



PRCA Pass-Through Sponsorships

As Rodeo Committees – large and small, all of us utilize or are affected by the benefits of sponsorships to one degree or another. As a result, a recent change in PRCA pass-through sponsorships may affect all of us. Therefore, the PRCA has asked for our assistance in making sure that all Rodeo Committees are aware of this change.

Approximately two years ago, the PRCA Board of Directors approved a 15% commission rate to be collected by the PRCA on all pass-through sponsorship programs. Although this commission rate was approved, it was never implemented.

Currently, under the leadership of Commissioner Troy Ellerman, the PRCA is in the process of reviewing financial statements, implementing new budget plans and rethinking the way the PRCA does business. All this is an effort to make sure that the most effective and efficient practices are in place so the sport of Rodeo will continue to grow and prosper.

As a result, it has become apparent that it costs money to implement and administer the pass-through sponsorship programs. It seems only fitting that those who benefit from these programs should be willing to incur a portion of the maintenance costs. Consequently, in order to offset these management costs and continue to operate effectively, the PRCA has decided to implement the previously approved 15% commission rate on all pass-through sponsorships. The collection of this 15% becomes effective for all 2005 rodeos utilizing one or more of the pass-through sponsorship programs.

A list of the sponsors and a brief description of the pass-through sponsor programs offered by each is listed below. Please keep this change in mind as you make preparations for your individual events in 2005.

If you have any questions, please do not hesitate to call Michael Mentaberry, ARC Exec. Dir., 775-828-3305 for additional assistance.

Continued on Page 4

"ARC is growing and we want to welcome the new members who have joined during the past year."

Guy Elliot - Page 2

ARC Testimonial from Buc Days Pro Rodeo

By Bill Lathrop Jr.

The Buc Days Pro Rodeo in Corpus Christi, Texas has come a long way since we put on our first rodeo in 1992. In 1992 we formed a small committee of seven men and agreed to add a rodeo event to our 57 year old festival called Bucaneer Days. At the time we had no one on our volunteer committee with any experience in rodeo beyond amateur team roping. That first year we relied heavily on our stock contractor, Don Gay, to guide us and make sure we were able to put on a credible rodeo. We put up \$1500 added money per event and pretty much sold tickets and sponsorships and let Don Gay run the

Continued on Page 2

Looking Toward the Future

By Keith Martin

Now is a time of change and growth in the world of ProRodeo. We have made progress in the past years in the areas of promotion, increased awareness and an increased fan base, and increased awareness of the sport of rodeo and I look for these trends to continue. We have a wonderful product in rodeo and it is important that we all work together to continue improving the industry.

As Association of Rodeo Committee members, you are fortunate in that you have access to a wonderful resource. The Committees are the backbone of the rodeo industry. It is the

Continued on Page 3

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Comments from the Chairman

By Guy Elliott

Here we are in the spring of 2005. It seems like only yesterday we were gathered in Las Vegas for the annual PRCA convention and the WNFR. It's hard to imagine all of the changes that have taken place in that short time. ARC's Executive Director has had both of his knees replaced and is back running on full steam. The PRCA has chosen not to sell any of its' programs and we have a new young intelligent Commissioner of Rodeo who is using good strong business practices in the management of the PRCA office.. The PRCA Hall closed and at the time of the printing of this newsletter will be back in operation with a whole new management team. Rodeo is going stronger then ever and some of the finest rodeo I have seen in years has already happened this spring and the promise is for it to only get better.

ARC is growing and we want to welcome the new members who have joined during the past year. We are finding more members and prospective members contacting the ARC office as well as the ARC board of Directors for information on their personal rodeos, as well as updates on the changes at the PRCA. We certainly welcome these contacts and encourage them. One of our main goals is to assist committees and the busi-

ARC Testimonial from Buc Days Pro Rodeo

Continued from Page 1

rodeo. Our first year was a great success! We sold all of our event sponsorships and we also sold out all 4 performances and we were in the black! Since we are a charitable organization and raise money for college scholarships, we were very pleased.

The challenges came in the next few years as we committed to growing our rodeo in the PRCA. We set out goals of increasing added money, over time, to \$10,000 per event, we wanted to control our rodeo by hiring all of our contract personnel ourselves and we wanted to increase sponsorship donations to higher levels. All of this was going to have to be done in a 2500 seat arena.

In 1993 we discovered an organization called the Association of Rodeo Committees (ARC). They were committed to sharing rodeo knowledge and helping other committees learn more about the business of running a rodeo. We soon joined. Our membership in ARC has given us access to successful rodeos all over the country. We could learn from others what kind of sponsorships we might be missing out on, we could get information about stock, new rules that affect commit-

ness of rodeo in any way we can.

To all of our new members we want to extend to you a very warm welcome and encourage you to take advantage of all of the knowledge and experience that the members of ARC offer. We also want to encourage you to offer the knowledge and experience that you have to the Rodeo Business. Keith Martin (Executive Director and CEO of San Antonio and also the Committee representative on the PRCA Committee Executive Council) has said on several occasions "The Committees of the PRCA have so much knowledge, experience and ability that it is a huge pool to draw from to make the Business of Rodeo so successful". When you think about that statement you realize how true it is. There is expertise in every aspect of every business and sport in the world out there, and these people volunteer just to help the sport of rodeo. Remember there are no personal agendas here.

ARC intends to draw on all of you to help us make the Association Of Rodeo Committees better and to help the Rodeo Business grow and to increase that fan base so that we can become equal with the other sports in this great nation. ■

tees, where to find the best places for signage, how to handle parking, program sales, we got help on setting up our own trail drive. Several members of the Board of Directors of ARC traveled to our rodeo offered advice on how we were

Continued on Page 3



The Cheyenne Frontier Days General Committee recipients of the PRCA Large Outdoor Rodeo Committee of the Year Award during the awards banquet held at the Mirage in Las Vegas, NV. CFD General Chairman Ken McCann leads the distinguished group of committeemen, including ARC Board member Jim Mueller.

ARC Testimonial from Buc Days Pro Rodeo

Continued from Page 2

running things.

Through ARC Round Table discussions at the annual meeting in Las Vegas we learned about ways to improve areas of our rodeo. We came back with ideas on how to tie program sales to parking lot fees and make both seem like a great deal. We got ideas on how to increase the value and revenue from our various sponsorships, better ideas for our grand opening and ideas on what rodeo crowds were responding to during the difficult times after 9/11.

By 2004 Buc Days Pro Rodeo had been adding \$10,000 per event for six years. We were attracting the top contestants in the sport to Corpus Christi and hiring top entertainment like Tommy Lucia, Jerry Diaz, Melissa Navarre, Gizmo McCracken, Keith Isley and Leon and Vicky Adams. We had signed long-term contracts with title sponsor Miller Lite and presentation sponsor Dodge.

In 2005 our rodeo is moving to a brand new multi-purpose arena that will seat 7500 for rodeo. ARC continues to play a roll in helping our rodeo grow. ARC board member Sherm Berg in Omaha has been a great resource in that the Aksarban Rodeo moved into a brand new multi-purpose arena 2 years ago and Sherm has been able to advise on many issues. Our rodeo continues to grow and our membership in ARC continues to be invaluable in helping us put on the best rodeo we can for Corpus Christi. ■

Looking Toward the Future

Continued from Page 1

numerous volunteers that make our events and fund raisers possible. Through ARC, these vital members of the industry offer experienced based, knowledgeable assistance and guidance. You are part of an invaluable networking system which will allow you to not only ask for assistance in time of need, but also provide assistance to another in a similar situation.

There are many changes taking place within our industry as we grow and expand. As we look toward the future, I feel that it is important for us to look at the big picture – what will benefit the sport of rodeo and then ultimately benefit us all?

Again, the Committees are vital for the success of the industry and currently ARC represents an organized body for Rodeo Committees. Collectively, our knowledge, experience, opinions, and suggestions will be more effectively presented and considered. We are presently in a position to be proactive and I encourage each of you, as members of ARC, to take an active role as we take rodeo to the next level. ■

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RSHudson Photography
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New Arena Photo/artists rendition of Corpus Christi, TX new facility.

PRCA Pass-Through Sponsorships

Continued from Page 1

Sponsor	Description	Sponsor	Description
Wrangler	Ticket Vouchers TOUR Contingency Patch Stock Contractor Bonuses NFR Stock Bonuses NFSR Finals Sponsorship CFR ticket vouchers DNCFR tickets DNCFR contestant bonuses Golden Mic bonuses Bullfighter bonuses & stipend		NFR Stock Bonuses Stock of the Year DNCFR Stock Awards CFR Stock Awards Stock Contractors Program
Dodge	Tour contingency Patch DNCFR Title CFR Titles 19 Stock Contractor Vehicles 8 Contestant vehicles All-Around Vehicle	Jack Daniels	World Standings Bonuses TOUR Contingency Patch Committee of the Year stipends (3)
US Smokeless	50 Rodeos-various bonuses & fees 12 Circuits-various bonuses DNCFR – committee fee NFSR-committee fee Contestant Championship Awards Contract Personnel	Coors	TOUR contingency bonuses Man-in-the-can bonuses
		DNCFR	Local activation (committees)
		US Army	Local activation (committees)
		B & W	Local activation (committees)
		AQHA	Contestant Awards CFR, DNCFR, NFSR
		Resistol	Rookie of the Year (contestants) NFR Stock go-round bonuses ■

ARC Newsletter

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