



**PROFESSIONAL RODEO COWBOYS ASSOCIATION PROPERTIES  
RULES AND REGULATIONS GOVERNING  
ADVERTISING IN AN ARENA OR COMPETITION ARENA**

**PART 1 - PROVISIONS APPLICABLE TO ALL INDIVIDUALS  
ENTERING AN ARENA OR RODEO COMPETITION ARENA**

**I. Definitions:**

- A. "Patch" means any identification, trade name, trademark (regardless of registration status), service mark, logo or other recognizable identification of a commercial business, product, service or individual in the form of material or a piece of material to be worn on, affixed to or as part of a garment, tack or gear. Clothing designs shall be considered Patches unless such designs meet all requirements for pocket emblems as set forth in section III.D. herein.
- B. "Signage" means any representation identifying a commercial business, product, service or individual in a manner so as to be visible to others.
- C. "Competition Arena" means the interior of the area enclosed by the arena seating at a PRCA-sanctioned rodeo, including the chutes, the back of the chutes, announcers' stand and the chute platforms.
- D. "Arena" means any ProRodeo.com promotion or publication, any PRCA related promotion or publication, or any Special Event. Special Event includes, but is not limited to, participation by a PRCA member in a promotional event or any other production or event physically outside of the Competition Arena. By way of example, but not exclusively, Special Event includes any ProRodeo.com bio page, media guides, rodeo photos, CMA music fest, rodeo grounds, special PRCA representation appearances, parades, auto races, television and video appearances of any nature and any PRCA sponsored function such as a reception.
- E. "Exclusive National Sponsors" means those sponsors that have demonstrated extraordinary support for professional rodeo at the national level as well as at many local venues, and whose commitments to the PRCA warrants total support from the ProRodeo community. The Exclusive National Sponsors and the category definitions are detailed in the annual Sponsor Program Summaries. (Includes but not limited to Wrangler and Justin Boots)

- F. "Participant" means any PRCA member who is approved by the PRCA to participate in the Patch Sponsorship Program, including but not limited to PRCA member contestants, permit members, contract personnel, clowns/barrelmen, specialty acts, pickup men and stock contractors.
- G. "Right of First Refusal National Sponsors" means those sponsors that have provided enormous support and backing to professional rodeo and deserve the opportunity to provide and promote their goods and services at PRCA Events around the country. (Includes but not limited to Pendleton Whisky, Montana Silversmiths, MillerCoors, Ram) The names and categories of these sponsors can be found in the annual Sponsor Program Summaries.
- H. "National Sponsor" means any company that sponsors the PRCA. A full list can be found on ProRodeo.com.

## **II. General Provisions**

- A. These "Rules and Regulations" shall apply to all individuals who enter an Arena or Competition Arena of a Professional Rodeo Cowboys Association ("PRCA")-sanctioned event ("PRCA Event"). Any individual who refuses to comply with these Rules and Regulations may be denied participation and/or entry into or may be removed from an Arena or Competition Arena.
- B. No individual who participates in and/or enters an Arena or Competition Arena of a PRCA Event may wear or display any garment, tack or gear advertising a commercial business, product, service or individual unless (i) in the case of a PRCA member, that member participates in the PRCA Patch Sponsorship Program and adheres to the rules and regulations of the Patch Sponsorship Program (the "Patch Rules") and these Rules and Regulations, or (ii) in the case of a non-PRCA member, that individual adheres to the requirements of these Rules and Regulations.
- C. The terms and conditions of these Rules and Regulations shall be enforceable as to and within an Arena and any Competition Arena of every PRCA Event, unless otherwise specified in these Rules and Regulations or in the ground rules of a particular PRCA Event.
- D. These Rules and Regulations are subject to existing and future sponsorship agreements between PRCA/PRCAP and National Sponsors. All individuals participating in and/or entering an Arena or Competition Arena shall be subject to all restrictions imposed by the national sponsorship agreements and shall follow all rules and regulations set forth herein regarding National Sponsors.
- E. Individuals may not wear Patches, display Signage, or otherwise advertise any non-PRCA rodeo association or event in an Arena or Competition Arena (e.g. PBR, Timed Event Championships, Red Dirt Rodeo Association, RodeoChina, etc.).

- F. Individuals **may not** have a patch, embroidery or decal in an Arena or Competition Arena with any company in competition with Exclusive Sponsors, Wrangler Jeans and Shirts (e.g., Roper, Panhandle Slim, Rocky Mountain Jeans, Rodeo Mania, Levi, or Cinch Jeans, etc.), and Justin Boot Company ( e.g., Lucchese, Twisted X, Ariat, Boulet, etc.) **(Category subject to expansion.)**
- G. All individuals **must** follow the guidelines set forth in the Sponsor Program Summaries with respect to the Right of First Refusal Sponsors: This means you must offer these Right of First Refusal Sponsors the right to match a competitor's offer to be a Patch sponsor in an Arena or Competition Arena, and give such Right of First Refusal Sponsors at least 30 business days to reach a decision, prior to entering into a Patch sponsorship agreement with the competitive company. This process must be repeated annually prior to patch renewal.
- H. No Patch may be worn in an Arena or Competition Arena which demeans, disparages, or opposes the use of any product or service of any sponsor of the PRCA or any PRCA Event.
- I. These Rules and Regulations shall not apply to Canadian Professional Rodeo Association rodeos.
- J. A PRCA member Rodeo Committee or Stock Contractor shall not be subject to these Rules and Regulations with respect to Patches, Signage or other form of logo which is used to identify or promote that Rodeo Committee or Stock Contractor. This exemption shall also apply to Patches worn or Signage used by bona fide employees and volunteers of the Rodeo Committee or Stock Contractor. This exemption shall not apply, however, to Patches or Signage which in any way advertise a party other than the Rodeo Committee or Stock Contractor or to Patches or Signage which advertise both a third party and the Rodeo Committee or Stock Contractor.

### **III. Guidelines:**

- A. Participants must adhere to the Patch Rules included as Part 2 of these Rules and Regulations Governing Advertising in an Arena or Competition Arena.
- B. PRCA full members and permit members, who are not Participants, may not wear or display any garment, tack or gear advertising a commercial business, product, service or individual in an Arena or Competition Arena. Further, an individual who is a Participant under one area of membership, such as a contract personnel member, is not entitled to wear or display any Patch in the Competition Arena while participating in a rodeo in a second capacity, i.e. as a contestant, unless he qualifies as a Participant in the second capacity.

- C. Non-PRCA members entering an Arena or Competition Arena must comply with these Rules and Regulations and the following sections of the Patch Rules:

Section III, paragraphs B through J  
Section IV, paragraph A  
Section V, paragraphs A through D  
Section VI, paragraphs A through E  
Section VIII, paragraphs A through E  
Section IX, paragraphs A through C

These Patch Rules shall apply to non-PRCA members notwithstanding the use of the term "Participant" within the Patch Sponsorship rules and regulations in connection with the above-listed provisions.

- D. Manufacturers' pocket emblems affixed to clothing are exempt from these Rules and Regulations only if the following conditions are satisfied: (i) **the pocket emblem displays only the brand or manufacturer of the clothing**; (ii) the dimensions **do not exceed 2 inches in length and 1½ inches in height**; and (iii) such pocket emblems are routinely attached or embroidered as pocket emblems to clothing offered for retail sale "off the rack" to the general public by the manufacturer. Individuals entering an Arena or Competition Arena should be aware that a pocket emblem is not exempt from these Rules and Regulations simply because a shirt is bought "off the rack," unless the pocket emblem meets all of the requirements in this paragraph. For the purposes of these Rules and Regulations, the "manufacturer" means the manufacturer or the entity which distributes or offers for retail sale the clothing or equipment in question, and the "brand" means the trademark under which the shirt is sold to the public (i.e. Wrangler).

**IV. Sanctions, Fines and Penalties:**

- A. Any individual in violation of these Rules and Regulations may be ordered by a rodeo judge or PRCA personnel to change his or her attire or equipment before he or she is allowed to enter or remain in an Arena or Competition Arena, or to participate, compete or perform. Failure to abide by a judge's or PRCA personnel's order to change attire or equipment may result in disqualification from that event, performance or section of slack. In addition, violators shall be subject to the penalties set forth in section IV.B. below.
- B. Any individual who violates these Rules and Regulations at a PRCA Event **other than the WNFR, NFSR, RNCFR, Wrangler Champions Challenge presented by Justin Boots Tour, Xtreme Bulls Tour, televised rodeos, Playoffs and Championships** may be disqualified from participating in that entire PRCA Event and shall also be subject to the following fine schedule:

<b>1st offense</b>	<b>\$500</b>
<b>2nd offense</b>	<b>\$1,000</b>



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**PART 2 - PATCH SPONSORSHIP PROGRAM  
RULES AND REGULATIONS**

**I. General Provisions:**

These Patch Rules are being adopted to serve as the guidelines contemplated by Chapter 1 Section B1.2.6 of the PRCA Bylaws by which members of the PRCA may wear or display garments, tack or gear advertising a commercial business, product, service or individual in an Arena or Competition Arena as defined in Part 1 above.

- B. Only full members of the PRCA in good standing are eligible to participate in this Patch Sponsorship Program. This includes but is not limited to contestants including permit members, contract personnel, clowns/barrelmen, pickup men, specialty acts, rodeo committees and stock contractors **who have full membership**. PRCA members who do not participate in the Patch Sponsorship Program may not wear Patches or Signage in an Arena or Competition Arena.
- C. The terms and conditions of these Patch Rules shall be enforceable within an Arena or Competition Arena of every PRCA Event, unless otherwise specified in these Patch Rules or in the ground rules of a particular event.
- D. The Patch Sponsorship Program is subject to existing and future sponsorship agreements between PRCA/PRCAP and National Sponsors. Within an Arena or Competition Arena, Participants are subject to all restrictions imposed on the Patch Sponsorship Program by the national sponsorship agreements and shall follow all rules set forth herein regarding National Sponsors.
- E. Individuals may not wear Patches, display Signage, or otherwise advertise any non-PRCA rodeo association or event in an Arena or Competition Arena (e.g. PBR, Timed Event Championships, Red Dirt Rodeo Association, RodeoChina, etc.).
- F. Individuals **may not** have an individual sponsorship in an Arena or Competition Arena with any company in competition with Wrangler Jeans and Shirts (e.g., Roper, Panhandle Slim, Rocky Mountain Jeans, Rodeo Mania, Levi, or Cinch Jeans, etc.), and Justin Boot Company ( e.g., Lucchese, Twisted X, Ariat, Boulet, etc.) (**Category subject to expansion.**)
- G. All individuals **must** follow the guidelines set forth in the Sponsor Program Summaries with respect to the Right of First Refusal Sponsors. This means you must offer the

Right of First Refusal Sponsors the right to match a competitor's offer to be a Patch sponsor in an Arena or Competition Arena, and give such Right of First Refusal Sponsors at least 30 business days to reach a decision, prior to entering into a Patch sponsorship agreement with the competitive company.

H. No Patch may be worn in an Arena or Competition Arena which opposes the use of any product or service which is manufactured or distributed by a National Sponsor, nor may a Patch be worn in an Arena or Competition Arena which otherwise demeans a National Sponsor or the use of a product or service of a National Sponsor.

I. The Patch Sponsorship Program does not apply to Canadian Professional Rodeo Association rodeos.

J. A PRCA member Rodeo Committee or Stock Contractor shall not be subject to these Rules and Regulations with respect to Patches, Signage or other form of logo which is used to identify or promote that Rodeo Committee or Stock Contractor. This exemption shall also apply to Patches worn or Signage used by bona fide employees and volunteers of the Rodeo Committee or Stock Contractor. This exemption shall not apply, however, to Patches or Signage which in any way advertise a party other than the Rodeo Committee or Stock Contractor or to Patches or Signage which advertise both a third party and the Rodeo Committee or Stock Contractor.

K. **Applicants to become Participants must allow at least two weeks to process the application.**

### **III. Guidelines:**

A. **Notwithstanding any other provision of these Rules and Regulations, no Participant may appear in an Arena or Competition Arena at a PRCA Event displaying a Patch or Signage as permitted by these Patch Rules until the Patch or Signage has been approved by PRCA.**

B. Participants may not wear Patches or Signage in an Arena or Competition Arena at PRCA Events with a "**no signage in arena**" policy, unless otherwise permitted by the rodeo committee, which permission must be disclosed at the time of rodeo approval. Before a rodeo committee may have a "no signage in arena" policy, it must disclose that policy as part of the rodeo approval process (as set forth in Chapter 15 of the PRCA Bylaws), and such policy must be approved by the PRCA. Rodeo committees which have a sponsor flag presentation cannot be granted a "no signage in arena" policy; if a rodeo conducts a sponsor flag presentation, any "no signage in arena" policy of that rodeo shall be deemed waived.

- C. National Sponsors shall be exempt from size specifications for Patches and Signage worn by non-contestants (e.g., Ram pickup men chaps, Wrangler clown pants logos, Justin Sports Medicine jackets, etc.).
- D. All Patches must be firmly attached on clothing or equipment used for display.
- E. Any commercial identification in violation of any governmental television regulation is prohibited.
- F. Patch Sponsorship Program sponsors or sponsors of non-Participants **cannot** be acknowledged over the public address system at any PRCA sanctioned rodeo (sponsors who are also National Sponsors or any rodeo committee sponsors of the rodeo at which the public address system announcement is made are exempt from this prohibition).
- G. Manufacturers' pocket emblems affixed to clothing are exempt from these Patch Rules only if the following conditions are satisfied: (i) **the pocket emblem displays only the brand or manufacturer of the clothing**; (ii) the dimensions **do not exceed 2 inches in length and 1½ inches in height**; and (iii) such pocket emblems are routinely attached or embroidered as pocket emblems to clothing offered for retail sale "off the rack" to the general public by the manufacturer. Individuals entering the arena should be aware that a pocket emblem is not exempt from these Patch Rules simply because a shirt is bought "off the rack," unless the pocket emblem meets all of the requirements in this paragraph. For the purposes of these Patch Rules, the "manufacturer" means the manufacturer or the entity which distributes or offers for retail sale the clothing or equipment in question, and the "brand" means the trademark under which the shirt is sold to the public (i.e. Wrangler).
- H. Protective vests, jackets, committee vests, rain slickers and other protective clothing shall be subject to these Patch Rules.

**IV. PRCA Contestant Member and Permit Member Participants:**

- A. Patches may be worn in the following areas, but shall not be limited in total number:
  - 1. **Chest/pocket**
  - 2. **Sleeve**
  - 3. **Glove**
  - 4. **Cantle/yoke (top back of shirt).**
  - 5. **Back (below the back number).**
  - 6. **Shirt front stripe**



7. **Chap**
8. **Saddle pad**
9. **Shirt collar**
10. **Breast collar**
11. **Shirt Cuff**
12. **Hat**
13. **Baggies**

B. For additional information and requirements on the Patch, see Section VIII.

**V. PRCA Contract Personnel Member Participants:**

- A. PRCA contract personnel member Participants may also display Signage which complies with IX. A. and B. of these Rules and Regulations on their equipment used in the Competition Arena (e.g., clown barrels, vehicles, trailers, pedestals, etc.).
- B. PRCA contract personnel member Participants **must reach agreement** with rodeo committees to which they are contracted with respect to any Patch Sponsorship Program that may be in conflict with the rodeo committee's own sponsorships. This is for the protection of local sponsors as well as PRCA National Sponsor programs (e.g., barrelman and /or pickup men, the RAM program, etc.). Rodeo committees **may not** prevent contract personnel from having patch sponsorships at their rodeos which are not in conflict with the rodeo committees' own sponsorships, unless that rodeo has a "no signage in arena" policy.
- C. A clown's baggies will be considered the same as contestant chaps for purposes of the limitations specified in these Patch Rules. Patches or Signage shall be allowed (e.g., prop or costume clothing, logoed suspenders, leggings, gloves, bandanas and halters, except for hat signage as set forth in section III.D.) provided that a clown wearing or using such Patches or Signage complies with the exclusivity and right of first refusal provisions set forth in sections I. E. and I. F., respectively.

**VI. PRCA Stock Contractor Member and PRCA Livestock Participants:**

- A. Patches may be worn in the following areas, but shall not be limited in total number:

1. **Chest/pocket** (shirt front).
  2. **Sleeve**
  3. **Cantle/yoke**
  4. **Shirt Collar**
- B. Stock contractor firm Participants (including pickup men and chute bosses) may also display Signage, which complies with section IX. of these Rules and Regulations on their equipment used in the Competition Arena (e.g., vehicles placing barrels for barrel racing, etc.).
- C. Stock contractor firm Participants (including their pickup men and chute bosses) **must reach agreement** with rodeo committees to which they are contracted with respect to any patch sponsorships that may be in conflict with the rodeo committees' own sponsorships. This is for the protection of local sponsors as well as PRCA National Sponsor programs (e.g., barrelman and/or pickup men, the RAM program, etc.). Rodeo committees **may not** prevent stock contracting firm Participants (including their pickup men and chute bosses) from having patch sponsorships at their rodeos which are not in conflict with the rodeo committees' own sponsorships, unless that rodeo has a "no signage in arena" policy.
- D. Sponsorship of livestock pertains to the naming of livestock **only**.
- E. The stock contractor must follow the PRCA guidelines set forth for honoring exclusive, right of first refusal National Sponsors before a livestock sponsorship agreement is made.
- F. No livestock participant whose sponsor or sponsorship is in conflict with the National Sponsors may have their sponsor name announced or presented in the telecast of the WNFR, NFSR, RNCFR, Playoffs, Championships, CFRs, Wrangler Million Dollar Tour rodeos, Xtreme Bulls Tour and other rodeos where such restrictions are listed in the ProRodeo Sports News (PSN). **(Category subject to expansion.)**

## VII. **Sponsors:**

- A. No more than **twelve (12)** contestant Participants, contract personnel Participants, or stock contractor firm Participants may enter into patch sponsorship agreements with the same sponsor for the display of Patch(es) or Signage in the Competition Arena, except that an unlimited number of contestant Participants,

contract personnel Participants and stock contractor firm Participants may enter into such agreements with National Sponsors.

- B. Sponsorships by distributors/dealers or retailers of a national brand must **name** the distributor/dealer or retailer on the Patch or Signage rather than the brand. For purposes of section VII.A., if the brand name is displayed on the Patch or Signage, that sponsorship shall be considered to have been entered into by the brand manufacturer and not the distributor/dealer or retailer.
- C. Patch program sponsors **cannot** claim any PRCA endorsement nor can they use the PRCA trade name, logos, trademarks, service marks, and sponsor identifications in any manner (except recognized National Sponsors in accordance with their PRCA sponsorship agreements).
- D. Standard sponsorship agreements which meet PRCAP approval must be entered into between a sponsor and PRCAP and between the sponsor and the Participant (which standard agreement will encompass only certain standard provisions to ensure compliance with these Rules and Regulations and will not regulate the actual special provisions between the sponsor and Participant).
- E. Notwithstanding the other provisions of the Rules and Regulations Governing Advertising in an Arena or Competition Arena, if a Participant has executed an agreement with a sponsor whereby the Participant is to display sponsor's Patch(es) or Signage in an Arena or Competition Arena, and PRCA or PRCAP subsequently enters into an agreement with a National Sponsor, the terms of which would conflict with Participant's ability to display his sponsor's Patch(es) or Signage in an Arena or Competition Arena, Participant may nevertheless continue to honor his obligations (with respect to Patch(es) or Signage in an Arena or Competition Arena) pursuant to that agreement throughout the initial term of the agreement (excluding renewal, extension or right of first refusal provisions).
- F. If a Participant has entered into a patch sponsorship agreement with a sponsor which complies with these Patch Sponsorship Program Rules and Regulations set forth herein, and such sponsor subsequently develops a product or service in competition with a National Sponsor, Participant and sponsor may continue to participate in the patch sponsorship program under the terms of their agreement through the initial term of their original agreement (excluding renewal rights or rights of first refusal), except that a Participant must honor the exclusive sponsor provisions (as mentioned in section I. E.) and first refusal sponsor provisions (as mentioned in section I. F.) if the new product or service is in conflict with an exclusive or right of first refusal sponsor's goods or products. Upon expiration of the term of the original agreement, Participant and sponsor shall be subject to all limitations on competitors with products or services of National Sponsors.

- G. **National Sponsors are not limited to the number of participants enrolled in their program; however, a complete list of all participants must be on file with PRCAP. Updated lists shall be submitted quarterly (if applicable). National Sponsors are subject to all other guidelines of the Patch program.**

**VIII. The Patch:**

- A. **Patches and Signage must meet the approved specifications contained in these Rules and Regulations. Examples of all Patches and Signage must be submitted to PRCAP for approval prior to use in a PRCA-sanctioned rodeo by a Participant. PRCAP must approve final design of all Patches and Signage before they can be displayed in an Arena or Competition Arena.**
- B. Patches may feature sponsor logo and/or lettering.

**IX. Signage:**

- A. Signage used by contract personnel, clowns/barrelmen, specialty acts and/or stock contractors on large equipment (e.g., trucks, trailers, etc.) **may not exceed twelve (12) square feet maximum.** This is one sign per side of equipment (two (2) sides only).
- B. Signage used by contract personnel, clowns/barrelmen, specialty acts and/or stock contractors on small equipment (e.g., clown barrels, pedestals, etc.) **may not exceed three (3) square feet maximum.**

**X. Sanctions, Fines and Penalties:**

- A. Any Participant in violation of these Rules and Regulations may be ordered by the rodeo judge or PRCA personnel to change his attire or equipment before he is allowed to enter or remain in an Arena or Competition Arena or to participate, compete or perform. Failure to abide by a judge's or PRCA personnel's order to change attire or equipment may result in disqualification from that event, performance or section of slack. In addition, violators shall be subject to the penalties set forth in section X. B.
- B. Any Participant who violates these Rules and Regulations at a PRCA event **other than the WNFR, NFSR, RNCFR, Wrangler Champions Challenge presented by Justin Boots Tour, Xtreme Bulls Tour, televised rodeos, Justin Boots Playoffs and Championships** may be disqualified from participating in that entire event and shall also be subject to the following fine schedule:

1st offense	\$500
2nd offense	\$1,000
3rd offense	\$1,500 plus a two (2) year exclusion from the program.

**4th and subsequent offense - Participants who violate these Rules and Regulations for the fourth time, and for each subsequent violation, shall be considered to have committed a Class IV Offense, as defined by the PRCA Bylaws.**

- C. Any individual who violates these Rules and Regulations at **the WNFR, NFSR, RNCFR, Wrangler Champions Challenge presented by Justin Boots Tour, Xtreme Bulls Tour, televised rodeos, Justin Boots Playoffs and Championships** may be disqualified from participating in that entire event and shall also be subject to the following fine schedule:

<b>1st offense</b>	<b>\$1,000</b>
<b>2nd offense</b>	<b>\$2,000</b>
<b>3rd offense</b>	<b>\$4,000 plus a two (2) year exclusion from the patch sponsorship program.</b>

**4th and subsequent offenses - DISQUALIFICATION**

**Participants who violate these rules and regulations for the fourth time, and for each subsequent violation, shall be considered to have committed a Class IV offense, as defined by the PRCA Bylaws.**

**Contestants may be fined without warning and may be subject to immediate disqualification.**

**If one team roper is disqualified, no replacement will be allowed, and therefore the team is disqualified.**

- D. If an individual violates these Rules and Regulations and is subject to a fine for such violation, and that individual's violation occurred while in an Arena or Competition Arena as an employee or volunteer of or an independent contractor hired by a corporation, unincorporated association or other legal entity, and that individual is not a Participant in his capacity as an employee, volunteer or independent contractor, the fine may be levied against the legal entity and not against the individual.
- E. Announcers who violate section III. H. shall be subject to a \$100 fine, with the fine doubling for each offense thereafter.

**XI. Effective Date:** These Rules and Regulations govern the wearing or display of Patches or Signage in an Arena or Competition Arena at PRCA-sanctioned rodeos held on or after April 7, 2014, except for amendments adopted after such date, which will be effective as of a date specified when such amendments are adopted.