

RODEOHOUSTON®/PRCA AGREEMENT TALKING POINTS

Why did RODEOHOUSTON and PRCA partner on this agreement and what does it mean?

RODEOHOUSTON and PRCA — two of the biggest names in rodeo — saw an opportunity to partner on growing the sport of rodeo for the benefit of its fans and contestants. This unique agreement combines and builds on the strength of each respective brand. Together, the two organizations will strive to collaboratively grow the sport of rodeo and compensation for the industry's athletes.

This new partnership unifies the two organizations and provides a strong platform to grow the sport of professional rodeo while allowing RODEOHOUSTON to maintain its current operation and presentation. Under the normal official/unofficial parameters in the PRCA rulebook, RODEOHOUSTON is considered an official PRCA rodeo and an official PRCA NFR® money event, with earnings from the RODEOHOUSTON Super Series counting toward qualification for the NFR® and the PRCA World Standings. Money won at the one-day Super Shootout will not count toward the world standings.

The last time that RODEOHOUSTON and PRCA were under an agreement was in 2010.

How much will the winner in each event receive?

That depends on what the combined earnings are in the Super Series, Semifinals, Wild Card and Championship. The Championship round pays \$50,000 to each winner.

Is there a cap on how much someone can win at RODEOHOUSTON and count toward the PRCA world standings?

No, there is no cap on official money won at RODEOHOUSTON.

How will the money count toward all-around earnings?

All-around money will be calculated in the same manner as any other PRCA rodeo according to the PRCA Bylaws and Rules.

What is the total rodeo payout going to be?

The RODEOHOUSTON Super Series purse is \$1,748,000.

What are the terms of this multi-year agreement?

The term is four years, from 2019 to 2022.

Who is responsible for the selection and contracting of stock and rodeo production personnel?

RODEOHOUSTON will handle the selection and contracting of all stock and rodeo production personnel, ensuring that all timers, secretaries, bullfighters, barrelmen and pick-up men are PRCA members.

Who is responsible for establishing presentation format, setting stock pens and conducting draws?

RODEOHOUSTON will establish the presentation format, setting stock pens and conducting draws.

How are the contestants selected?

RODEOHOUSTON will manage the entry process and secure PRCA contestants for the event through its own entry system. Contestants must hold a current PRCA membership or permit by Jan. 1 of the event year. Visit rodeohouston.com for more information regarding the process.

How do contestants enter?

RODEOHOUSTON entries will open Dec. 17, 2018, and close Jan. 1, 2019. All entries will be processed through the online entry system at rodeohouston.com.

Why is PROCOM not being used for entries?

RODEOHOUSTON's entry system was specifically created to accommodate all aspects of their traditional competition format. Entries taken through this entry system will be seamless in the interaction with the PRCA.

Since RODEOHOUSTON will be taking entries, how will conflicts with other PRCA rodeos work?

The contestants will be placed by RODEOHOUSTON and will not be moved. However, contestants may use RODEOHOUSTON as a conflict to be traded or moved at other PRCA rodeos through normal PROCOM procedures.

Will RODEOHOUSTON's rules of competition remain in effect with this new agreement?

RODEOHOUSTON will follow PRCA rules of competition while keeping with their traditions of no spur out rule in the roughstock events, the tie time in tie-down roping will be 3 seconds instead of 6, and in the steer wrestling, if a steer “dog falls,” they must let the steer up and rethrow him.

Does this agreement affect other RODEOHOUSTON events?

No, RODEOHOUSTON may continue to produce separate events, such as the one-day RODEOHOUSTON Super Shootout.

Who owns marketing, merchandise, sponsorship and intellectual property rights?

RODEOHOUSTON will maintain all marketing, merchandise, sponsorship and intellectual property rights.

Who will have rights to video and audio recordings of the RODEOHOUSTON performances?

RODEOHOUSTON will maintain the right to video and audio record all segments of the RODEOHOUSTON performances.

Is RODEOHOUSTON allowed to use PRCA marks?

RODEOHOUSTON and PRCA will collaborate in using each other’s Marks, as it relates to the Super Series.