

## 2024 GROUND RULES

### PRCA CINCH PLAYOFF SERIES FINALE – SIOUX FALLS, SD

#### 1. QUALIFIERS

- A. By entering to compete in the 2024 PRCA Playoff Series Finale to be held in Sioux Falls, SD on September 26-28, 2024, you agree to be bound by the terms and conditions of these ground rules, the PRCA Patch Rules and all other Addendums and Exhibits to these ground rules, the PRCA Bylaws and official rodeo rules and, the WPRA Bylaws and official rodeo rules, and any other applicable rules, including all releases of liability set forth in those documents.
- B. BB, SB, BR, TD, SW, GB, LB: 12 entries will be accepted for each event. The top 4 from the Cinch Playoff Series Rodeo in Puyallup from each event will be accepted as entries. The top 8 in the 2024 Playoff Series Standings as of September 16, 2024 who are not already qualified among the top 4 from Puyallup who enter will also be accepted as entries (will not exceed 12 entries).
- C. In the team roping, 12 teams will be accepted as entries. The top 4 headers and the top 4 heelers from the Cinch Playoff Series Rodeo in Puyallup will be accepted as entries. The top 8 headers and the top 8 heelers in the 2024 Playoff Series Standings who are not already qualified among the top 4 headers and heelers from Puyallup who enter will also be accepted as entries (will not exceed 12 entries). In the team roping, the 12 headers who qualify must rope with the 12 heelers who qualify. Team ropers must designate partners when they enter to confirm competition (See Item 1.E below). Should there be a discrepancy in partner designation, the latest confirmation on online entries will be accepted. Any team roping qualifier without a designated partner will have a partner randomly drawn by PROCOM.
- D. Should there be a tie for the final qualifying position(s) in any event, only 12 will qualify. The tied contestant with the most total money won (unofficial & official money combined) at PRCA sanctioned rodeos in that event during the 2024 season at PRCA sanctioned rodeos which end on or before September 16, 2024 will be accepted. WPRA ties will be broken in favor of those with the highest total money won in the 2024 Pro Rodeo World Standings as of August 19, 2024.
- E. All contestants must make an official entry through PROCOM online entries prior to entry closing time. Entries open at noon on Friday, September 13, and close at noon, Tuesday, September 17 (Mountain Time). Qualified contestants who did not enter by closing time will not be automatically entered nor guaranteed a position. Should less than 12 contestants enter for a position at the Finale, the PRCA/WPRA reserves the right to fill the remaining positions.
- F. Contestants who qualify for the Cinch Playoff Series Rodeo in Puyallup, WA must compete at Puyallup in order to be eligible to be accepted as an entry at the Playoff Series Finale in Sioux Falls. Contestants who do not qualify for the Cinch playoff Series Rodeo in Puyallup will still be eligible to be accepted as an entry at the Playoff Series Finale in Sioux Falls if they satisfy the qualifications for the Finale based on Playoff Series Standings as of September 16, 2024.
- G. ALL CONTESTANTS: Time and location of the mandatory check-in is still to be determined.

#### 2. CONTESTANT INFORMATION

- A. PRCA patches will be distributed to all contestants (including WPRA contestants) at the time of check-in and must be worn by all contestants at all times in the arena. All contestants are required to wear a PRCA logo patch while at the rodeo arena and during competition

on their competition shirt placket between the second and third button from the top, or approximately centered on the top third of their competition vest. The PRCA logo shall be provided by PRCA Properties and will measure approximately 1.5" tall and 1.25" wide. If a contestant wears a riding vest, the patch must be visible. If provided, WPRA contestants will be required to wear a WPRA patch at all times in the arena. WPRA patch must be worn on the upper half of shirt or shoulder.

Only actual contestant and one companion contestant allowed gate access. Companions and children are asked to stay in contestant hospitality area or grandstand seating prior to, during, and after the rodeo and not behind the chutes, staging area, or in arena after the performance.

### 3. GENERAL

- A. Official Rodeo. Per Rule R1.7 of the PRCA Rulebook and, for barrel racers/breakaway ropers, WPRA Rule 10.4.1.8 the Finale will be considered an "Official Entry" rodeo unless contestant designates it as an "Unofficial Entry Rodeo" at time of entry.
- B. Prize Money to Count toward Championship Standings. All prize money earned at the Finale will count as Championship Points in accordance with Rule R12.1.1 of the PRCA Rulebook and, for barrel racers/breakaway ropers, rule 14.1 of the WPRA Rulebook and will be applied to 2024 PRCA World Standings and, for barrel racers/breakaway ropers, 2024 WPRA standings, unless the contestant designated the Finale as an "Unofficial Entry Rodeo" at the time of entry.
- D. No Circuit Points. Dollars won at the Finale will not count towards any circuit standings or as a participation count.
- E. Determination of Event Champions/Event Winners. The event champion will be the contestant (or team) who wins the Top 4 Finals on Saturday, September 28, 2024. In case of a tie, the event champion will be determined based on the fastest time or highest score from the semi-finals. If still tied, the event champion will be determined based on the fastest time or highest score in the average after the first two go-rounds. If still tied, the event champion will be determined based on the single fastest time or highest score in either of the first two go-rounds.
- F. Group Introductions, Autographs and Victory Laps. Following each performance, immediately following the last bull rider, **all event contestants of that performance** are to be prepared to walk to a predetermined location (set by the production manager) for an autograph session and video interviews. Every contestant from that performance, except event winners, must be present for a group introduction immediately following the last bull rider. The event winner for the final performance must be prepared to take a victory lap following his/her event. A buckle presentation will be made after each winner's victory lap.
- G. Patch Sponsorships. No Finale participant may wear or display in the competition arena of the Finale (including the areas behind the chutes and the moat) any patch or signage (as defined in the "Rules and Regulations Governing Advertising in an Arena") which is in conflict with, or opposed to, PRCA's and/or Professional Rodeo Cowboys Association Properties, Inc.'s national sponsors. All other provisions of the Finale patch sponsorship rules, a copy of which is attached hereto as Exhibit A, shall also be in effect at the Finale. See Exhibit A and, for barrel racers/breakaway ropers, WPRA Rule #19.1 (and Exhibit B).
- H. Back Numbers. Each contestant will be furnished with a Finale back number, which must be worn and displayed in its entirety at all times when in the competition arena. If a contestant has an existing patch sponsorship involving the cantle/yoke of the shirt, then that contestant may wear the Finale back number immediately below the existing cantle/yoke patch. If a contestant elects to wear a protective vest or jacket, then that contestant must wear the

Finale back number in the same location on the vest or jacket. Failure to wear the Finale back number in its entirety as outlined above will result in a fine of \$1,000 for the first offense, \$2,000 for the second offense, \$4,000 for the third offense, and disqualification from the Finale for the fourth and subsequent offense. A contestant may be fined without warning and may be subject to immediate disqualification.

- I. Honest effort. All contestants competing in a performance must give an honest effort. If it is determined by a unanimous vote of all officials assigned to officiate that event that a contestant did not give an honest effort, he will be (i) disqualified from the go-round in which the violation occurred and any remaining go-rounds, (ii) assessed a fine in the amount of \$500. For purposes of this ground rule, whether a contestant gives an honest effort will be determined as follows:

Riding Events. In the riding events, a contestant who fails to ride, using appropriate equipment, his horse or bull out of the chute (except in the case of a chute stalling animal or unless the officials rule the contestant was fouled coming out of the chute) shall automatically be deemed not to have given an honest effort. Specifically, the bareback riding contestant must have his hand in the rigging until the inside shoulder of the horse crosses the plane of the chute gate; the saddle bronc riding contestant must have feet in the stirrups, seat in the saddle and rein in his hand when the inside shoulder of the horse crosses the plane of the chute gate; and the bull riding contestant must have his hand in bull rope when the inside shoulder of the bull crosses the plane of the chute gate. Once the contestant has ridden the horse/bull out of the chute, it is the sole responsibility of the officials to determine whether a contestant gives an honest effort. In making this determination, officials should consider whether the contestant has made a good faith effort to complete his ride.

Tie-Down Roping, Steer Wrestling, and Team Roping. In the timed events a contestant who fails to ride, using appropriate equipment, his horse across the score line (unless the officials rule he was fouled leaving the box) shall automatically be deemed not to have given an honest effort. Once the contestant has ridden his horse across the score line, it is the sole responsibility of the officials to determine whether a contestant gives an honest effort. In making this determination, Officials should consider whether the contestant has made a good faith effort to successfully complete the event and record a time.

- J. Any contestant using foul language in the arena, either audibly or by obviously mouthing the words, will be fined in accordance with Rule R11.4.6, of the PRCA Rulebook "Conduct Detrimental to Public Image" and, for barrel racers, the WPRA Rulebook and will be assessed a minimum initial fine of \$500, that fine doubling progressively for each offense thereafter.

#### **4. TURN OUT OR DOCTOR RELEASE SUBSTITUTIONS**

- A. Once contestant entry has been made, the following turn out fines will apply (includes turn outs, visible injury releases, and vet releases):

*Notification prior to the 30 hour deadline, if and only if a substitution is found: \$500*  
*Notification prior to the 30 hour deadline, if no substitution is available: \$1,000*  
*Notification after the 30 hour deadline: \$1,250*  
*Non-notification: \$1,500*

Notifications must be called in to PROCOM during their regular business hours. All turn out deadline times are Mountain Time.

- B. If injured at the Finale, a contestant will not be eligible to return to competition in any subsequent performance or go-round and will not be subject to the fine schedule. In team roping, if one partner is injured the remaining uninjured partner may select a new partner from Finale contestants already entered but not already competing in the team roping event.

- C. A non-notified turn out after competing at the Finale will result in disqualification, loss of monies won and a \$3,000 fine.
- D. A multi-event contestant injured in one event may, at the discretion of the judges, be held back in following event(s) if he is unable to compete during that performance. In that instance, that contestant must take stock for those events in which he was held back prior to the next go-round.
- E. Contestant receiving a valid Visible Injury during the Playoff Finale may not compete at any other rodeo or event during the course of the Playoff Finale. Failure to abide will result in the forfeiture of any advancement, title(s), recognition, and/or awards. In addition, the contestant will be fined \$1,500.

## 5. **FORMAT**

- A. All Events: The Finale will be two go-rounds. All contestants will compete during the first performance on September 26 for their first go-round and the second performance on September 27 for their second go-round. The top 8 contestants (or teams) from each event based on the average after the first two go-rounds will advance to the Semi-Finals, which will occur during the third performance on September 28. If ties result in more than 8 to advance, the tied contestant (or team) with the single fastest time or highest score in either of the first two go-rounds will advance. If still tied, the tied contestant with the highest ranking in the Playoff Series Standings will advance. If there are less than 8 contestants with a qualified score or time to advance to the Semi-Finals, the remaining positions (not to exceed 8) will be filled based on rankings in the 2024 Playoff Series Standings. The top 4 from the Semi-Finals will advance to the Finals also occurring during the third performance on September 28. If ties result in more than 4 to advance, the tied contestants with the highest ranking in the average after the first two go-rounds will advance. If still tied, the tied contestants with the single fastest time or highest score from either of the first two go-rounds will advance. If still tied, the tied contestant with the highest ranking in the 2024 Playoff Series Standings will advance. If there are less than 4 qualified times or scores in the Semi-Finals, the remaining position(s) in the Finals will be based on highest scores or fastest times in the average after the first two go-rounds. If tied, the tied contestant with the single fastest time or highest score from either of the first two go-rounds will advance. If still tied, the tied contestant with the highest ranking in the 2024 Playoff Series Standings will advance.
- B. Competition Order: The actual competition order for the first go-round will be based on the contestants' playoff series rankings (with the top 4 from Puyallup being ranked as the highest and the next 8 qualifiers based on Playoff Series Standings ranked 5<sup>th</sup> through 12<sup>th</sup>). The highest ranked contestant will compete last and the lowest ranked contestant will compete first. The competition order of the second go-round will be the reverse order of the first go-round,
- C. If a contestant or team chooses not to advance to the Semifinals due to injury or any other reason, the next highest ranked contestant or team will advance based on advancement procedures outlined in 5.A.

## 6. **PAYOFF:**

- A. For the first two go-rounds, should there be fewer qualified rides or times than the number of places to be paid, the payoff, eligibility for Championship Points, etc. will be in accordance with Rule R5.5.3 of the PRCA Rulebook for the go-round and for barrel racers/breakaway ropers, rule 11.1.7 of the WPRA Rulebook.

1. The total amount included in the payoff for all events (including Barrel Racing and Breakaway Roping) will be \$1,277,774. In addition, each PRCA contestant will receive a guaranteed \$1,000 for each event entered, paid by the PRCA. WPRA

contestants will receive a stipend as approved and printed by the WPRA. All guaranteed funds **will not** count toward the World Standings. A contestant must compete to receive guaranteed funds.

- B. In the event of a tie (involving a qualified score or time) in the finals, the payoff for the corresponding places will be split between the contestants who tie, even though a tie may be broken to determine the contestant who advances to the next round, wins the Event Championship, etc. If no one qualifies in the first or second go-rounds, all money for that go-round will be divided evenly among all who competed. Any money paid to a contestant where the contestant did not have a qualified ride or qualified time in the long go-rounds shall be considered ground money and will not be posted as money won and will not count for championship points.
- C. Payoff, per event (equal money in TR, and also including the Barrel Racing and the Breakaway Roping events.): \$144,444.00 (includes entry fees).

There will be no entry fees for PRCA contestants. Payment of entry fees for WPRA contestants will be as approved and printed by the WPRA.

- 1. Total Payoff for each of the first two performances per event: \$27,500
  - 1st Place \$11,000
  - 2nd Place \$ 8,250
  - 3rd Place \$5,500
  - 4th Place \$2,750
- 2. Total Payoff for Semi-Finals per event (5<sup>th</sup> through 8<sup>th</sup> place): \$14,444
- 3.
  - 1st Place
  - 2nd Place
  - 3rd Place
  - 4th Place
  - 5th Place \$3,611
  - 6th Place \$3,611
  - 7th Place \$3,611
  - 8th Place \$3,611
- 4. Total Payoff for the Finals per event (equal money in TR): \$75,000.
  - 1st Place \$30,000
  - 2nd Place \$22,500
  - 3rd Place \$15,000
  - 4th Place \$ 7,500

(All of the above amounts are "per man" in the Team Roping.)

- D. If there are less qualified rides or times in the semifinals than there are places to be paid, the remaining places will be paid based on the next highest ranked contestant or team in the average after the first two go-rounds. If there are less qualified rides or times in the finals than there are places to be paid, the remaining places will be paid based on the highest scores or fastest times in the semifinals. If there were less than 4 qualified scores or times in the semifinals, the remaining places in the finals (to contestants with no score or no time in the finals) will be paid based on ranking in the average after the first two go-rounds. All money paid in the semifinals and finals will count toward the world standings.

## 7. PRCA COMPETITION AND BREAKAWAY ROPING ORDER AND DRAW ORDER

- A. Semi-finals & finals: Reverse of qualification position for each.

- B. Tiebreakers for competition and drawing order: Refer to corresponding tiebreakers as outlined in item 5.A of these ground rules.
- C. Prior to the third performance (which is the semi-finals and the finals) stock for all events will be drawn by the judges. The four animals selected for each event to be included in the draw for the finals by the event representative and the stock contractor, will be drawn in order by the judges to be assigned to the four contestants (or teams) who qualify for the finals. The first animal drawn will be assigned to the lowest ranked contestant advancing to the finals. The second animal drawn will be assigned to the third highest ranked contestant, the third animal drawn will be assigned to the second highest ranked contestant, and the last animal drawn will be assigned to the highest ranked contestant.

#### **8. BARREL RACING COMPETITION ORDER AND DRAW ORDER**

- B. Semi-finals and Finals: random draw
- C. Tiebreakers for competition and drawing order: Refer to corresponding tiebreakers as outlined in item 5.A of these ground rules.

#### **9. TIMED EVENTS**

- A. Stock selection: Cattle used in the timed events shall be selected by the Sioux Falls PRCA Rodeo Committee, with the approval of the respective event representatives. Each respective event representative (or duly appointed designee) shall select the cattle to be used for the finals, subject to final approval of the Director of Rodeo Administration.
- B. Timed event contestants will enter and exit the arena as directed by the Manager of Production.
- C. If a timed event animal escapes or a rerun is awarded for any other reason, that contestant will automatically receive the first extra and will compete on that animal in the performance in accordance with Rule R10.3.8 of the PRCA Rulebook.
- D. Team roping: Only two loops will be allowed per go-round.
- E. The no-time jerk down rule will be in effect and enforced for tie-down roping. There will be a disqualification for a jerk down as long as all criteria are in compliance with the jerk down policy.

#### **10. RIDING EVENTS**

- A. The chute boss has the authority to assign a flank-man in the absence of the livestock owner or his designated flank-man.
- B. The time of the stock draw for the first go-round will be included in the callbacks.

#### **11. PRCA and WPRA: Separate Organizations**

- A. For convenience, both the PRCA and the WPRA ground rules have been included in this document. However, the PRCA and WPRA are distinct and separate sanctioning bodies. All barrel racing and breakaway roping issues and questions should be directly addressed with the WPRA.



## **PRCA PATCH RULES GOVERNING ADVERTISING IN THE PRCA COMPETITION ARENA OR AT PRCA SPECIAL EVENTS**

**I. Effective Date:** These PRCA/PRCAP Rules and Regulations Governing Advertising in the Competition Arena or Special Event (“PATCH RULES”) govern the wearing or display of Patches or Signage at PRCA EVENTS (as defined in Section II.A below). The Effective Date is on or after January 1, 2021. In the sole discretion of the PRCA/PRCAP, these PATCH RULES are subject to revision at any time. Any amendment adopted after the Effective Date above will be effective as specified within such amendment.

**II. General Provisions:** These PATCH RULES are being adopted to serve as the guidelines contemplated by Chapter 2 Section B2.0.6 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 at a PRCA EVENT (as defined in Section II.A below).

- A. These PATCH RULES shall apply to all individuals who enter a Competition Arena or Special Event that is sanctioned or approved by PRCA/PRCAP (“PRCA EVENT” or plural as “PRCA EVENTS”). These PRCA EVENTS also include Special Events as defined in Section III.E. Any individual who refuses to comply with these PATCH RULES may be denied participation and/or entry into or may be removed from the PRCA EVENT.
- B. Only full members of the PRCA in good standing are eligible to participate in this PATCH 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 PROGRAM may not wear Patches or Signage at any PRCA EVENT.
- C. 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 at a PRCA EVENT. 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.
- D. Non-PRCA members entering a PRCA EVENT must comply with these PATCH RULES in their entirety. In the case of non-PRCA members, these PATCH RULES shall apply notwithstanding the use of the term "Participant" within the PATCH RULES in connection with the provisions contained herein.
- E. The terms and conditions of these PATCH RULES shall be enforceable as to and within all PRCA EVENTS unless otherwise specified in these PATCH RULES or

in the ground rules of a PRCA EVENT (including but not limited to the NFR Ground Rules).

- F. In the sole discretion of the PRCA/PRCAP, these PATCH RULES are subject to revision at any time. existing and future sponsorship agreements between PRCA/PRCAP and National Sponsors. All individuals participating in and/or entering a PRCA EVENT shall be subject to the PATCH RULES and shall follow all the PATCH RULES set forth herein.
- G. All contestants participating in the National Finals Rodeo and National Finals Steer Roping are required to wear a PRCA logo patch while at the rodeo arena and during competition on their competition shirt placket between the second and third button from the top or approximately centered on the front top third on their competition vest. This PRCA logo shall be provided by PRCA Properties and will measure approximately 1.5” tall and 1.25” wide.
- H. Individuals may not wear Patches, display Signage, or otherwise advertise any non-PRCA rodeo association, Stock Contracting Firm, or event at a PRCA EVENT (e.g. PBR, CBR, WCRA, etc.).
- I. Individuals **may not** have a patch, embroidery or decal at any PRCA EVENT with any company in competition with PRCA/PRCAP Exclusive Sponsors.
- J. All individuals **must** follow the guidelines set forth in the PATCH RULES with respect to the Right of First Refusal (ROFR) Sponsors: This means an offer must first be presented to the Right of First Refusal Sponsors and they have the right to match a competitor’s offer to be a Patch sponsor at a PRCA EVENT. Right of First Refusal Sponsors have a maximum of 30 days to reach a decision, and after that time period expires the PRCA member can enter into a Patch sponsorship agreement with the competitive company. This process must be repeated annually prior to patch renewal.
- K. No Patch may be worn at a PRCA EVENT which demeans, disparages, or opposes the use of any product or service of any sponsor of the PRCA/PRCAP or any PRCA EVENT.
- L. These PATCH RULES shall not apply to Canadian Professional Rodeo Association (CPRA) sanctioned rodeos in Canada, unless those rodeos are also sanctioned by the PRCA as a part of any TOUR or the Maple Leaf Circuit rodeos.
- M. A PRCA member Rodeo Committee or Stock Contractor shall not be subject to these PATCH RULES 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.
- N. Applicants to become Participants must allow at least two weeks to process the application.

### III. **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 so as to be visible to



others within the Competition Arena. Clothing designs shall be considered Patches unless such designs meet all requirements for pocket emblems as set forth in section IV.G. herein.

- B. "Signage" means any recognizable identification of a commercial business, product, service or individual that is not affixed to or as part of a garment, tack or gear so as to be visible to others within the Competition Arena.
- 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. "PRCA EVENT" means any PRCA/PRCAP sanctioned event, competition, promotion or any Special Event.
- E. "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, PRCA publication, 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/PRCAP sponsored function such as a reception.
- F. "Exclusive Sponsors" means those sponsors that have been designated by the PRCA as exclusive national sponsors for a specific category of sponsorship. The only two sponsors in the Jeans and Shirts category shall be Wrangler or CINCH.
- G. "Participant" means any PRCA member who is approved by the PRCA/PRCAP to participate in the PRCA/PRCAP Patch Sponsorship Program as described herein ("PATCH PROGRAM"), including all PRCA membership categories.
- H. Participants in the PRCA Patch Program shall offer "Right of First Refusal" (ROFR) to any PRCA National Sponsor who sponsored that PRCA member Participant in the preceding year.
- I. "National Sponsor" means any company that in the sole discretion of the PRCA/PRCAP, is an official PRCA/PRCAP sponsor or licensee.

#### **IV. Guidelines:**

- A. Notwithstanding any other provision of these PATCH RULES, no Participant may appear at a PRCA EVENT displaying a Patch as permitted by these PATCH RULES until the Patch or Signage has been approved by PRCA/PRCAP.
- B. Participants may not wear Patches at any PRCA EVENT 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, and such policy must be approved by the PRCA/PRCAP. 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. No

nonapproved Patches may be covered by tape, or other temporary means.

- E. Any commercial identification in violation of governmental television regulations or television network guidelines is prohibited at all televised PRCA EVENTS.
- 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 the requirements in this paragraph. For the purposes of these PATCH RULES, the "brand or manufacturer" means the entity which distributes at wholesale, or offers the clothing for retail sale, or the trademark under which the shirt is sold to the public.
- H. Protective vests, jackets, committee vests, rain slickers and other protective clothing shall also be subject to these PATCH RULES.

V. PRCA Contestant Member and Permit Member Participants:

A. Patches may be worn in the following areas, and shall be limited to one sponsor Patch in each location:

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 or Helmet**
13. **Baggies**

VI. PRCA Contract Personnel Member Participants:

- A. PRCA contract personnel member Participants may also display Signage which complies with X. A. and B. of these PATCH RULES on their equipment used at PRCA EVENTS (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 PROGRAM sponsors that may conflict with the rodeo committee's own sponsorships (e.g., barrelman and /or pickup men, 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) provided that a clown wearing or using such Patches or Signage complies with the PATCH RULES as set forth.

## **VII. PRCA Stock Contractor Member and PRCA Livestock Participants:**

- A. Patches may be worn in the following areas but shall be limited to one Patch Sponsor per location.
  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 X.A. and B. of these PATCH RULES on their equipment used at PRCA EVENTS (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 conflict with the rodeo committees' own sponsorships (e.g., barrelman and/or pickup men, 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/PRCAP PATCH RULES set forth for the naming of any livestock after a commercial brand or entity used at PRCA EVENTS.
- F. No named livestock whose sponsor or sponsorship is in conflict with the National Sponsors may have their sponsor name announced or presented in the telecast of the NFR, NFSR, NCFR, Playoffs, Championships, CFRs, TOUR rodeos, or Xtreme Bulls Tour events. (Category subject to expansion.)

## **VIII. Sponsors:**

- A. For Patch Sponsors that do not have an agreement with the PRCA/PRCAP, 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. Patch Sponsors that have an agreement with PRCA/PRCAP are granted an unlimited number of contestant Participants, contract personnel Participants and stock contractor firm Participants.
- B. Sponsorships by distributors/dealers or retailers of a national brand must only name the distributor/dealer or retailer on the Patch or Signage. If the brand name or logo is displayed on the Patch or Signage, that sponsorship shall be considered to have been entered by the brand manufacturer and not the distributor/dealer or retailer.
- C. Patch program sponsors cannot claim any PRCA/PRCAP endorsement nor can they

use the PRCA/PRCAP trade name, logos, trademarks, service marks, and sponsor identifications in any manner (except recognized National Sponsors in accordance with their PRCA/PRCAP sponsorship agreements).

- D. Notwithstanding the other provisions of the PATCH RULES, if a Participant has executed an agreement with a sponsor whereby the Participant is to display sponsor's Patch(es) or Signage at a PRCA EVENT, and PRCA/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 at a PRCA EVENT, Participant may nevertheless continue to honor his obligations (with respect to Patch(es) or Signage at the PRCA EVENTS) pursuant to that agreement throughout the initial term of the agreement (excluding renewal, extension or right of first refusal provisions).
- E. If a Participant has entered into a patch sponsorship agreement with a sponsor which complies with these PATCH RULES set forth herein, and such sponsor subsequently develops a product or service in competition with an Exclusive or Right of First Refusal Sponsor, Participant must honor the exclusive sponsor provisions and the first refusal sponsor provisions. If the new product or service is in conflict with a PRCA National Sponsor, then Participant 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). Upon expiration of the term of the original agreement, Participant and sponsor shall be subject to all limitations on competitors with products or services in accordance with these PATCH RULES.
- F. 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 PRCA/PRCAP. Updated lists shall be submitted quarterly (if applicable). National Sponsors are subject to all other guidelines of the Patch program

#### **IX. The Patch:**

- A. Patches and Signage must meet the approved specifications contained in these PATCH RULES. Examples of all Patches and Signage must be submitted to PRCA/PRCAP for approval prior to use at a PRCA EVENT by the Participant. PRCA/PRCAP must approve final design of all Patches and Signage before they can be displayed at a PRCA EVENT.
- B. Patches may feature sponsor logo and/or lettering.

#### **X. Signage:**

- A. Signage used by contract personnel, clowns/barrelmen, specialty acts and/or stock contractors on large equipment that is visible from the seating area of a PRCA EVENT (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 that is visible from the seating area of a PRCA EVENT (e.g., clown barrels, pedestals, etc.) may not exceed three (3) square feet maximum.

#### **XI. Sanctions, Fines and Penalties:**

- A. Any Participant in violation of these PATCH RULES may be ordered by the rodeo judge or PRCA/PRCAP personnel to change his attire or equipment before he can enter or remain at a PRCA EVENT or to participate, compete or perform. Failure to abide by a judge's or PRCA/PRCAP 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 XI. B. below.

- B. Any Participant who violates these PATCH RULES at a PRCA EVENT **other than the NFR, NFSR, NCFR, Tour rodeo, Xtreme Bulls Tour, any PRCA televised rodeos, Playoffs or other 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>\$500</b>
<b>2nd offense</b>	<b>\$1,000</b>
<b>3rd offense</b>	<b>\$1,500 plus a two (2) year exclusion from the program.</b>
<b>4th and subsequent offense - Participants who violate these PATCH RULES for the fourth time, and for each subsequent violation, shall be considered to have committed a Class III Offense, as defined by the PRCA Bylaws. Non-PRCA members shall be subject to a \$3,000 fine for the fourth violation, with the fine progressively doubling for each violation thereafter.</b>	

- C. Any individual who violates these Rules and Regulations at **the NFR, NFSR, NCFR, Tour rodeo, Xtreme Bulls Tour, any PRCA televised rodeos, Playoffs or other 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 III offense, as defined by the PRCA Bylaws. Non-PRCA members shall be subject to a \$3,000 fine for the fourth violation, with the fine progressively doubling for each violation thereafter.**

**Contestants may be fined without warning for violation of these PATCH RULES and may be subject to immediate disqualification.**

**If one team roper is disqualified for violation of these PATCH RULES, no replacement will be allowed, and therefore the team is disqualified.**

- D. If an individual violates these PATCH RULES while acting solely in the capacity of a volunteer or employee of a corporation or other legal entity, then the fine may be levied against the legal entity and not against the individual.
- E. Announcers who knowingly violate section IV.F. shall be subject to a written notification by a PRCA/PRCAP official along with a \$100 fine, with the fine doubling for each offense documented after the original notification has been delivered.

## **EXHIBIT B**

### **Patch Program**

**19.1.1** No WPRA member may wear any patch or signage (trade or service mark, logo, or other recognizable identification of a commercial business, product, service, or individual) of a Conflicting Rodeo Association (as defined in Rule 1.1.15.) on their clothing, tack, or gear in the arena or on the rodeo grounds of a WPRA-sanctioned event, or at a WPRA promotional or special event anywhere of any nature including, but not limited to, autograph signing, media, television or internet events, award events, or receptions.

**19.1.2.** Any member competing in a WPRA event must comply with the Patch Sponsorship Program. Individuals must honor first right of refusal for all National Sponsors. Any member wishing to participate in the Patch Sponsorship Program must have the sponsor register the patch on:

2-patch-program before it can be worn in competition. All patches must be registered and the member will be required to carry the Sponsorship card. WPRA members can wear up to nine (9) different sponsor patches. Each sponsor may only have twelve members wearing their logo during one (1) year; National Sponsors are exempt from this rule.

**19.1.3** Any member who violates these rules at a WPRA sanctioned event may be fined according to fine schedule below, and may be disqualified from participating in that entire event.

1st offense \$500

2nd offense \$1000

3rd offense \$1500 plus a 2-year exclusion from the Patch Sponsorship Program

4th and subsequent offense — Members who violate these rules for the 4th time and for each subsequent violation will be subject to a fine of \$2,500.

Note: Per applicable ground rules at certain events (e.g. WNFR, RNCFR, Wrangler Champions Challenge, etc.) penalties may be higher.