

NATIONAL PARTNERS



Steer wrestler Jake Rinehart won the 2009 Justin Boots Playoffs in Puyallup, Wash., and earned checks in five rounds of the 2009 Wrangler National Finals Rodeo, finishing third.

PRCA ProRodeo photo by Mike Copeman.

National Partners

Wrangler®

Wrangler has been a longtime supporter of ProRodeo and has been a PRCA partner since 1947.

Wrangler is the exclusive official jeans and shirts sponsor of the PRCA. Wrangler is the title sponsor of the Wrangler Million Dollar Tour, presented by Justin Boots, and the Wrangler National Finals

Rodeo. Wrangler also markets Wrangler NFR-branded apparel in specialty Western stores, making it available nationwide and year-round.

Wrangler made ProRodeo history in 2001 when it became the first company to have its name attached as the title sponsor of the Wrangler National Finals Rodeo. In addition, Wrangler is an official presenting sponsor of the Justin Boots Playoffs and Justin Boots Championships and also sponsors the Dodge National Circuit Finals Rodeo.

In 2005, Wrangler became the lead sponsor on the Tough Enough to Wear Pink (TETWP) initiative to raise awareness for breast cancer in the Western industry. Wrangler helped raise more than \$2.5 million in 2007 and 2008 and aims to continue its effort in the years ahead.

Other Wrangler sponsor elements include: apparel branding endorsements with more than 100 of the PRCA's top cowboys, announcers, clowns and other members; sponsorship of all 12 PRCA Circuit Finals Rodeos; in-arena signage bonus program for PRCA-sanctioned rodeos through PRCA stock contractors; local retail promotions at more than 120 PRCA-sanctioned rodeos; and sponsorship of the Golden Mic Awards to the PRCA's Announcer of the Year.

Wrangler, a division of VF Corporation, the world's largest apparel company, is a leader in jeanswear, intimate apparel, playwear, workwear and daypacks.



The exclusive boot and Western footwear sponsor of the PRCA, the Justin Boot Company has been a national PRCA partner for more than 40 years.

The Justin Boot Company is a presenting sponsor of the Wrangler Million Dollar Tour, title sponsor of the Justin Boots Playoffs, Justin Boots Championships, the Dodge Circuit Finals Rodeos, the Dodge National Circuit Finals Rodeo and the Wrangler National Finals Rodeo (WNFR).

Justin sponsors the John Justin Committeeman of the Year award and provides exotic boots to world champions, DNCFR champions and PRCA personnel of the year. Further, it is the title sponsor of the Justin Cowboy Crisis Fund, which was created to assist cowboys injured in the arena or on their way to or from rodeo competition by helping with living expenses and nonmedical costs while they are unable to compete or take on employment.

As the official sports medicine provider of the Wrangler NFR, the Justin SportsMedicine Program leads the way in ensuring the cowboys are well taken care of. The Justin SportsMedicine Program debuted at the 1980 NFR and has three mobile SportsMedicine trailers that travel to help provide sports medicine service at more than 150 PRCA-sanctioned rodeos each year.

Credited for the program's birth are Dr. J. Pat Evans, a former team physician for the NFL's Dallas Cowboys and NBA's Dallas Mavericks, and Don Andrews, former Justin SportsMedicine executive director.

In addition to the dozen members of the SportsMedicine Team, the program uses a referral network that employs the outstanding talents of sports medicine specialists, including athletic trainers and doctors, at various rodeos throughout the United States and Canada.

Justin Brands is a subsidiary of Berkshire Hathaway. The Justin brands include Justin Boots, Chippewa Boots, Nocona Boots and Tony Lama Boots.



Molson-Coors Brewing Company has been a proud and loyal sponsor of professional rodeo since 1980.

Coors Banquet is the official malt beer sponsor of the PRCA and an official sponsor of the Wrangler Million Dollar Tour, presented by Justin Boots, the Justin Boots Playoffs, Justin Boots Championships and the Wrangler National Finals Rodeo.

Since 1987, Coors Banquet has been the official beer of the PRCA. Since 1984, Coors Banquet has recognized ProRodeo's top barrelman through the Coors Banquet "Man in the Can" program. Bestowed at the Wrangler NFR every year, this award recognizes the unique abilities and tireless efforts put forth by these men in rodeo arenas throughout the United States.

In 2005, Coors Brewing Company merged with Molson to become the world's fifth-largest global brewer.



DODGE

A staple of rodeo since 1982, Dodge is the official automotive sponsor of the PRCA. Dodge has title sponsorship of all 12 of the

PRCA Circuit Finals Rodeos and the Dodge National Circuit Finals Rodeo (DNCFR).

Held each year in Pocatello, Idaho, the DNCFR showcases cowboys who compete in rodeos close to home and offers them the chance to earn a national title. The regular-season Dodge circuit champions, as well as the Dodge circuit finals champions in each event, qualify to compete in the elimination-style DNCFR each March. Dodge has been the event's title sponsor since the rodeo's inception in 1987, and awards to each event champion a \$20,000 voucher toward the purchase of a new Chrysler, Dodge or Jeep brand vehicle.

In 2005, Dodge added all 12 circuit finals to their sponsorship.

Dodge is an official sponsor of the Wrangler Million Dollar Tour presented by Justin Boots, the Justin Boots Playoffs, Justin Boots Championships and the Wrangler National Finals Rodeo. At the conclusion of the Wrangler NFR, Dodge awards to the world all-around champion a \$20,000 voucher toward the purchase of a new Chrysler, Dodge or Jeep brand vehicle.

Dodge also supports many other programs within rodeo, including the Miss Rodeo America Pageant. In addition to sponsoring PRCA stock contractors with its Chap and Flags program, Dodge also rewards the announcers, secretaries and pickup men.

Dodge is a brand of Chrysler LLC and manufactures trucks, cars and minivans. Chrysler LLC is a wholly owned subsidiary of Chrysler Group LLC.

RESISTOL®

best all-around

Since 1927, the name Resistol has been linked to the rodeo cowboy. As one of the first sponsors of Pro Rodeo, Resistol is proud to be the official hat of the PRCA and WNFR, and since 1959, the Resistol Rookie of the Year award has honored outstanding achievements of tomorrow's rodeo legends.

Without a doubt, the long-standing relationship between Resistol and the PRCA has always been the "best all-around."



Undoubtedly, the PRCA could not enjoy the success it has each year with its Wrangler National Finals Rodeo if it were not for the support of Las Vegas Events (LVE). The PRCA and LVE have created a long-lasting and highly successful partnership that continues to promote the sport of professional rodeo.

LVE is a private, nonprofit organization dedicated to attracting special events that promote tourism and increase attention for Las Vegas, fill local hotel rooms and contribute to the local economy and entertainment scene. Las Vegas Events presents an average of 30 events per year, highlighted by the Wrangler NFR, which brings sold-out audiences of more than 170,000 rodeo fans to the Thomas & Mack Center over 10 days each December.

Other LVE-produced and/or sponsored events include the 2007 NBA All-Star Game; Mountain West Conference Basketball Tournament; SCORE Las Vegas Terrible's Cup; Laughlin River Stampede; Craftsman Series Truck Race; NHRA Drag Racing; Aviation Nation; America's Party New Year's Eve Celebration; Las Vegas Bike Fest; Arena Bowl XX; Vegoose Music Festival and the FEI World Cup Finals, one of the world's most prestigious equestrian events.



B&W Trailer Hitches is the official hitch of the PRCA, the Wrangler Million Dollar Tour, presented by Justin Boots, the Justin Boots Playoffs, Justin Boots Championships and the Wrangler National Finals Rodeo. B&W is also the presenting sponsor of the XBulls Tour.

B&W manufactures custom beds, turnover ball hitches, gooseneck hitches and bale loaders. Its products are sold through an extensive network of approximately 1,200 B&W dealers located across the United States. In addition, B&W products have been sold in South Africa, Australia, Canada and other countries.

B&W: "A hitch when you need it, a level bed when you don't."



Montana Silversmiths, the renowned buckle maker and the largest Western jewelry and buckle manufacturer in the industry, is the official award buckle sponsor of the PRCA. Montana Silversmiths is a sponsor of the Wrangler Million Dollar Tour, presented by Justin Boots, the Justin Boots Playoffs

and Justin Boots Championships, all 12 Dodge Circuit Finals Rodeos, the Dodge National Circuit Finals Rodeo (DNCFR) and the Wrangler National Finals Rodeo.

Montana Silversmiths is an official producer of the world championship buckles, the National Finals Steer Roping buckles, the PRCA award buckles, the Wrangler Million Dollar Tour award buckles, the Dodge Circuit Finals and DNCFR buckles, the Wrangler NFR go-round and average buckles and the PRCA Announcer of the Year buckle, as well as PRCA-licensed products.

Montana Silversmiths has more than 5,000 retail dealers in the United States and Canada and exports to more than two dozen countries.

BOYD GAMING CORPORATION

Boyd Gaming, one of the premier casino entertainment companies in the United States, is an official sponsor of the PRCA and the Wrangler National Finals Rodeo.

It is the title sponsor of the Boyd Gaming Gold Card Room at the Thomas & Mack Center during the championship event in December. The room is only accessible to Gold Card members of the PRCA.

Boyd Gaming owns & operates 16 casino entertainment properties located in Nevada, New Jersey, Mississippi, Illinois, Indiana and Louisiana.

AMERICAN QUARTER HORSE ASSOCIATION

As a strategic sponsor of the PRCA since 1989, the American Quarter Horse Association presents the AQHA/PRCA Horse of the Year awards to the owners of competing timed-event horses judged by top PRCA and WPRA contestants as the best in their events. Along with these awards, the AQHA also presents the owner of each Horse of the Year a bonus check, an American quarter horse bronze sculpture and a saddle blanket.

The AQHA is a sponsor of all 12 Dodge Circuit Finals Rodeos, the Dodge National Circuit Finals Rodeo and the National Finals Steer Roping.

The AQHA has registered more than 4 million American quarter horses and serves more than 338,000 worldwide members. It functions as the official record keeper and governing body of the American quarter horse industry. The AQHA records all American quarter horse ownership, processes approved show and race results, catalogs performance and produce data on all American quarter horses, maintains association funds and publicizes the American quarter horse industry. The AQHA maintains current statistics on ownership in each state and country, as well as American quarter horse population figures.

Priefert® Ranch Equipment

Priefert Ranch Equipment, one of the largest ranch builders in the world, is the exclusive rodeo equipment manufacturer of the PRCA and Wrangler National Finals Rodeo.

As part of the multi-year agreement between the PRCA and the Mount Pleasant, Texas-based company, Priefert annually custom-designs the entire arena in the Thomas & Mack Center. In addition, the company designed a brand-new outdoor arena at the ProRodeo Hall of Fame and Museum of the American Cowboy in Colorado Springs, Colo., in 2006. Priefert also constructed a replica bucking chute displayed at the ProRodeo Hall of Fame.

In addition, Priefert rewards ProRodeo's all-around world champion with a custom arena or \$20,000 in Priefert products.

Priefert is also actively involved in helping the rodeo cowboy by raising funds for the Justin Cowboy Crisis Fund.

Established in 1964, Priefert ships its products to all 50 states and 14 countries. Behind its success is a work force of 650 employees, ranging from customer service to engineering.

P E N D L E T O N

BLEND
CANADIAN WHISKY



Pendleton Whisky is a national sponsor of the PRCA and an official sponsor of the Wrangler National Finals Rodeo. Their oak barrel-aged whisky is distilled in Canada and bottled in Hood River, Ore., after the addition of glacier-fed spring water from Oregon's highest peak, Mt. Hood.

Award-winning Pendleton Whisky brings to life the traditions that the American cowboy and cowgirl hold onto. Pendleton delivers an uncommonly smooth taste along with a rich and complex flavor that earned bragging rights as one of the fastest-growing whisky brands in the U.S. Pendleton Whisky - Let 'er Buck!



Good Ride joined the ranks of PRCA and Wrangler National Finals Rodeo sponsors in 2009 and launched its line of high-fashion street cowboy clothing and accessories at the 2009 Wrangler NFR. Good Ride's motto is "From an ocean tide to an eight-second ride, whatever your rush may be, do it with passion and do it in fashion ... for today, I will live out my dreams! Life's a ride, make it a good one!"



at&t

AT&T, the nation's largest wireless carrier with millions of customers, is the exclusive official wireless telephone sponsor of the PRCA and Wrangler NFR.

With out-of-home advertising in Las Vegas and an extensive presence in the ProRodeo Zone, the official interactive area of the Wrangler NFR, AT&T has expanded its video entertainment offerings to include next-generation television services – helping broadcast rodeo worldwide.

AT&T started its association with ProRodeo in 2005, when the company reached an exclusive two-year agreement with 2004 World Champion Tie-down Roper Monty Lewis.