

# NATIONAL PARTNERS

A black and white photograph of a cowboy riding a bucking horse. The cowboy is wearing a dark jacket with "PRCA PRORODEO.COM" and "ATLAS" logos, and a vest with a "742" patch. The horse is in mid-air, bucking, with its front legs tucked and back legs extended. The background is a solid brown color.

*Justin McDaniel placed in eight rounds, including a ride for 85 points on Classic Pro Rodeo's Good Time Charlie in Round 5 of the 2010 Wrangler National Finals Rodeo, above, en route to winning his second average title in three years and moving from ninth to second in the world standings.*

PRCA ProRodeo photo by Mike Copeman.

## National Partners

# Wrangler®

A PRCA partner since 1947, Wrangler® is the exclusive, official jeans and shirts brand of the PRCA and the title sponsor of both the Wrangler Million Dollar Tour presented by Justin Boots and the PRCA's premier championship event, the Wrangler National Finals Rodeo. The leading Western and rodeo apparel brand is also an official presenting sponsor of the Justin Boots Playoffs

and Justin Boots Championships and sponsors the Ram National Circuit Finals Rodeo.

In 2005, Wrangler Western co-launched Tough Enough to Wear Pink™, a breast cancer awareness campaign that has raised more than \$9.75 million throughout the professional rodeo industry. Fan purchase of Wrangler Tough Enough to Wear Pink shirts enabled the brand to donate more than \$2 million from shirt sales alone. In 2009, Wrangler once again set out to unify the Western community through the launch of the Wrangler® National Patriot™ program, designed to support wounded or fallen American military veterans and their families through donations from the proceeds of red, white and blue Wrangler National Patriot shirts and overall fundraising efforts. Calling on rodeo committees, fans, competitors and sponsors across the country to show their patriotism, the Wrangler National Patriot program has raised more than \$430,000 to date.

As the leading PRCA sponsor, Wrangler holds apparel branding endorsements with more than 100 of the PRCA's top cowboys, announcers, clowns and other members. Wrangler sponsors all 12 PRCA Circuit Finals Rodeos and hosts local retail promotions at more than 120 PRCA-sanctioned rodeos. Wrangler is also the proud sponsor of the Golden Mic Award, which recognizes the PRCA's Announcer of the Year.

Wrangler, a division of VF Corporation, the world's largest apparel company, is the leading Western wear brand and is available nationwide in specialty stores including work apparel chains, Farm & Fleet retailers and Western stores, as well as through online and catalog retailers.



An exclusive national PRCA partner for more than 50 years, Justin Boot Company is the leader in Western and equine footwear and produces the official boots and footwear of the PRCA. Justin Boots is the presenting sponsor of the Wrangler Million Dollar Tour and the title sponsor of the Justin Boots Playoffs and Justin Boots Championships, and makes the official boots of the RAM Circuit Finals Rodeos, RAM National Circuit Finals Rodeo (RNCFR) and Wrangler National Finals Rodeo. Justin Boots also sponsors the John Justin Committeeperson of the Year program

and awards exotic boots to world champions, RNCFR champions and PRCA contract personnel of the year.

As part of its commitment to giving back to the rodeo industry, Justin Boots is also the title sponsor of two unique professional rodeo programs. The Justin Cowboy Crisis Fund (JCCF) – a 501(c)(3) charity that awards 100 percent of all contributions as direct assistance – was created to assist cowboys injured in rodeo competition. The JCCF helps with living expenses and nonmedical costs while athletes are unable to compete. As the official health care provider of the PRCA, the Justin Sportsmedicine Team program leads the way in ensuring ProRodeo athletes have the very best care available. The Justin Sportsmedicine Team debuted at the 1980 Wrangler NFR and has three mobile sports medicine trailers that travel to an average of 125 PRCA events each year, providing comprehensive sports medicine services. In addition to more than one dozen members of the Team, the program utilizes a nationwide referral network that features the outstanding talents of sports medicine specialists, including athletic trainers and doctors, at PRCA events across the U.S.

Justin Boot Company is a division of Justin Brands, Inc., a Berkshire Hathaway corporation and the world's largest domestic manufacturer of Western footwear. Its divisions also include leading footwear brands such as Tony Lama Boots, Nocona Boots, Chippewa Boots and Justin Original Workboots.



MillerCoors Brewing Company has been a proud and loyal sponsor of professional rodeo since 1980. For more than 30 years, Coors® Banquet has been an uncompromising supporter of the inspirational lifestyle of the rodeo cowboy.

Coors Banquet knows rodeo. That's why it's the official beer sponsor of the Wrangler® National Finals Rodeo® and has been the official beer of the PRCA® since 1987.

Since 1984, Coors Banquet has recognized the top barrelmen of ProRodeo through the "Man in the Can" program. Awarded at the Wrangler NFR every year, the

Coors Man in the Can award recognizes the unique abilities and uncompromising efforts put forth by these tough men in rodeo arenas throughout the United States.

With its grass-roots sponsoring of local rodeos and innovative marketing, Coors Banquet stays true to its hard-working, relentless fans.

For a taste of the rodeo legend, make it a Banquet.



Montana Silversmiths®, the official silversmith of the PRCA, is proud to be a PRCA corporate partner since 1999 as the Brand of Champions™.

Montana Silversmiths® proudly handcrafts the buckles for

PRCA world champions as well as buckles for the Ram National

Circuit Finals (RNCFR) and the Wrangler NFR go-round and average winners, as well as a variety of other

award buckles including the PRCA Announcer of the Year buckle and the PRCA Rodeo Committee of the Year buckles.

Handcrafted sterling silver rich in Western heritage is the very core of Montana Silversmiths®. Our

skilled craftsmen are the finest in the Western industry, crafting products that combine traditional Western flair with crisply executed engraving styles.

Their creativity, skill and attention to detail remain a cornerstone of our brand, a commitment to our consumers and a fundamental aspect of our partnership with the PRCA, as the world champions' buckle maker and the Brand of Champions™.

Established in Columbus, Mont., in 1973, Montana Silversmiths® is a leading designer, manufacturer and distributor of buckles, awards, jewelry, and lifestyle products for the Western industry.



Pendleton Whisky gained its logo and early name recognition from the world-famous, 100-year-old Pendleton Round-Up, where it is an annual sponsor and a contributor to the rodeo's success and growth. Each Pendleton Whisky bottle prominently features the rodeo's famous bucking horse symbol and *Let'er Buck* slogan.

Pendleton Whisky is the official spirit sponsor of the PRCA, presenting sponsor of the All American ProRodeo Series, official sponsor of the Wrangler National Finals Rodeo and title sponsor of the Let'er Buck Bucking Stock of the Year Awards.

Oak barrel-aged to a golden hue, Pendleton's smooth flavor has earned bragging rights as the whiskey of choice for ProRodeo contestants, fans and Western lifestyle enthusiasts. It has become one of the fastest-growing whiskey brands in the nation.

Pendleton Whisky is a product of Hood River Distillers. Founded in 1934 and headquartered in Hood River, Ore., Hood River Distillers is the Northwest's largest and oldest importer, producer, marketer and bottler of distilled spirits, with distribution across the country.

Pendleton Whisky – Let'er Buck!



# RAM

Chrysler Group has partnered with rodeo since 1982. Formerly a Dodge brand initiative, the Ram Truck division now assumes the reins as the official automotive sponsor of the PRCA. Ram has title sponsorship of all 12 PRCA Circuit Finals Rodeos and, the Ram National Circuit Finals Rodeo (RNCFR)

(formerly the Dodge National Circuit Finals Rodeo, the DNCFR).

Now held in Oklahoma City, the RNCFR showcases cowboys who compete in rodeos close to home and offers them the chance to earn a national title. The regular-season Ram circuit champions, as well as the Ram Circuit Finals Rodeos champions, in each event qualify to compete in the elimination-style RNCFR each year. The event's title sponsor since the rodeo's inception in 1987, Ram now awards each event champion a \$20,000 voucher toward the purchase of a new Ram truck, which is theirs to keep.

Ram is an official sponsor of the Wrangler Million Dollar Tour presented by Justin Boots, the Justin Boots Playoffs, the Justin Boots Championships and the Wrangler National Finals Rodeo. At the conclusion of the Wrangler NFR, Ram awards to the world all-around champion a \$20,000 voucher toward the purchase of a new Ram truck. In 2010, Ram teamed with the PRCA to present the first Ram Truck Top Gun winner with a Ram 3500 truck.

Ram is a brand of Chrysler Group LLC and manufactures a full line of award-winning trucks.



Undoubtedly, the PRCA could not enjoy the success it has each year with its Wrangler National Finals Rodeo without the support of the Las Vegas Convention and Visitors Authority (LVCVA) and Las Vegas Events (LVE). The PRCA, LVCVA and LVE have created a long-lasting and highly successful partnership that continues to promote the sport of professional rodeo.

Las Vegas' nonstop energy and excitement are fueled by the fantastic luxury resorts along the Strip and the glittering downtown district. The entertainment scene is second to none, and Las Vegas has raised the bar with a new breed of shopping and dining that has captured the world's attention.

LVE 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. Annually, the city also hosts the PGA Tour, MAACO Bowl Las Vegas, Big League Weekend, Academy of Country Music Awards and PBR World Finals.



Allegiant is proud to be the official airline sponsor of the PRCA and the Wrangler National Finals Rodeo. Also a sponsor of Xtreme Bulls, the Ram National Circuit Finals Rodeo and the 12 Ram Circuit Finals Rodeos, the company is pleased to connect fans with rodeo events throughout the year.

Las Vegas-based Allegiant is dedicated to getting customers the best travel deals around. Linking travelers in America's small cities to world-class leisure destinations such as Las Vegas; Phoenix-Mesa, Ariz.; Fort Lauderdale, Fla.; and Orlando, Fla., through its low-cost, all-jet passenger airline, the company offers air travel on a stand-alone basis as well as bundled with hotel rooms, rental cars and entertainment tickets.

# 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 and an American quarter horse bronze sculpture.

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

The AQHA has registered more than 4 million American quarter horses and serves more than 330,000 worldwide members. It functions as the official record keeper and governing body of the American quarter horse industry. The AQHA records American quarter horse ownership, processes approved show and race results, catalogs performance and produces 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.



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



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, Louisiana and Florida. [www.boydgaming.com](http://www.boydgaming.com)



**THE DUDE RANCHERS'  
ASSOCIATION**

Established 1926

Discover parts of the American wilderness that can only be seen by horseback. Discover the men and women who are the stewards of this land. These families open their homes to thousands of guests every year, committed to providing the best vacations possible. Dude ranching is much more than guest rooms and horses. It is a sharing of the spirit of the West and the beauty of the wilderness. Your appreciation of nature, family and friends will be renewed. You'll find that good riding, good food and good friends will leave you peaceful and content. More than just a day full of activities, the essence of a ranch vacation nourishes your heart and soul. It is unlike any vacation you have ever taken – one that you will return to time and again.



Vegas Starts Here.™

The Mirage Hotel & Casino and Rodeo Vegas will return as the "Official Wrangler NFR After-Party of the PRCA" for the sixth consecutive year. The Mirage Race & Sports Book will feature nightly live broadcasts for all of the Wrangler NFR action, live performances by select country music artists, exclusive prize giveaways, celebrity appearances and much more over the course of the 10-day WNFR competition. Admission is complimentary.

The Mirage, the hotel that introduced the concept of a destination resort to the Las Vegas Strip in 1989, has undergone a stunning multi-year transformation to maintain its pre-eminent position in what has become an increasingly competitive tourism market. While introducing contemporary amenities designed to retain the resort's leading-edge position, The Mirage has sustained the exceptional service standards and serene tropical atmosphere that have distinguished it as a AAA Four Diamond Polynesian paradise.



## Pat Boone ALL-AMERICAN MEATS

A taste of what makes us great.

At Pat Boone All-American Meats, we are proud to serve as the official steak of the PRCA and the Wrangler National Finals Rodeo, handing out over 25,000 free steak samples to steak-loving rodeo fans in 2010.

Pat Boone All-American Meats, born out of a passion for family and food as well as the legendary entertainer's love of great steak, is the official premium steak company of the PRCA. Pat Boone All-American Meats are just that – all-American, using only traditionally raised beef from U.S. ranching families resulting in the finest quality premium marbled steaks, slow-aged to perfection and delivered straight to your door.

Pat Boone All-American Meats is committed to paying it forward to help those in need. Of every purchase you make at [www.patboonemeats.com](http://www.patboonemeats.com), 5 percent of the total goes directly to fund the efforts of organizations, at home and abroad, that help feed and sustain those in need.

## Priefert<sup>®</sup> Ranch Equipment

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 for each year's Wrangler NFR. 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, in areas ranging from customer service to engineering.

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

## RESISTOL<sup>®</sup> best all-around

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

Since 1927, the name Resistol has been linked to the rodeo cowboy. As one of the first sponsors of ProRodeo, 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.

## SOUTH POINT

The South Point Hotel, Casino and Spa is an official PRCA sponsor. The 2,200-room resort in Las Vegas, Nev., provides affordable luxury while catering to visitors and locals alike. This casino destination features the world-class Spa Costa del Sur, a PBA Tour bowling center, a headliner showroom, four lounges, one of the top equestrian facilities in the country featuring 1,100 climate-controlled stalls, a 165,000-square-foot convention center, exhibit hall, bingo center, separate race and sports books and all the casino games that made Las Vegas famous. From the world-renowned Michael's Gourmet Room to the only Steak 'n Shake west of Texas, the resort's nine restaurants are sure to satisfy every level of dining desire. The South Point opened in December 2005 and completed a large casino expansion in 2010.

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