

## Gold Buckle Beer FAQ:

- Where is Gold Buckle Beer brewed?
  - La Junta, CO
- What kind of beer is Gold Buckle Beer?
  - It is an American Lager with just a touch of malt sweetness that is balanced with a clean, crisp, hop finish.
- Do they have more than one kind of beer?
  - No, only the Gold Buckle brand at this time.
- When will it be released?
  - It is currently available in selected locations nationwide.
- Where is it distributed? Where can I get it?
  - Distribution of Gold Buckle Beer varies by state, please contact [info@goldbucklebeer.com](mailto:info@goldbucklebeer.com) for more information.
- When is the sponsorship of the PRCA effective?
  - It has been announced and is currently in place.
- What is the official beer of the PRCA?
  - Gold Buckle Beer is the official beer of the PRCA.
- What are they sponsoring?
  - Gold Buckle Beer will be sponsoring up to 60 PRCA rodeos in its inaugural year, as well as supporting the PRCA Circuit System, the PRORODEO TOUR TV, the Wrangler NFR TV and the ProRodeoTV.com digital livestreams.
- What does this sponsorship mean to the PRCA?
  - Expansion in this category provides more opportunities for additional local rodeos to benefit, it provides support for the PRCA's TV initiatives, as well as contestant endorsement from Gold Buckle Beer.
- How can we get them to sponsor our rodeo?
  - Inquiries can be emailed to [info@goldbucklebeer.com](mailto:info@goldbucklebeer.com)
- What rodeos are eligible to be sponsored by Gold Buckle?
  - The first 60 rodeos will need to have distribution of Gold Buckle Beer in their communities, and offer signage exclusivity inside their rodeo arena.
- Are they sponsoring any athletes or part of the patch program?

- Yes, Gold Buckle Beer will be active in selecting athletes for endorsement opportunities and appearances in support of the Gold Buckle Brand
- What type of deliverables are they offering (barrel wraps, arena signage, box pads, baggies, jersey's, etc.)?
  - At this time, we will have barrel wraps, banners, flags, beer garden giveaway items
- Do we have to have them sponsor our rodeo?
  - No. Beer sponsorship is optional at the discretion of the committee.
- What does this mean for Coors? Is Coors still a sponsor?
  - Coors Original is still a PRCA national sponsor supporting local rodeos and the Wrangler NFR.
- Does Gold Buckle or Coors have first right of refusal?
  - If your rodeo was sponsored by Coors last year, you must offer a right of first refusal (ROFR) to Coors. If they were not a sponsor last year, no ROFR is needed.
- What about Coors "man in the can" program?
  - This program for barrel clowns remains in place.
- Does our clown barrel have to be Gold Buckle now?
  - No, unless your rodeo is sponsored by Gold Buckle Beer.
- Can we have a local brewery or another beer company sponsor our rodeo?
  - Yes, but a right of first refusal must be offered to Coors or Gold Buckle Beer if they sponsored your rodeo within the previous 12 months.