

## **How a Rodeo Rocks**

Reprinted from the PRCA website; used by permission

Each PRCA cowboy in the United States chooses a home circuit at the beginning of the year or is assigned to one that corresponds to his home address. Cowboys compete for points throughout the year and points earned within his circuit are applied toward the standings of his respective circuit.

Each circuit's top cowboys in each event qualify for that circuit's "Finals" at the end of the season. After all 12 circuit finals are completed, the top regular-season cowboys in each event and the winners of the circuit finals qualify for the Dodge National Circuit Finals Rodeo.

The Dodge National Circuit Finals rodeo (DNCFR) is the crowning event of the PRCA's circuit system of regional competition. National circuit champions are determined at the elimination-style event, which has taken place each March in Pocatello, Idaho, since its inception in 1987. This year's event will be held March 15-18 at Holt Arena on the campus of Idaho State University.

Year-end champions, along with the average champions from each of the 12 Dodge Circuit Finals, qualify for the DNCFR. A total of 192 contestants will compete for more than \$400,000 in prize money and a chance at a national title.

The DNCFR operates under a tournament-style system. Contestants compete in two preliminary rounds. The top eight contestants in each event advance to the semifinals. After the completion of the semifinals, the top four contestants in each event move on to the final round, known as the Wrangler Round, where the national titles are decided.

Performances will be held nightly at 6:45 p.m. MT, with a matinee Saturday at 11:45 a.m. The final round will be held Saturday night at 6:45 p.m.

## **Membership for the PRCA**

Almost every child dreams of being a cowboy or cowgirl. For most, the romantic notion remains a fantasy. But for a lucky few, the dream turns to reality when those kids grow up to be members of the Professional Rodeo Cowboys Association. Sanctioning nearly 700 rodeos nationwide and offering annual prize money exceeding \$34 million, the PRCA is, by far, the largest and the oldest rodeo organization in the world. And the PRCA works with the American Junior Rodeo Association, the National Little Britches Rodeo Association, the National High School Rodeo Association and the National Intercollegiate Rodeo Association, creating a natural progression for the athletes climbing from the ranks of youth and college rodeo to professional rodeo.

## **PRCA provides tools for rodeo success**

Across America, towns of all sizes and cities of all demographics pool their resources once a year to produce a top-notch local rodeo. The goal of everyone involved is to present the best and most profitable rodeo possible. For that reason, communities turn to the Professional Rodeo Cowboys Association (PRCA) to make those events successful. The PRCA's involvement automatically translates into favorable results.

No other rodeo-sanctioning organization can offer the quality of contestants, livestock and contract personnel — timers, secretaries, specialty-act performers, bullfighters and pickup men — earn their respective living in and around the rodeo arena. This is no hobby for them. They are the very best within their chosen fields. The stock contractors of the PRCA are unequalled. Their vast knowledge, experience and healthy livestock are necessary for a first-class event. The PRCA enforces dozens of regulations ensuring the humane treatment of its livestock, and many of those rules were incorporated upon the advice of the Association's stock contractors. The Wrangler Pro Officials Program provides highly trained, qualified judges who ensure that all PRCA rodeos comply with the rules of the Association.

The dedicated staff at the PRCA National Headquarters in Colorado Springs, Colo., complements the professionals who travel to each event. The Headquarters provides a computerized, multi-line central entry system for the competing cowboys, as well as communications, records and marketing departments, sponsorship assistance and an accounting staff to provide all necessary support services. The PRCA staff also helps clear any legal or insurance claims. All PRCA members are insured against accidents and injuries incurred at Association-sanctioned rodeos. PRCA rules limit committee liability, so producing a PRCA-sanctioned rodeo reduces your exposure. History shows that problems associated with a PRCA event are rare. Hotels, restaurants and local businesses usually are big winners when a PRCA rodeo comes to town.

### **PRCA rodeos attract top cowboys, specialty acts and national sponsors**

Top cowboys from around the world are attracted to the proven management and lucrative prize money of the PRCA. Legends of the past, such as Larry Mahan, Jim Shoulders and Casey Tibbs, continue to be represented by today's heroes. Current cowboy stars such as Ty Murray, Joe Beaver, Fred Whitfield and Billy Etbauer will increase spectator appeal for your rodeo. And support from national companies connected with PRCA events can help open the door to a healthy, financially solid rodeo. Corporate sponsors, including Dr. Pepper, Coors Brewing Co., US Smokeless Tobacco Company, Dodge Rodeo, Justin Boots, Resistol Hats and Wrangler Jeans & Shirts, are committed to professional rodeo. PRCA sponsors provide funds to rodeo committees, bonus money for contestant purses, stock contractor incentives and supplemental pay for judges and other arena personnel, including posters, billboards, bumper stickers and electric scoreboards. They may provide whatever is needed for press parties and for newspaper and broadcast advertising as well.

### **PRCA sanctioned rodeos benefit host communities**

Success breeds success, and it's been proven in cities and towns time and again that PRCA rodeos create a positive economic impact on the cities and towns that host them. According to widely accepted economic principles, every dollar that a rodeo brings into your community is multiplied five to seven times in your local economy. So, no matter what size your community is or what size your rodeo might be, you're sure to be a big winner with the PRCA. Here is an example:

#### **Prescott, Arizona<sup>1</sup>**

Next to Christmas, the Prescott Frontier Days World's Oldest Rodeo is the largest single event in Prescott, Ariz., according to the city's chamber of commerce. The eight-performance rodeo generates between \$1 million and \$2 million, and draws about 85,000 spectators each year in the city of 30,000. Lodging is commonly sold out six months in advance.