



PROFESSIONAL RODEO COWBOYS ASSOCIATION

101 PRO RODEO DR
COLORADO SPRINGS, CO 80919

TO: All PRCA Rodeos

RE: Media Rights and Approvals

The PRCA has been very fortunate this year to have Rural Media Group as a strong media partner that is committed to the promotion of PRCA professional rodeo and the values and traditions of our sanctioned rodeo committees. Even in this pandemic year, hundreds of PRCA rodeo performances are being televised or streamed to fans worldwide. The viewership results are beyond expectations and continuing to grow.

The reason for this note is to remind our PRCA rodeo committees that only the PRCA can approve a license or agreement to televise or livestream PRCA competition at PRCA sanctioned events (Bylaw B10.8.1.). No other entity is authorized to approve your rodeo for media transmissions. Although the PRCA has limited TV and/or livestreaming agreements with both The Cowboy Channel and the Wrangler Network, **local rodeos must seek approval from the PRCA** before agreeing to any TV or livestreaming opportunities. It has come to our attention that Wrangler has included language in its sponsorship or voucher contracts that grants the Wrangler Network the option to livestream the local rodeo. It should be noted that only the PRCA can grant such an option, not the local rodeo committee.

Together we are stronger. For years, the PRCA paid for TV exposure and production expenses. By bringing together PRCA rodeos and the Committee Executive Council representatives, we negotiated for the PRCA to be paid a rights fee that is historic to our sport. It only happened through the commitment that all PRCA sanctioned rodeos remain together.

With best regards,

Steve Rempelos
Chief Marketing Officer

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