



**PROFESSIONAL RODEO COWBOYS ASSOCIATION PROPERTIES
RULES AND REGULATIONS GOVERNING
ADVERTISING IN AN ARENA**

**PART 1 - PROVISIONS APPLICABLE TO ALL INDIVIDUALS
ENTERING THE RODEO ARENA**

I. General Provisions:

- A. These Rules and Regulations shall apply to all individuals who enter the Competition Arena of a Professional Rodeo Cowboys Association ("PRCA")-sanctioned event. Any individual who refuses to comply with these Rules and Regulations may be denied entry into or may be removed from the Competition Arena.
- B. No individual who enters the Competition Arena of a PRCA-sanctioned event may wear or display any garment, tack or gear advertising a commercial business, product, service or individual unless (i) in the case of a PRCA member, that member participates in the PRCA Patch Sponsorship Program and adheres to the rules and regulations of the Patch Sponsorship Program and these Rules and Regulations, or (ii) in the case of a non-PRCA member, that individual adheres to the requirements of these Rules and Regulations.
- C. The terms and conditions of these Rules and Regulations shall be enforceable within the Competition Arena of every PRCA-sanctioned event, unless otherwise specified in these Rules and Regulations or in the ground rules of a particular event.
- D. These Rules and Regulations are subject to existing and future sponsorship agreements between PRCA/PRCAP and National Sponsors. All individuals entering the Competition Arena shall be subject to all restrictions imposed by the national sponsorship agreements and shall follow all rules and regulations set forth herein regarding National Sponsors.
- E. Individuals **may not** have a sponsorship in the Competition Arena with any company in competition with Wrangler Jeans and Shirts (e.g., Roper, Panhandle Slim, Rocky Mountain Jeans, Rodeo Mania, Levi, or Cinch Jeans, etc.), and Justin Boot Company (e.g., Lucchese, Twisted X, Ariat, Boulet, etc.) (**Category subject to expansion.**)

- F. All individuals **must** honor the right of first refusal over any proposed patch sponsorship held by the following PRCA National Sponsors: Dodge, MillerCoors, and Montana Silversmiths (**Category subject to expansion**). This means you must offer these National Sponsors the right of first refusal (the right to match) to be the patch sponsor in the Competition Arena, and give such National Sponsors at least 20 business days to reach a decision, prior to entering into an agreement to do so with a party in competition with one or more National Sponsors.
- G. No Patch may be worn in the Competition Arena which opposes the use of any product or service which is manufactured or distributed by a National Sponsor, nor may a Patch be worn in the Competition Arena which demeans a National Sponsor or the use of a product or service which is manufactured or distributed by a National Sponsor.
- H. These Rules and Regulations shall not apply to Canadian Professional Rodeo Association rodeos.
- I. A PRCA member Rodeo Committee or Stock Contractor shall not be subject to these Rules and Regulations 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.

II. 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. Clothing designs shall be considered Patches unless such designs meet all requirements for pocket emblems as set forth in section III.D. herein.
- B. "Signage" means any representation identifying a commercial business, product, service or individual in a manner so as to be visible to others.
- 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, and the chute platforms.
- D. "National Sponsors" means those sponsors who are national sponsors of the PRCA and/or PRCAP, including AT&T Wireless, MillerCoors, Dodge, Justin Boot Co., Montana Silversmiths, and Wrangler. (**Category subject to expansion.**)
- E. "Participant" means any PRCA member who is approved by the PRCA to participate in the patch sponsorship program, including but not limited to PRCA member

contestants, permit members, contract personnel, clowns/barrelmen, specialty acts, pickup men and stock contractors.

III. Guidelines:

- A. Participants must adhere to the Patch Sponsorship Program rules and regulations included as Part 2 of these Rules and Regulations Governing Advertising in an Arena.
- B. 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 in the Competition Arena. 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.
- C. Non-PRCA members entering the Competition Arena must comply with these Rules and Regulations and the following sections of the Patch Sponsorship Program rules and regulations, included as Part 2 of these Rules and Regulations:

Section III, paragraphs B through J
Section IV, paragraph A
Section V, paragraphs A through D
Section VI, paragraphs A through E
Section VIII, paragraphs A through E
Section IX, paragraphs A through C

These Patch Sponsorship Program rules and regulations shall apply to non-PRCA members notwithstanding the use of the term "Participant" within the Patch Sponsorship rules and regulations in connection with the above-listed provisions.

- D. Manufacturers' pocket emblems affixed to clothing are exempt from these Rules and Regulations 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 Rules and Regulations simply because a shirt is bought "off the rack," unless the pocket emblem meets all of the requirements in this paragraph. For the purposes of these Rules and Regulations, the "manufacturer" means the manufacturer or the entity which distributes or offers for retail sale the clothing or equipment in question, and the "brand" means the trademark under which the shirt is sold to the public (i.e. Wrangler).

IV. Sanctions, Fines and Penalties:

A. Any individual in violation of these Rules and Regulations may be ordered by the rodeo judge to change his or her attire or equipment before he or she is allowed to enter or remain in the arena, or to compete or perform. Failure to abide by a judge's order to change attire or equipment may result in disqualification from that performance or section of slack. In addition, violators shall be subject to the penalties set forth in section IV.B. below.

B. Any individual who violates these Rules and Regulations at a PRCA event **other than the WNFR, NFSR, DNCFR, Wrangler Million Dollar Tour, Xtreme Bulls Tour, televised rodeos, Playoffs and 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 patch sponsorship program.

4th and subsequent offenses - PRCA members who are not Participants and who violate these Rules and Regulations for the fourth time, and for each subsequent violation, shall be considered to have committed a Class IV 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 WNFR, NFSR, DNCFR, Wrangler Million Dollar Tour, Xtreme Bulls Tour, televised rodeos, Playoffs and 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 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 IV 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 and may be subject to immediate disqualification.

If one team roper is disqualified, no replacement will be allowed, and therefore the team is disqualified.

- D. If an individual violates these Rules and Regulations and is subject to a fine for such violation, and that individual's violation occurred while in the Competitive Arena as an employee or volunteer of, or an independent contractor hired by, a corporation, unincorporated association or other legal entity, and that individual is not a Participant in his capacity as an employee, volunteer or independent contractor, the fine may be levied against the legal entity and not against the individual.
- V. **Effective Date:** These Rules and Regulations govern the wearing or display of Patches or Signage in the Competition Arena at PRCA-sanctioned rodeos held on or after April 3, 2009, except for amendments adopted after such date, which will be effective as of a date specified when such amendments are adopted.

**PROFESSIONAL RODEO COWBOYS ASSOCIATION PROPERTIES
RULES AND REGULATIONS GOVERNING
ADVERTISING IN AN ARENA**

**PART 2 - PATCH SPONSORSHIP PROGRAM
RULES AND REGULATIONS**

I. General Provisions:

- A. These Rules and Regulations are being adopted to serve as the guidelines contemplated by section B1.2.6 of PRCA Bylaws by which members of the PRCA may wear or display garments, tack or gear advertising a commercial business, product, service or individual in the Competition Arena.
- B. Only full members of the PRCA in good standing are eligible to participate in this patch sponsorship 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 sponsorship program may not wear Patches or Signage in the Competition Arena.
- C. The terms and conditions of these Rules and Regulations shall be enforceable within the Competition Arena of every PRCA-sanctioned event, unless otherwise specified in these Rules and Regulations or in the ground rules of a particular event.
- D. The patch sponsorship program is subject to existing and future sponsorship agreements between PRCA/PRCAP and National Sponsors. Within the Competition Arena, Participants are subject to all restrictions imposed on the patch sponsorship program by the national sponsorship agreements and shall follow all rules and regulations set forth herein regarding National Sponsors.
- E. Individuals **may not** have an individual sponsorship in the Competition Arena with any company in competition with Wrangler Jeans and Shirts (e.g., Roper, Panhandle Slim, Rocky Mountain Jeans, Rodeo Mania, Levi, or Cinch Jeans, etc.), and Justin Boot Company (e.g., Lucchese, Twisted X, Ariat, Boulet, etc.) **(Category subject to expansion.)**
- F. All individuals **must** honor the right of first refusal over any proposed patch sponsorship held by the following PRCA National Sponsors: Dodge, MillerCoors, and Montana Silversmiths. **This means you must offer these National Sponsors the right of first refusal (the right to match) to be the patch sponsor in the Competition Arena,** and give such National Sponsors at least 20 business days to reach a decision, prior to entering into an agreement to do so with a party in

competition with one or more National Sponsors. The first right of refusal has to be offered to these national sponsors each year with a renewal of a competing sponsor.

- G. No Patch may be worn in the Competition Arena which opposes the use of any product or service which is manufactured or distributed by a National Sponsor, nor may a Patch be worn in the Competition Arena which otherwise demeans a National Sponsor or the use of a product or service of a National Sponsor.
- H. The patch sponsorship program does not apply to Canadian Professional Rodeo Association rodeos.
- I. A PRCA member Rodeo Committee or Stock Contractor shall not be subject to these Rules and Regulations 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.
- J. **Applicants to become Participants must allow at least two weeks to process the application.**

II. Definitions: The following terms shall have the same meaning as defined in Part 1 of these "Rules and Regulations Governing Advertising in an Arena":

- A. Patch
- B. Signage
- C. Competition Arena
- D. National Sponsors
- E. Participant

III. Guidelines:

- A. **Notwithstanding any other provision of these Rules and Regulations, no Participant may appear in the arena at a PRCA-sanctioned rodeo displaying a Patch or Signage as permitted by these Rules and Regulations until the Patch or Signage has been approved by PRCAP as provided in these Rules and Regulations.** PRCAP will issue a sponsorship registration card to each participating PRCA member to be shown to the rodeo secretary or rodeo judge upon request.
- B. Participants may not wear Patches or Signage in the Competition Arena at rodeos 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. 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. **A PRCA patch must be worn by contestant in order for contestant to wear a sponsor patch on headgear** (e.g., Patches on hats or protective helmets, sponsor hat bands, etc.) in the Competition Arena. All headgear and hat patches need to be registered with the PRCA National Headquarters and can be no bigger than 1 x 2 ½ inches.
- D. National Sponsors shall be exempt from size specifications for Patches and Signage worn by non-contestants (e.g., Dodge pickup men chaps, Wrangler clown pants logos, Justin Sports Medicine jackets, etc.).
- E. All Patches must be firmly attached on clothing or equipment used for display.
- F. Any commercial identification in violation of any governmental television regulation may be prohibited.
- G. Patch 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).
- H. Manufacturers' pocket emblems affixed to clothing are exempt from these Rules and Regulations 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 Rules and Regulations simply because a shirt is bought "off the rack," unless the pocket emblem meets all of the requirements in this paragraph. For the purposes of these Rules and Regulations, the "manufacturer" means the manufacturer or the entity which distributes or offers for retail sale the clothing or equipment in question, and the "brand" means the trademark under which the shirt is sold to the public (i.e. Wrangler).
- I. Protective vests, jackets, committee vests, rain slickers and other protective clothing shall be subject to these Rules and Regulations. **If an individual desires to wear Patches on a protective vest or jacket, a Patch may only be placed on the area of the vest commensurate with the breast pocket and the cantle/yoke, and each Patch worn in those areas must be the same Patch worn in that area on the Participant's shirt.**

IV. **PRCA Contestant Member and Permit Member Participants:**

- A. PRCA contestant member Participants may display **up to nine (9) different sponsors and a total of eleven (11) Patches at any one time.** (*Wrangler, contingency patches and the PRCA patch are in addition to the eleven (11) patches for those participants in the Wrangler Million Dollar Tour, Xtreme Bulls Tour, televised rodeos, Playoffs and Championships*).

Patches may be worn only in the following areas:

1. Participants may wear **up to six (6) chest/pocket Patches** (no more than three (3) on each side)
2. Participants may wear **four (4) sleeve Patches** (two (2) per sleeve - the patches are **not** required to represent the same sponsor).
3. Participants may wear **one (1) glove Patch.**
4. Participants may wear **one (1) cantle/yoke Patch (top back of shirt).**
5. Participants may wear **one (1) back patch below the back number.**
6. Participants may wear **one (1) shirt front stripe Patch.**
7. Riding event contestants may wear **two (2) chap Patches** (one per leg, representing the **same sponsor** and of the **same design**).
8. Timed event contestants may display only **two (2) saddle pad Patches** (one on either side of horse representing the **same sponsor** and of the **same design**).
9. Participants may wear **two (2) shirt collar Patches** (one per side, representing the **same sponsor** and of the **same design**).
10. Timed event contestants may display **two (2) breast collar Patches** (one on either side of horse representing the **same sponsor** and of the **same design**).
11. Participants may wear one (1) headgear/hat patch, **provided, the participant must wear a PRCA patch.**

- B. For additional information and requirements on the Patch, see Section VIII.

V. PRCA Contract Personnel Member Participants:

- A. PRCA contract personnel member Participants may display **up to nine (9) different sponsors and a total of eleven (11) Patches at any one time.** For placement of Patches, see section IV.A. For additional information and requirements on the Patch, see Section VIII. (*Wrangler, contingency patches and*

the PRCA patch are in addition to the eleven (11) patches for those participants in the Wrangler ProRodeo Tour, Xtreme Bulls Tour, all televised rodeos, and Playoffs).

- B. PRCA contract personnel member Participants may also display Signage which complies with IX. A. and B. of these Rules and Regulations on their equipment used in the Competition Arena (e.g., clown barrels, vehicles, trailers, pedestals, etc.).
- C. PRCA contract personnel member Participants **must reach agreement** with rodeo committees to which they are contracted with respect to any patch sponsorship that may be in conflict with the rodeo committee's own sponsorships. This is for the protection of local sponsors as well as PRCA National Sponsor programs (e.g., barrelman and /or pickup men, the Dodge program, 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.
- D. A clown's baggies will be considered the same as contestant chaps for purposes of the limitations specified in these Rules and Regulations. Patches or Signage shall be allowed (e.g., prop or costume clothing, logoed suspenders, leggings, gloves, bandanas and halters, except for hat signage as set forth in section III.D.) so long as no Patch worn or displayed at any one time exceeds the restrictions of up to nine (9) sponsors and eleven (11) Patches set forth in section V. A. and provided that a clown wearing or using such Patches or Signage complies with the exclusivity and right of first refusal provisions set forth in sections I. E. and I. F., respectively. Additionally, a clown's suspenders may display up to, but may not exceed, two different sponsors.

VI. PRCA Stock Contractor Member and PRCA Livestock Participants:

- A. PRCA Stock contractor member Participants may display **up to nine (9) different sponsors and up to a total of eleven (11) Patches at any one time**. Stock contracting firm Participants having more than one (1) individual in the firm (e.g., Jones/Smith) must designate **one (1) stock contractor only** to wear Patches. **For placement of Patches, see section IV. A. For additional information and requirements on the Patch, see Section VIII.** (*Wrangler, contingency patches and the PRCA patch are in addition to the eleven (11) patches for those participants in the Wrangler Million Dollar Tour, Xtreme Bulls Tour, all televised rodeos, Playoffs and Championships*).
- B. Each of a stock contractor member Participant's chute bosses (limited to two (2) chute bosses total - one timed event chute boss and one rough stock chute boss) may display **up to a total of nine (9) Patches at any one time**. For chute bosses only, these parameters replace the parameters for contract personnel member Participants set forth in section V.A.
 - 1. Chute boss may wear **four (4) chest/pocket Patches** (shirt front).

2. Chute boss may wear **two (2) sleeve Patches** (one per sleeve - the patches are **not** required to represent the same sponsor).
 3. Chute boss may wear a **cattle/yoke Patch**.
 4. Chute boss may wear **two (2) shirt collar Patches** (one per side, representing the **same sponsor** and of the **same design**).
- C. Each of stock contractor member Participant's pickup men may display **up to nine (9) different sponsors and up to a total of eleven (11) Patches at any one time**. For placement of Patches, see section IV. A. For pickup men only, these parameters replace the parameters for contract personnel member Participants set forth in section V. A. (*Wrangler and contingency patches are in addition to the eleven (11) patches for those participants in the Wrangler Million Dollar Tour, Xtreme Bulls Tour, televised rodeos, playoffs and championships*).
- D. Stock contractor firm Participants (including pickup men and chute bosses) may also display Signage, which complies with section IX. of these Rules and Regulations on their equipment used in the Competition Arena (e.g., vehicles placing barrels for barrel racing, etc.).
- E. 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 be in conflict with the rodeo committees' own sponsorships. This is for the protection of local sponsors as well as PRCA National Sponsor programs (e.g., barrelman and/or pickup men, the Dodge program, 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.
- F. Sponsorship of livestock pertains to the naming of livestock **only**.
- G. The stock contractor must follow the PRCA guidelines set forth for honoring exclusive, right of first refusal National Sponsors before a livestock sponsorship agreement is made.
- H. No livestock participant whose sponsor or sponsorship is in conflict with the National Sponsors may have their sponsor name announced or presented in the telecast of the WNFR, NFSR, DNCFR, Playoffs, Championships, CFRs, ESPN/ESPN2/Classic, Wrangler Million Dollar Tour rodeos, Xtreme Bulls Tour and other rodeos where such restrictions are listed in the ProRodeo Sports News (PSN). (**Category subject to expansion.**)

VII. Sponsors:

- A. No more than (i) **twelve (12)** contestant Participants, (ii) **ten (10)** contract personnel Participants, and (iii) **four (4)** 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, except that an unlimited number of contestant Participants, contract personnel Participants and stock contractor firm Participants may enter into such agreements with National Sponsors.
- B. Sponsorships by distributors/dealers or retailers of a national brand must **name** the distributor/dealer or retailer on the Patch or Signage rather than the brand. For purposes of section VII.A., if the brand name is displayed on the Patch or Signage, that sponsorship shall be considered to have been entered into by the brand manufacturer and not the distributor/dealer or retailer.
- C. Patch program sponsors **cannot** claim any PRCA endorsement nor can they use the PRCA trade name, logos, trademarks, service marks, and sponsor identifications in any manner (except recognized National Sponsors in accordance with their PRCA sponsorship agreements).
- D. Standard sponsorship agreements which meet PRCAP approval must be entered into between a sponsor and PRCAP and between the sponsor and the Participant (which standard agreement will encompass only certain standard provisions to ensure compliance with these Rules and Regulations and will not regulate the actual special provisions between the sponsor and Participant).
- E. Notwithstanding the other provisions of the Rules and Regulations Governing Advertising in an Arena, if a Participant has executed an agreement with a sponsor whereby the Participant is to display sponsor's Patch(es) or Signage in the Competition Arena, and PRCA or 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 in the Competition Arena, Participant may nevertheless continue to honor his obligations (with respect to Patch(es) or Signage in the Competition Arena) pursuant to that agreement throughout the initial term of the agreement (excluding renewal, extension or right of first refusal provisions).
- F. If a Participant has entered into a patch sponsorship agreement with a sponsor which complies with these Patch Sponsorship Program Rules and Regulations set forth herein, and such sponsor subsequently develops a product or service in competition with a National Sponsor, Participant and sponsor 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), except that a Participant must honor the exclusive sponsor provisions (as mentioned in section I. E.) and first refusal sponsor provisions (as mentioned in section I. F.) if the new product or service is in conflict with an exclusive or right of first refusal sponsor's

goods or products. Upon expiration of the term of the original agreement, Participant and sponsor shall be subject to all limitations on competitors with products or services of National Sponsors.

- G. **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 PRCAP. Updated lists shall be submitted quarterly (if applicable). National Sponsors are subject to all other guidelines of the Patch program.**

VIII. The Patch:

- A. **Patches and Signage must meet the approved specifications contained in these Rules and Regulations. Examples of all Patches and Signage must be submitted to PRCAP for approval prior to use in a PRCA-sanctioned rodeo by a Participant. PRCAP must approve final design of all Patches and Signage before they can be displayed in the Competition Arena.**
- B. Patches may feature sponsor logo and/or lettering.
- C. Patches **may not** exceed the following limitations:
1. **Pocket/chest Patch** – 4” x 4” above each pocket, and either two (2) 5” x 5”(on each side) or one (1) 5” x 10” (on each side) below the pocket flap.
 2. **Sleeve Patch** – forty (40) square inch maximum on each sleeve and may consist of two (2) patches per sleeve.
 3. **Glove Patch** – two (2) square inch maximum.
 4. **Cantle/yoke Patch** – forty-five (45) square inch maximum
 5. **Back** – forty-five (45) square inch maximum, located below the back number
 6. **Shirt front stripe Patch** - thirty (30) square inch maximum
 7. **Chap Patch** – forty-five (45) square inch maximum each leg
 8. **Saddle blanket Patch** - sixteen (16) square inch maximum each side of horse
 9. **Shirt Collar Patch** - five (5) square inch maximum
 10. **Breast Collar Patch** - ten (10) square inch maximum
 11. **Headgear Patch** – A PRCA patch is required to be worn by Participant to be eligible to wear a sponsor patch. **Patch must be 1 x 2 ½ inches only.**

- D. Patches on jackets and/or coats will be **strictly limited to nine (9) square inches maximum to be displayed only on the chest or jacket front.**

IX. Signage:

- A. Signage used by contract personnel, clowns/barrelmen, specialty acts and/or stock contractors on large equipment (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 (e.g., clown barrels, pedestals, etc.) **may not exceed three (3) square feet maximum.** This is one sign per side of equipment (two (2) sides only).

X. Sanctions, Fines and Penalties:

- A. Any Participant in violation of these Rules and Regulations may be ordered by the rodeo judge to change his attire or equipment before he is allowed to enter or remain in the arena, or to compete or perform. Failure to abide by a judge's order to change attire or equipment may result in disqualification from that performance or section of slack. In addition, violators shall be subject to the penalties set forth in section X. B.
- B. Any Participant who violates these Rules and Regulations at a PRCA event **other than the WNFR, NFSR, DNCFR, Wrangler Million Dollar Tour, Xtreme Bulls Tour, televised rodeos, Playoffs and 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 Rules and Regulations for the fourth time, and for each subsequent violation, shall be considered to have committed a Class IV Offense, as defined by the PRCA Bylaws.

- C. Any individual who violates these Rules and Regulations at **the WNFR, NFSR, DNCFR, Wrangler Million Dollar Tour, Xtreme Bulls Tour, televised rodeos, Playoffs and 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 IV offense, as defined by the PRCA Bylaws.

Contestants may be fined without warning and may be subject to immediate disqualification.

If one team roper is disqualified, no replacement will be allowed, and therefore the team is disqualified.

- D. If an individual violates these Rules and Regulations and is subject to a fine for such violation, and that individual's violation occurred while in the Competitive Arena as an employee or volunteer of or an independent contractor hired by a corporation, unincorporated association or other legal entity, and that individual is not a Participant in his capacity as an employee, volunteer or independent contractor, the fine may be levied against the legal entity and not against the individual.
- E. Announcers who violate section III. H. shall be subject to a \$100 fine, with the fine doubling for each offense thereafter.

XI. Effective Date: These Rules and Regulations govern the wearing or display of Patches or Signage in the Competition Arena at PRCA-sanctioned rodeos held on or after April 3, 2009, except for amendments adopted after such date, which will be effective as of a date specified when such amendments are adopted.