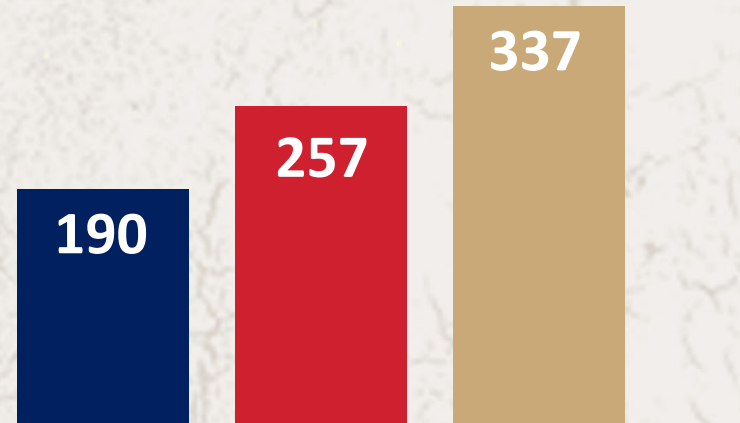
LOOKING TO THE FUTURE

## Permits



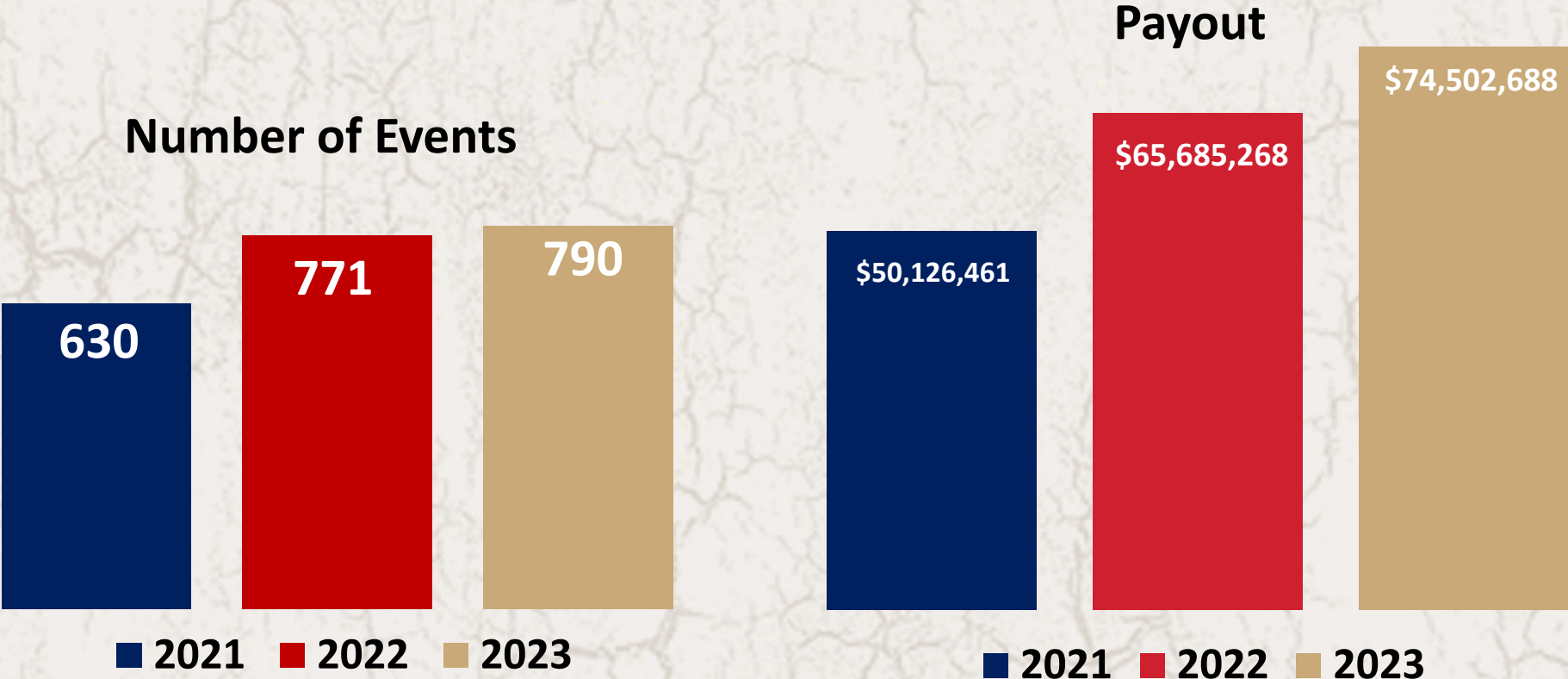
■ 2021 ■ 2022 ■ 2023

## Rookies



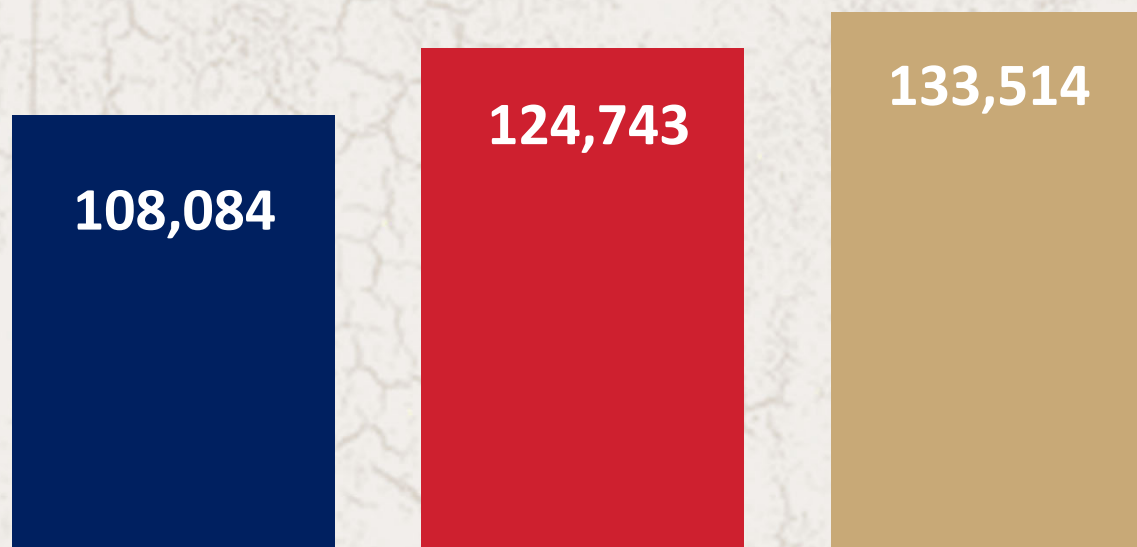
■ 2021 ■ 2022 ■ 2023

# RODEO BY THE NUMBERS



# RODEO BY THE NUMBERS

Total Entries

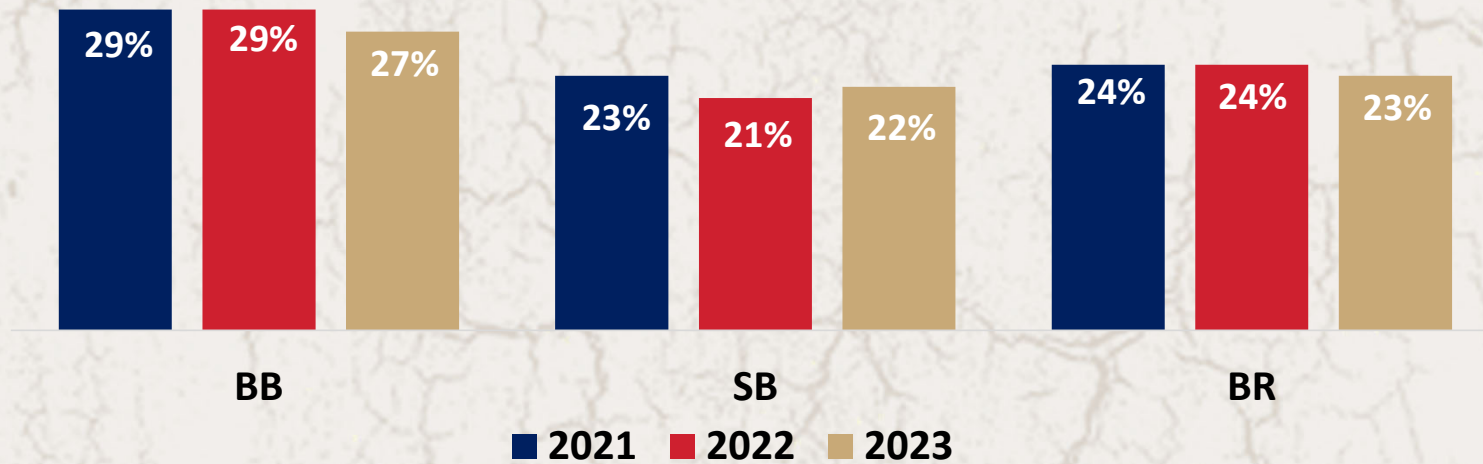


■ 2021 ■ 2022 ■ 2023



# TURNOUTS

BAREBACK | SADDLE BRONC | BULL RIDING



# 2023 SUCCESSES



# INFORMATION TECHNOLOGY



PRCA  
2024 FOCUS

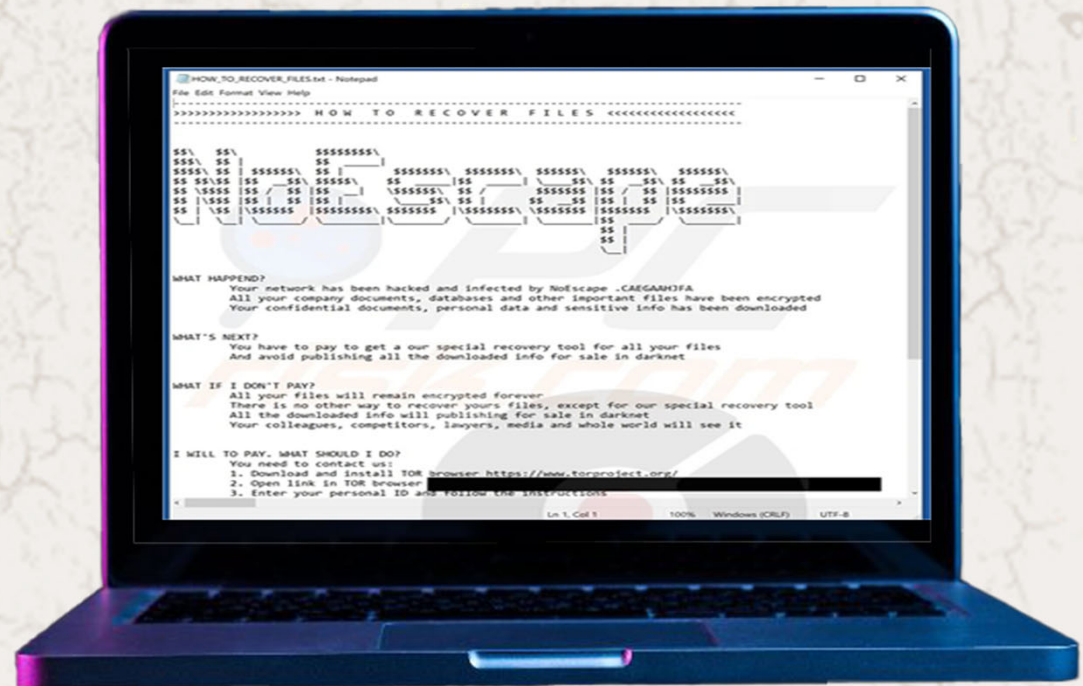
# 2023 FOCUS

- Enhancing Security
- System Modernization
- Secretary System



# RANSOMWARE ATTACK

- PRCA Systems Shut Down  
**Thursday, July 20, 2023**
- Rodeo Entries by Phone  
**Monday, July 24, 2023**
- Rodeos Paid Out  
**Tuesday, July 25, 2023**
- 95% Recovered  
**Tuesday, August 1, 2023**





# SECRETARY SYSTEM

## V3 UPDATE

- Formed a Secretary Advisory Committee
- Forming an IT Secretary Support Team
- Rolling Out to All Secretaries to Test

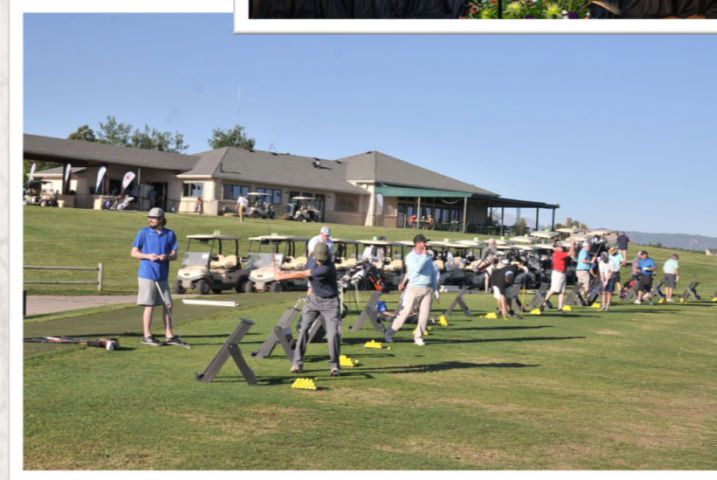


# PRORODEO HALL OF FAME

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2023

# 2023 INDUCTION EVENTS

- TOTAL Fundraising - \$307,819
  - Auctions - \$88,715
  - Sponsorships/Donations - \$140,660
  - Tickets - \$33,425
  - Golf Tournament - \$45,019
- Cowboy Ball Sold Out - 460
- Ceremony Attendance 600+



# 2023 HIGHLIGHTS

- Significant Social Media Growth
  - Page Visits Up Over 250%
  - Reach Up Over 550%
- Increased Community Outreach
  - 12 Community Cultural Events
  - 8 Vibes Baseball Events, Access to 55K+ Fans
  - Museum Take Over Exhibit – Gillette, WY Museum
- Largest Individual Donation \$392,257 – Kinter Estate
- New Spring Sports Fundraiser - \$44,000
- Little Champions Educational Programs
  - Total Student Participation Up 69%

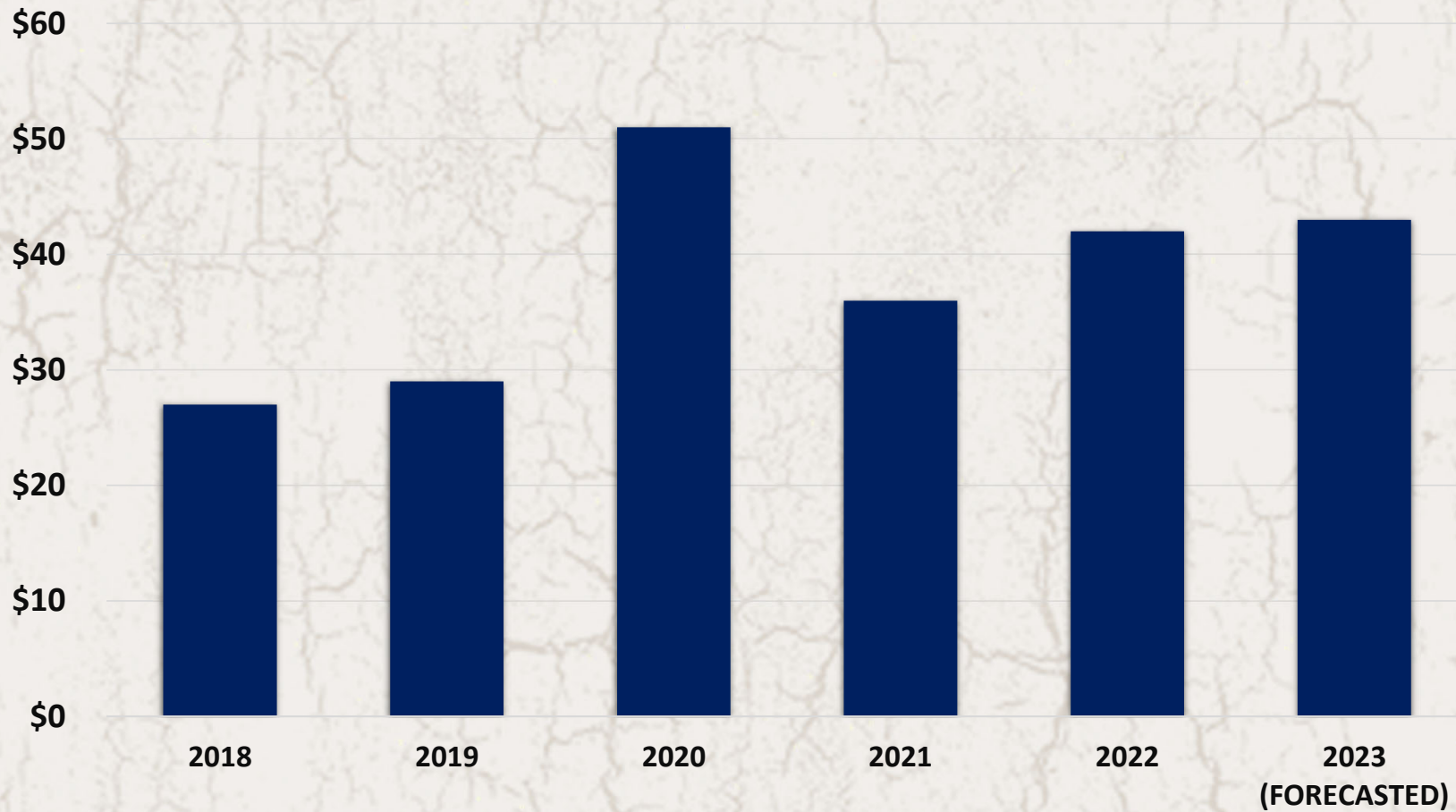


# FINANCE

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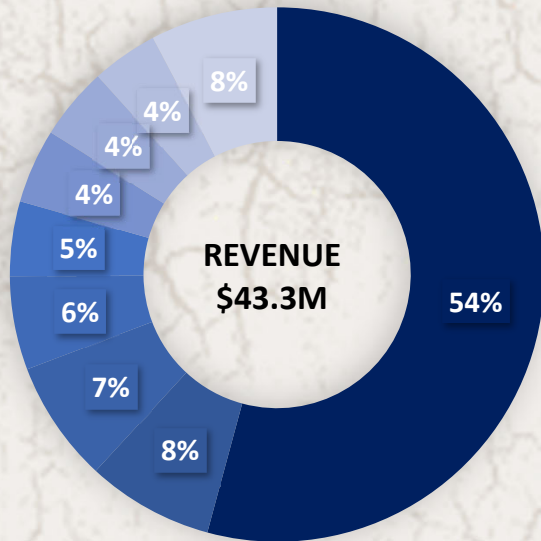
# 2023 FORECAST

## CONSOLIDATED REVENUE TREND (\$ IN MILLIONS)

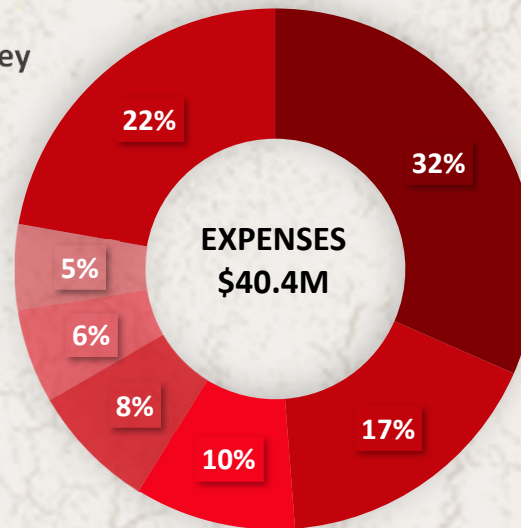


# 2023 FORECAST

## 2023 FORECAST REVENUE



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



- Sponsorship & Promotions
- Salaries and Benefits
- NFR and Convention
- Judging
- Rodeo, NSRCF, Circuits, JR and Tour
- Insurance: Members & Company
- Other Operating Expenses

# PROPERTIES

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## PRCA SPONSORSHIP



Engage, Renew and Expand the PRCA Family of Sponsors



Value Our Longstanding Legacy Partners



Continue to Develop Nonendemic Brands



Strive to Grow Revenue in Support of Our Membership



# LEGACY RECOGNITION

SBJ - THE LONGEST SPONSORSHIP IN SPORTS



**Wrangler**<sup>®</sup>  
LONG LIVE COWBOYS<sup>®</sup>

**76 YEARS**



**70 YEARS**

**RESISTOL**<sup>®</sup>  
best all-around

**64 YEARS**



**RAM**

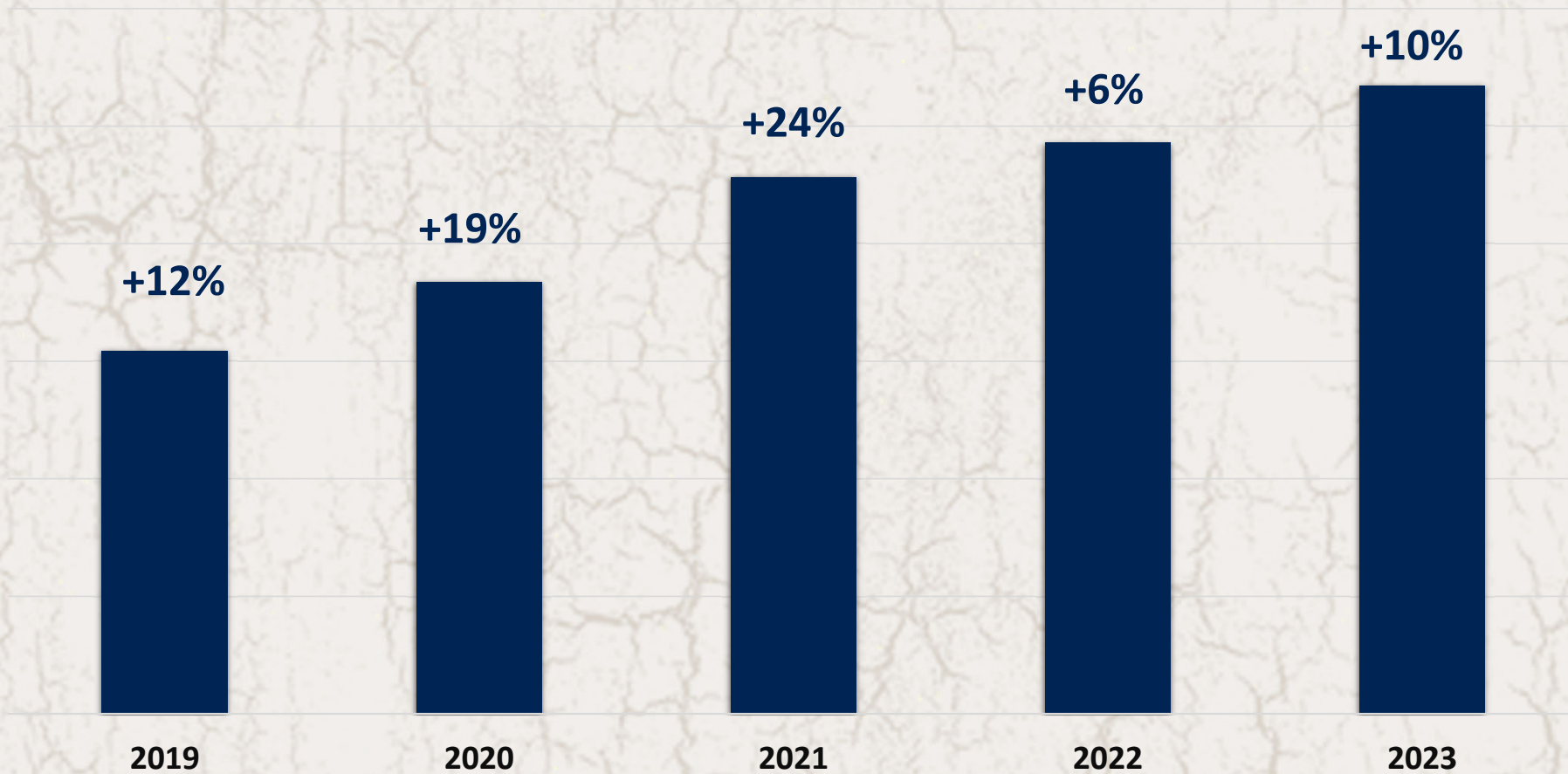
**43 YEARS**



**43 YEARS**

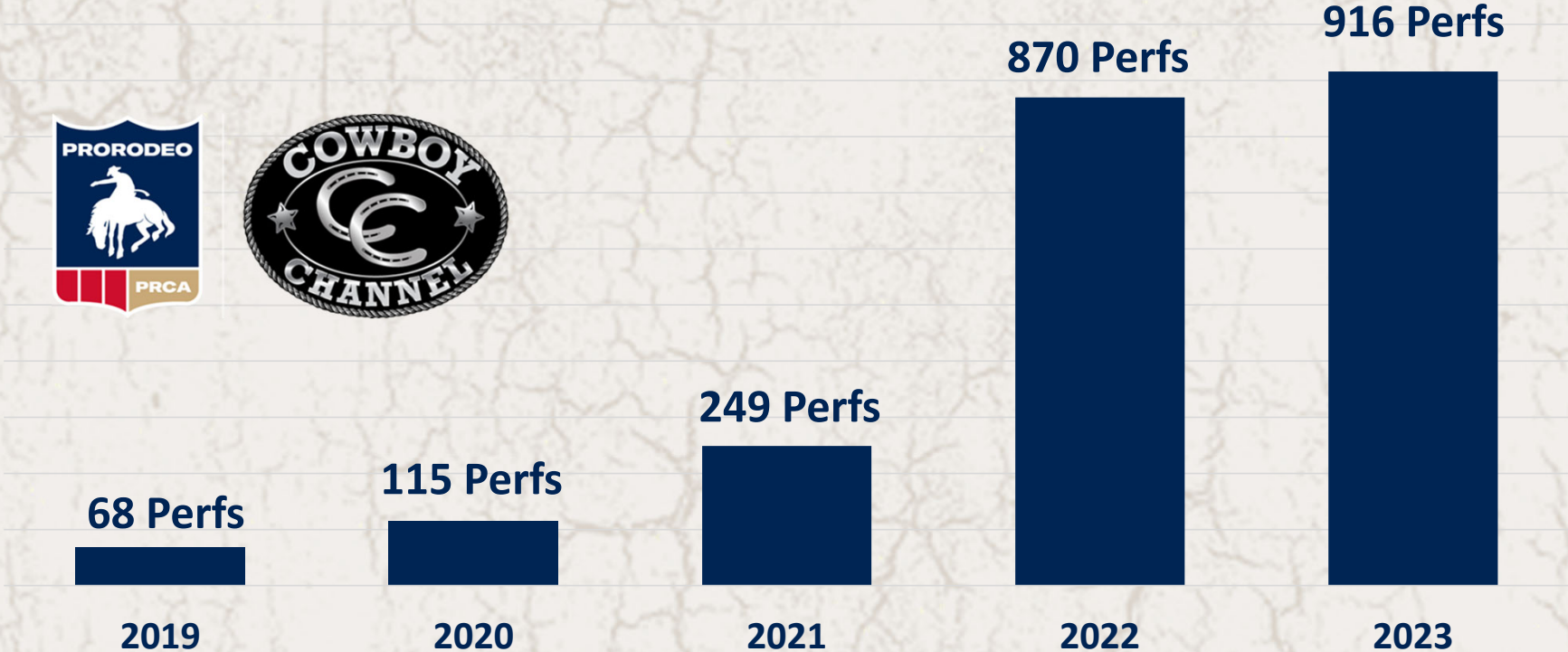
# PRCA PARTNERSHIPS

95% GROWTH IN SPONSORSHIP, MEDIA & LICENSING OVER PAST 5 YEARS



# RODEOS ON TV & LIVESTREAM

2023 - OVER 900 PERFORMANCES AT 265 RODEOS



# 115 HOURS of 2022 NFR COVERAGE

**2022 BROADCAST SCHEDULE**  
DEC. 1-10 - REACHING AN AUDIENCE OF **7 MILLION**

<b>WSR MORNING EDITION</b>	12:00pm - 1:00pm ET	<b>NFR LIVE</b>	8:45pm - 11:30pm ET
<b>OUTSIDE THE BARREL</b>	3:30pm - 4:30pm ET	<b>NFR POST-SHOW</b>	11:30pm - 11:45pm ET
<b>NFR TAILGATE PARTY</b>	4:30pm - 7:00pm ET	<b>WSR EVENING EDITION</b>	11:45pm - 12:30pm ET
<b>WSR</b>	7:00pm - 8:00pm ET	<b>BUCKLE PRESENTATION</b>	12:30am - 2:00am ET
<b>NFR PRE-SHOW</b>	8:00pm - 8:45pm ET		

Source: Nielsen Media Research, Persons 18+, Live + Repeats



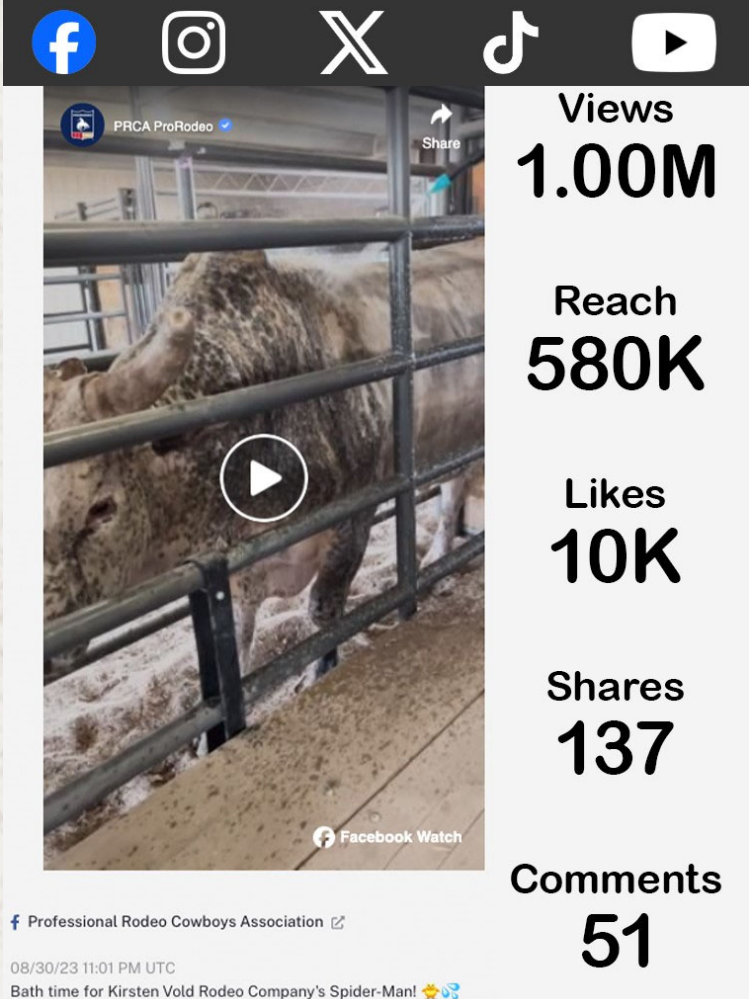
## 7 Million Fans Watching LIVE!



# SOCIAL MEDIA PROGRESS

## 2023 RESULTS

- 2.25 Million Followers
- 12.33 Million Engagements
- 191 Million Impressions
- 101 Million Video Views
- 8 Million YouTube Views – 120,000 Hours
- 65 Million Prorodeo.com Page Views



The image shows a screenshot of a Facebook post from the Professional Rodeo Cowboys Association (PRCA ProRodeo). The post features a video of a large, shaggy brown bull in a metal corral. The video player has a play button in the center. To the right of the video, engagement statistics are displayed in large, bold text. At the bottom of the post, the text reads "Bath time for Kirsten Vold Rodeo Company's Spider-Man!" with a star and share icon.

Metric	Value
Views	1.00M
Reach	580K
Likes	10K
Shares	137
Comments	51

Professional Rodeo Cowboys Association

08/30/23 11:01 PM UTC  
Bath time for Kirsten Vold Rodeo Company's Spider-Man! 🌟🔗



# PRCA LICENSING

## EXPANDING THE PRCA BRAND



A3 Merch



LEGENDS.  
GLOBAL MERCHANDISE

- Licensing Revenue Up 50% Since 2019
- A3 Remains as Legacy NFR Merchandise Licensee
- Legends, a Global Sports Company, is New Licensee for PRCA & NFR Merchandise
- Athlete Licensing Initiative Taking Shape:
  - Rodeo Quincy Licensee Continues to Grow
  - 2023 NFR Contestant Back Number T-Shirts

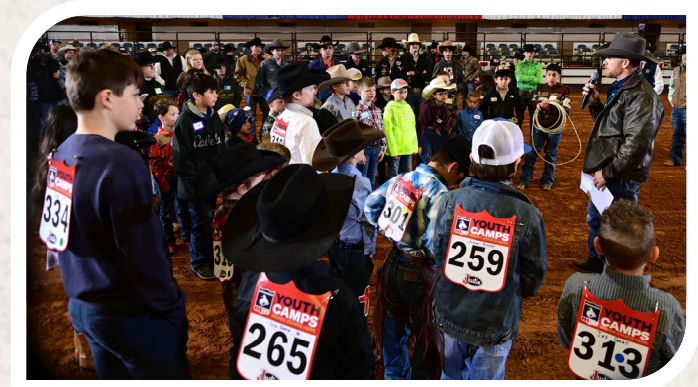


# 2023 YOUTH PROGRESS



## 2023 ACTIVATION

- 32 Youth Events – 17 Camps & 15 Schools
- Roughstock & Timed Events
- PRCA Member Athletes Featured as Instructors
- 7,500 Participants in 2023





# 2023 SUMMARY

## PRCA CONTINUES TO GAIN MOMENTUM

- Membership, Events, Entries, Permits, and Total Payout have Increased. **Our Sport is Thriving!**
- Sponsors, Licensing and Media Increased 10% in 2023. **Our Fan Base is Growing!**
- The ProRodeo Hall of Fame is Performing Well. **People Love Our Rich Rodeo History!**
- PRCA's Financials are Solid.
- Our IT Systems Continue to Improve.
- **By All Accounts, 2023 has been a Success!**



**WE ARE PRORODEO**



**THANK YOU**

**STATE OF PRCA  
2023**

# RODEO PRODUCTION PANEL

STATE OF PRCA  
2023

# **RODEO PRODUCTION PANEL MEMBERS**

**Anthony Lucia - Moderator**

**Rory Lemmel – Stock Contractor**

**Tommy Joe Lucia – Committee**

**Steve Kenyon – Announcer**

**Jeff Medders – TV Production**

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UP NEXT...

# PRCA BREAKOUT SESSIONS

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