



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 July 1, 2018. 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 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 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. 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.).
- H. Individuals **may not** have a patch, embroidery or decal at any PRCA EVENT with any company in competition with PRCA/PRCAP Exclusive Sponsors.
- I. 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.
- J. 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.
- K. 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.
- L. 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.
- M. 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. For the 2018 calendar year the only two sponsors in the Jeans and Shirts category shall be Wrangler or CINCH, and in the footwear/boots category the only sponsor shall be boot brands marketed under Justin Brands.
- 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. "Right of First Refusal Sponsors" means those sponsors that have been designated by the PRCA as right of first refusal national sponsors for a specific category of sponsorship. For the 2018 calendar year these include RAM in the automotive manufacturer category; COORS in the malt beverage/beer category; Montana Silversmiths in the buckles and jewelry category; Pendleton Whisky in the alcohol spirits category; and Resistol Hats in the western headwear category.
- 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 (as set forth in Chapter 15 of the PRCA Bylaws), 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.
- 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.
 - 14. **Chest/pocket** (shirt front).
 - 15. **Sleeve**
 - 16. **Cattle/yoke**
 - 17. **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 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:

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 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.

- 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:

1st offense	\$1,000
--------------------	----------------

2nd offense **\$2,000**
3rd offense **\$4,000 plus a two (2) year exclusion from the patch
sponsorship program.**

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.