



2027 PRCA Rodeo Approval Application

Professional Rodeo Cowboys Association
ATTN: Approvals Dept.
101 Pro Rodeo Drive • Colorado Springs, Colorado 80919 • (719) 548-4880

FOR OFFICE USE ONLY
RA# _____ Anniversary ____
Date Received _____
RA _____ Check _____
COM _____ Check _____

*A **COMPLETE** application includes; the Approval Processing Fee, any other applicable fees, sponsorship agreement, tax ID number, livestock welfare, along with all info requiring signatures of the Stock Contractor and Primary Committee Contact.

RODEO INFORMATION:

(City and State)

(Name of Rodeo)

(Date of Rodeo)

(County) (Time Zone)

Please indicate the 2027 anniversary number for your rodeo as a PRCA rodeo (i.e., 10th, 50th, etc.) _____

ARENA INFORMATION:

(Name of Arena)

(Physical Address of Arena – NO P.O. BOXES)

(City) (State) (Zip)
Arena Seating Capacity: _____
Indoor _____ Outdoor _____

PRCA RODEO COMMITTEE HISTORY REPORT:

(This must be complete or the application will be returned to you!)

Total Tickets Sold: 2026 _____ 2025 _____
Gross Ticket Sales: 2026 \$ _____ 2025 \$ _____

Is your rodeo a free gate? YES / NO
(No paid admission to rodeo, fair or any other celebration.)

TICKET INFORMATION:

Ticket sales phone number: (_____) _____
General Info phone number: (_____) _____
(If different than ticket sales)
Rodeo website (Linked to ProRodeo.com web site)

RODEO COMMITTEE IDENTIFYING INFORMATION:

Name of Rodeo Committee or individual that is sponsoring organization of Rodeo (i.e., the entity that is financially responsible for the Rodeo and in whose name PRCA approval is being applied for):

(Use full, formal name of Rodeo Committee or individual sponsoring organization)

LIST THE TAXPAYER ID NUMBER OF THE RODEO COMMITTEE:

(Social Security number if an individual, federal ID number if a corporation, partnership or other entity)

What type of entity is the Rodeo Committee?

Corporation _____ Individual _____ Partnership _____
Other (describe) _____

NAME OF THE RODEO COMMITTEE CONTACT: Applicant must be 18 years old per Bylaw B2.2.1.1

(The individual responsible with whom the PRCA National Office should correspond concerning the Rodeo)

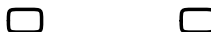
Committee contact: _____
Mailing address: _____
City/State/Zip: _____
Daytime phone number: _____
Cell phone number: _____
E-mail address: _____
Fax: _____

»SIGNATURE IS REQUIRED ON FOURTH PAGE.

NAME OF SECOND COMMITTEE CONTACT:

(SECOND CONTACT REQUIRED)

(other than Rodeo Committee Contact): _____
Mailing address: _____
City/State/Zip: _____
Daytime phone number: _____
Cell phone number: _____
E-mail address: _____
Fax: _____



STOCK CONTRACTORS:

Primary Stock Contractor of Record _____
 (Signature required on Page 5 or the application will be returned to you!)

Stock Sub-Contractor/s _____

PERFORMANCE INFORMATION:

Total Number of Perfs: _____
 Starting and Ending Day: _____
 (MON, TUES, WED, etc.)

Performance Date(s) and Time(s):

(If more than ten performances, please attach perf schedule)

_____	_____
(Date)	(Time: AM/PM)
_____	_____
(Date)	(Time: AM/PM)
_____	_____
(Date)	(Time: AM/PM)
_____	_____
(Date)	(Time: AM/PM)
_____	_____
(Date)	(Time: AM/PM)
_____	_____
(Date)	(Time: AM/PM)
_____	_____
(Date)	(Time: AM/PM)
_____	_____
(Date)	(Time: AM/PM)
_____	_____
(Date)	(Time: AM/PM)

SLACK: Date/Time

(Please consult with your Stock Contractor)

1st Section of Slack _____ (Date) _____ (Time: AM/PM)

2nd Section of Slack _____ (Date) _____ (Time: AM/PM)

Will you have a special section? YES / NO


Special Section _____ (Date) _____ (Time: AM/PM)

EVENTS	FINALS Yes or No	COMMITTEE PURSE	PERMITS <small>Agreed upon by Rodeo Committee</small>	LIMITS <small>Agreed upon by Rodeo Committee</small>
BAREBACK				
SADDLE BRONC				
BULL RIDING				
TIE-DOWN ROPING				
STEER WRESTLING				
TEAM ROPING		Header:		
		Heeler:		
		Total:		
STEER ROPING				
TOTAL PURSE:		LAST YEAR'S PURSE:		

FEE SCALE: TO AVOID DELAY IN SANCTIONING: Two fees (PRCA Approval Fee & PRCA Rodeo Committee Dues) must be submitted and the stock contractor must sign the application. An application turned in incomplete may result in increased fees. An application submitted in full (see scales below) with a signed, completed application. An authorized representative of the rodeo committee and the stock contractor must sign the application. An application turned in incomplete may result in increased fees. An authorized representative of the rodeo committee and the stock contractor must sign the application.

APPROVAL FEE SCALE			
Total Purse:	If approval request is received:		
	150 days prior	149-120 days prior	119-90 days prior
\$3,500 to \$4,999.....	\$300.....	\$450.....	\$600
\$5,000 to \$9,999.....	\$350.....	\$525.....	\$700
\$10,000 to \$14,999.....	\$400.....	\$600.....	\$800
\$15,000 to \$24,999.....	\$450.....	\$675.....	\$900
\$25,000 or more.....	\$500.....	\$750.....	\$1,000

An approval application received less than 90 days prior to the first performance may result in denial of approval request; but if approved, will result in required payment of \$100 above the scale approval fee.

PRCA COMMITTEE DUES		
Based on total PRCA Committee purse		
\$3,500 to \$4,999.....	\$400	
\$5,000 to \$9,999.....	\$600	
\$10,000 and up.....	\$800	

The undersigned Rodeo Committee hereby submits this application to conduct a Professional Rodeo Cowboys Association-sanctioned rodeo. By signing this application, the undersigned rodeo committee and stock contractor agree to abide by and be bound by all terms, conditions and obligations set forth in this application, and all rules of the PRCA, including but not limited to the PRCA Bylaws and Official Rodeo Rules and other rules of the PRCA (as the same may be from time to time amended). This includes Bylaws B10.1.1.1 and B10.1.1.2, which prohibit rodeo committees, ourselves included, from scheduling, producing, promoting or participating in a Competing Rodeo Event seventy-two hours before, during or seventy-two hours after a PRCA-sanctioned event. This also includes Bylaw B10.8.1, which reserves to the PRCA all rights in and to the filming, taping, recording in media now or hereafter known, still footage/photography, radio or television broadcasting or reproduction in any manner or form thereof of any PRCA-sanctioned event. If so approved by the PRCA, the applicant understands that the rodeo is approved as submitted (subject to any additional conditions and requirements imposed by the PRCA Rodeo Administrator in connection with the approval process). An authorized representative of the Rodeo Committee and the Stock Contractor of record must sign this application.

SAFE SPORT POLICY

The Professional Rodeo Cowboys Association (“PRCA”) is committed to the safety of its staff, members, Rodeo committee’s, volunteers, and fans. As part of that commitment, the PRCA has developed and will enforce this Safe Sport Policy (“Policy”) and takes seriously any report of alleged violations of the Policy. For further information please go to www.prorodeo.org under the PRCA Business section.

INDEMNIFICATION

As a condition of and in consideration for PRCA’s sanctioning your rodeo and the standard events and steer roping you agree to indemnify and hold PRCA harmless of and from any and all liabilities, claims and causes of action to any kind whatsoever, including costs of defense, arising out of or in any way related to or based upon the holding, conducting or promotion of any event held at your rodeo that is not sanctioned by the PRCA.

Rodeo Committee: _____
 (Formal Name of Rodeo Committee Entity)

By : _____ Date: _____
 (Signature of Primary Rodeo Contact) **Applicant must be 18 years old per Bylaw B2.2.1.1.**

Title : _____
 (Capacity on Behalf of Rodeo Committee)

Please keep a copy for your records.
B10.7.14 Display of PRCA Emblem: Once a rodeo has been approved by the PRCA, all printed advertising and promotional material used by the Rodeo Committee, Rodeo Producer, or stock contractor of the rodeo to promote that rodeo shall prominently display the official PRCA emblem. This requirement does not permit the use of the registered trademark on products or advertising or products that are to be sold commercially.

Stock Contractor Signature Page

By signing this application, the undersigned Stock Contractor agrees to abide by and be bound by all terms, conditions and obligations set forth in this application, and all rules of the PRCA, including but not limited to the PRCA bylaws and Official Rodeo Rules and other rules of the PRCA (as the same may be from time to time amended). If so approved by the PRCA, the applicant understands that the rodeo is approved as submitted (subject to any additional conditions and requirements imposed by PRCA Rodeo Administrator in connection with the approval process).

An authorized representative of the Stock Contractor of record must sign this application.

Rodeo City and State _____

Primary Stock Contractor of Record: _____ Date: _____

PRCA Card Number: _____ Signature required: _____

Please keep a copy for your records.

Please send this page with a **copy** of your rodeo application to your selected Stock Contractor for signature.



2027 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



2027 Livestock Welfare Approval Application

Professional Rodeo Cowboys Association
ATTN: Rodeo Approvals
101 Pro Rodeo Drive • Colorado Springs, Colorado
80919 • (719) 548-4880

Please supply the following information regarding livestock welfare. The welfare of the livestock at PRCA rodeos depends on each rodeo committee paying close attention to the rules regarding the care of the livestock and sharing information with the PRCA that will allow follow up. Please fill out the following **legibly and completely. Due 2 weeks prior to first performance.**

Rodeo Number: _____

Rodeo City and State: _____

Rodeo Name: _____ Rodeo Date: _____

Veterinarian

Bylaw 10.7.8 Provide a Veterinarian. A rodeo committee shall ensure that a veterinarian is present and on-site for every performance and/or section of slack. Any rodeo committee failing to do so shall be subject to a fine of \$500 per performance and/or section of slack per rodeo.

Judges will have sign in sheets for veterinarians in the secretary's office. If the veterinarian does not sign in or is not present when an in-arena injury requiring veterinary care takes place, this may be considered a violation.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Conveyance

Rule R8.4 requires each rodeo committee have a conveyance capable of humanely transporting injured livestock from the arena. This conveyance must be able to transport calves, steers, horses and bulls. A conveyance for calves or steers may be a pickup, sled, trailer or stretcher. A sled or trailer is suitable to transport horses or bulls.

Yes, we have a conveyance to transport calves or steers.

Yes, we have a conveyance to transport horses or bulls.

Livestock Welfare Contact

The PRCA strongly suggests that each PRCA rodeo committee have a designated committee member to handle livestock welfare issues. This designee should handle all inquiries from the PRCA, media and the public regarding the care and handling of the livestock at the rodeo. Additionally, this person should prepare a written plan to handle animal injuries and other livestock welfare issues at your event. **We strongly suggest this person have email access as updates and alerts are sent out via email.**

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

PRCA has extensive livestock welfare information available to assist committees.

For more information, or if any livestock welfare issues arise, including a livestock injury at your rodeo, please contact: PRCA Livestock Program • 101 Pro Rodeo Drive, Colorado Springs, CO 80919 719-528-4782 (Office) or livestockprogram@prorodeo.com