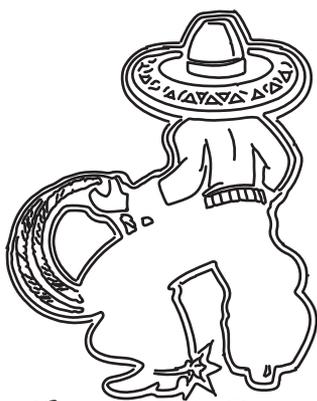


Let's Learn About
RODEO



PROFESSIONAL RODEO
COWBOYS ASSOCIATION





Spanish Roots

Rodeo as we know it did not exist until the late 1800's, but its roots in North America are traced back to the Spanish settling California and becoming cattle ranchers.

The skills of the early

Spanish vaqueros

were eventually passed along

to the **American**

Cowboy

after the civil war when the frontier territories were heavily expanding. The difference between Spanish rodeo and American rodeo is that the Spanish version focuses on style, while the American version focuses on speed.

WILD WEST SHOWS

In the late 1800's, Wild West Shows began traveling the eastern states and did so for about 50 years. Today's rodeos are an offspring of these **early shows that featured great cowboys such as Buffalo Bill Cody and Bill Pickett, who invented bulldogging.** The early 1900's marked the introduction of the Wild West Show overseas when the shows performed in England and Africa. **Casey Tibbs took the Wild West Show to the World's Fair in Brussels, Belgium.** The cowboys in these shows were paid performers and it wasn't a contest like modern rodeos.

FUN FACT =

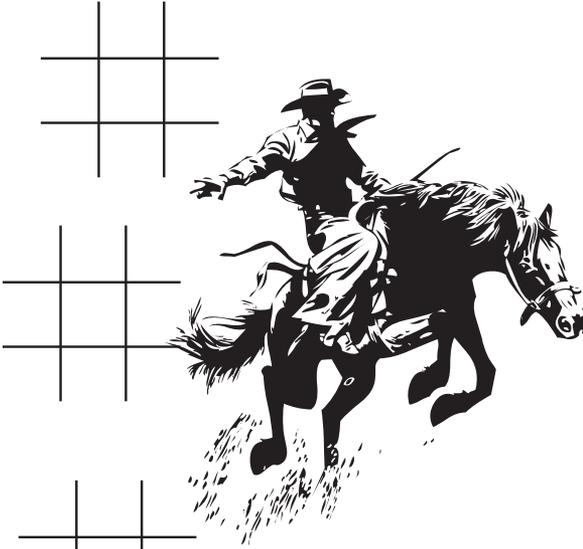
RODDEO

is a Spanish word meaning

ROUNDUP



EARLY RODEOS



Rodeo ORGANIZATIONS

In the 1920's, rodeo began to organize to combat problems of the rapid expansion of the sport. The Rodeo Association of America, made up of rodeo committees and producers, was formed in 1929. World Champions were to be selected in the following events: bronc riding, bull riding, bareback riding, calf roping, steer roping, bulldogging, team roping and wild cow milking. The name was changed in 1946 to the International Rodeo Association.

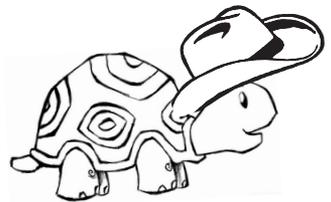
By 1936, the cowboys decided to form their own organization after striking at the Boston Garden Rodeo. The organization was named the **Cowboys Turtle Association** because they were slow to organize, but eventually "stuck their neck out." The organization wanted to ensure fair prize money, equality in judging and honest advertising of the sport. In 1945, the name was changed to the Rodeo Cowboys Association. By 1955, the International Rodeo Association recognized the Rodeo Cowboys Association as superior and closed down.

It is very hard to trace the first rodeo in America. Many places make this claim including:

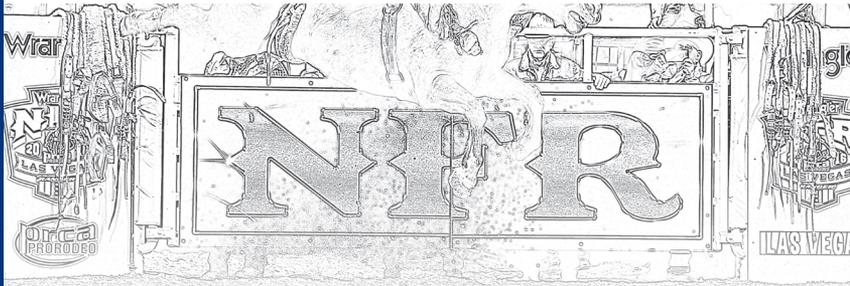
Sante Fe, New Mexico in 1847, Deer Trail, Colorado in 1869, and Pecos, Texas in 1883.

All early rodeos varied greatly by events and most were free to the public. **Prescott, Arizona** held their first rodeo on July 4, 1888. Much of what we know today in the sport of rodeo grew from the Prescott Rodeo. The committee established the following that still hold true today: prizes awarded, rules for competition, admission charged, cowboys invited to compete and a committee to organize. The events included bronco riding, steer roping and cow pony races.

In 1889, the first steer riding competition was held, later this event evolved into modern bull riding. By 1917, calf roping was added to the list of events at Prescott.



RODEO TERMS



FILL IN THE BLANKS BELOW WITH THE TERMS ON THE LEFT.

ADDED MONEY

BARRIER

BRONC REIN

CHUTE

DALLY

HAZER

PICKUP MAN

RE-RIDE

RANK

ROWEL

SCORE

SLACK

A bull or bronc that is hard to ride.

Circular, notched portion of a spur. To be used in rodeo competition, this must be dull. In the bareback and saddle bronc riding, they must be loose in order to roll over the horse's hide. In the bull riding, they are loosely locked to help the bull rider stay on.

A turn at the end of the rope around the saddle horn after the animal is caught.

A time, usually late at night or early in the morning, other than during the performance when the "extra" contestants compete in the rodeo. There are only 8 - 12 slots in each rodeo performance for each event, when more contestants enter than can compete in the performances; they compete in this.

Rein attached to the horse's halter for balance while riding a saddle bronc.

A mounted cowboy who helps the rider off of a bronc when the ride is completed. The cowboy also removes the flank strap from the bronc and leads it out of the arena.

The pen that holds the animal in order for the rider to get on and prepare for his ride.

Another ride given to a bronc or bull rider when the first ride is ruled by judges as unsatisfactory. Reasons for granting this: being "fouled" on the chutes or the horse failing to buck hard enough to give the rider a fair chance.

Purse money supplied by the rodeo committee. It is added to entry fees to make up the total prize money.

A rope stretched across the front of the box from which the roper or steer wrestler's horse emerges. This rope is attached to the steer or calf and allows the animal a head start.

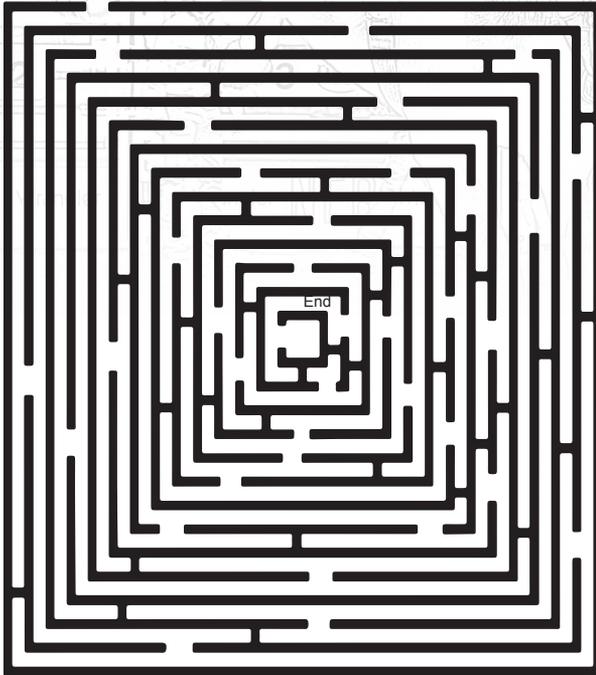
The length of the head start given to the steer or calf in the timed events.

A cowboy who rides beside a steer on the opposite side of the steer wrestler. His job is to keep the steer running straight and close to the contestant's horse.

1974 marked the inception of the

Professional Rodeo Cowboys Association when the Rodeo Cowboys Association added professional to the name. Today, the PRCA is the largest sanctioning organization with **nearly 700 rodeos** sanctioned yearly.

Start



FAST FACTS:

- Total prize money awarded at PRCA sanctioned rodeos in 2016 was **\$45,090,245.**
- The PRCA has over **7,000 members** (card and permit).
- Most PRCA rodeos are produced by local volunteer committees who donate proceeds to charity. **Over \$25 million a year is donated** from PRCA rodeos to charity.
- Over 150 PRCA cowboys have surpassed the **million dollar** mark in career prize money at PRCA rodeos.



WRANGLER NATIONAL FINALS RODEO

Did you know?

- The 2016 NFR boasted more than \$10 million in prize money.
- More than 170,000 rodeo fans attend the NFR at the Thomas and Mack Center each year.
- The first NFR was held in Dallas, Texas before moving to Las Angeles, CA and Oklahoma City, Oklahoma then finally to Las Vegas, Nevada.

Each year, the top 15 money-earning cowboys, in each event, qualify for the Wrangler National Finals Rodeo (Wrangler NFR) held in Las Vegas, Nevada. The 10 day long event culminates in the crowning of the World Champions.



State titleholders gather each year in Las Vegas to vie for the coveted Miss Rodeo America title. Miss Rodeo America travels the United States during her reign and serves as the official spokesperson for the sport of professional rodeo, educating the public and creating awareness about the sport, its sponsors and its opportunities. Young ladies who participate in the Miss Rodeo America pageant system gain knowledge that will assist them in all endeavors. In addition, the Miss Rodeo America organization offers many scholarship opportunities to its winners.

For more information:
www.missrodeoamerica.com



Rodeo Equipment

Match the equipment with its description.

BULL ROPE
BAREBACK RIGGING
SPURS
FLANK STRAP
ASSOCIATION SADDLE
HORN WRAPS

Used in the saddle bronc riding. This is a bronc saddle that meets all of the specifications of the Professional Rodeo Cowboys Association.

This is the only equipment a bareback rider has to help him ride. It is made of leather and resembles a suitcase handle on a strap. It is held on the horse's back with a cinch, just like a saddle.

A flat braided rope used in the bull riding as the only hand hold for the bull rider. The rope is wrapped around the bull and then around the rider's hand.

A fleece-lined leather strap that is placed behind the horse's rib cage in the flank area. A soft cotton rope is used in the bull riding event. Flank straps not fastened tightly and do not hurt the animals. If this strap is tightened too tight, the animal will refuse to buck.

Leather protective straps that extend over the steer's horns and down the jaw to protect the horns in the team roping event.

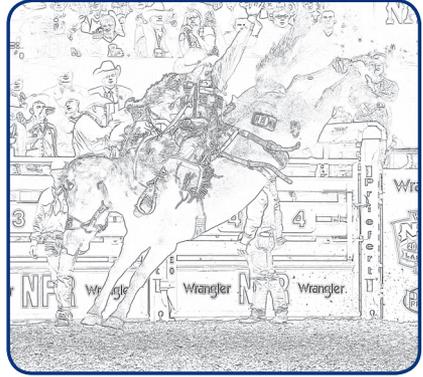
Spurs are used in the bareback and bronc riding event to assist the cowboy in scoring. The rowels on the spurs are freespinning and roll over the horse's hide. The bull riding spurs help the rider stay on the bull by helping with his grip. A contestant is disqualified if his spurs are not dull.



SADDLE BRONC RIDING

Rodeo's "classic" event,

saddle bronc riding, has roots that run deep in the history of the Old West. Ranch hands would often gather and compete among themselves to see who could display the best style while riding untrained horses. It was from this early competition that today's event was born. Each rider must begin his ride with his feet over the bronc's shoulders to give the horse the advantage. A rider who synchronizes his spurring action with the animal's bucking efforts will receive a high score. Other factors considered in the scoring are the cowboy's control throughout the ride, the length of his spurring stroke and how hard the horse bucks.



Disqualification results if, prior to the buzzer which sounds after eight seconds, the rider touches the animal, himself or his equipment with his free hand; if either foot slips out of a stirrup; if he drops the bronc rein; he fails to have his feet in the proper "mark out" position at the beginning of the ride; or he bucks off.

BAREBACK RIDING

Bareback riding, developed in the rodeo arena many years ago,

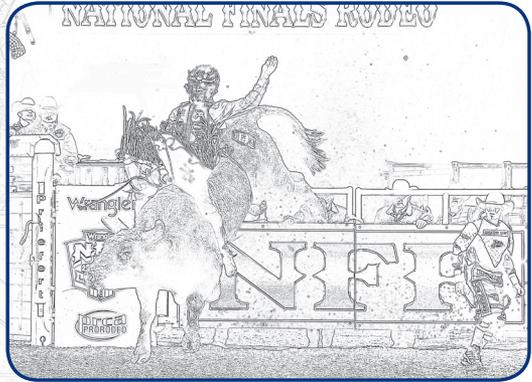
consistently producing some of the wildest action in the sport. A bareback rider begins his ride with his feet placed above the break of the horse's shoulder. If the cowboy's feet are not in the correct position when the horse hits the ground on its first jump out of the chute, the cowboy has failed to "mark out" the horse properly and is disqualified. Throughout the eight-second ride, the cowboy must grasp the rigging (a handhold made of leather and rawhide) with only one hand.

A rider is disqualified if he touches his equipment, himself or the animal with his free hand or bucks off. The rider is judged on his control during the ride and on his spurring technique. The score also is based on the rider's "exposure" to the strength of the horse. In addition, the horse's performance accounts for half the potential score.

Wrangler NATIONAL FINALS RODEO

BULL RIDING

Unlike the other roughstock contestants, bull riders are not required to spur.



It's usually impressive enough just to remain seated for eight seconds on an animal that may weigh more than a ton and is as quick as he is big. Upper body control and strong legs are essential to riding bulls. The rider tries to remain forward, or "over his hand," at all times. Leaning back could cause him to be whipped forward when the bull bucks. Judges watch for good body position and other factors, including use of the free arm and spurring action. Although not required, spurring will add points to a rider's score.

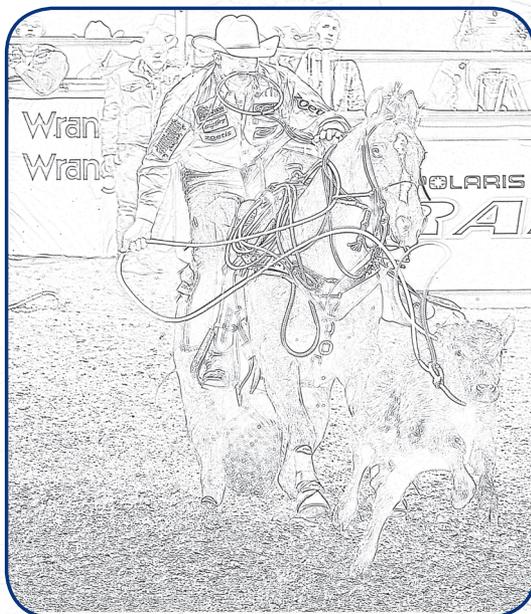
As in all the riding events, half of the score in bull riding is determined by the contestant's performance and the other half is based on the animal's efforts. A bull rider will be disqualified for touching the animal, himself or his equipment with his free hand or bucking off.

STEER WRESTLING

Wrestling a steer requires more than brute strength.

The successful steer wrestler, or bulldogger, is strong but he also understands the principles of leverage. The steer wrestler on horseback starts behind a barrier, and begins his chase after the steer has been given a head start. If the bulldogger leaves too soon and breaks the barrier, he receives a 10-second penalty. The steer wrestler is assisted by a hazer, another cowboy on horseback tasked with keeping the steer running in a straight line. When the bulldogger's horse pulls even with the steer, he eases down the right side of the horse and reaches for the steer's horns. After grasping the horns, he digs his heels into the dirt. As the steer slows, the cowboy turns the animal, lifts up on its right horn and pushes down with his left hand in an effort to tip the steer over. After the catch, the steer wrestler must either bring the steer to a stop or change the direction of the animal's body before the throw or is disqualified. The clock stops when the steer is on his side with all four legs pointing the same-direction.

TIE DOWN ROPING



Like bronc riding, tie down roping is an event born on the ranches

of the Old West. Sick calves were roped and tied down for medical treatment. Today, success in tie down roping depends largely on the teamwork between a cowboy and his horse. After the calf is given a head start, horse and rider give chase. The contestant ropes the calf, then dismounts and runs to the animal. After catching and flanking the calf, the cowboy ties any three of the animal's legs together using a "pigging string" he carries in his teeth until needed. If the calf is not standing when the contestant reaches it, the cowboy must allow the animal to stand. When the cowboy completes his tie, he throws his hands in the air as a signal to the judge. He then remounts and allows the rope to become slack. The run is declared invalid if the calf kicks free within six seconds. As with any timed event, a 10-second penalty is added if the roper does not allow the calf the proper head start – this is known as "breaking the barrier."





TEAM ROPING

Team roping is unique in that two cowboys work together for a shared time.

The first cowboy, known as the “header”, ropes the steer either by the horns, around the neck, or “half head” which is one horn and the neck. After this catch is made, the header wraps his rope around the saddle horn, commonly known as dallying, and turns the steer in a wide arc to the left. The second cowboy is known as the “heeler”. He trails along beside the steer until the header turns the steer, then moves in behind the steer and attempts to rope the back feet. If he only manages one hind foot, the team receives a five-second penalty. Time is stopped when both cowboys’ horses are facing each other.

BARREL RACING

In barrel racing, the contestant and her horse enter the arena at full speed.



As they start the pattern, the horse and rider trigger an electronic eye that starts the clock. Then the racer rides a cloverleaf pattern around three barrels positioned in the arena, and sprints back out of the arena, tripping the eye and stopping the clock as she leaves.

The contestant can touch or even move the barrels, but receives a five-second penalty for each barrel that is overturned. With the margin of victory measured in hundredths of seconds, knocking over one barrel spells disaster.

Animals In Rodeo



The bucking bulls and horses at PRCA events are some of the best athletes in professional

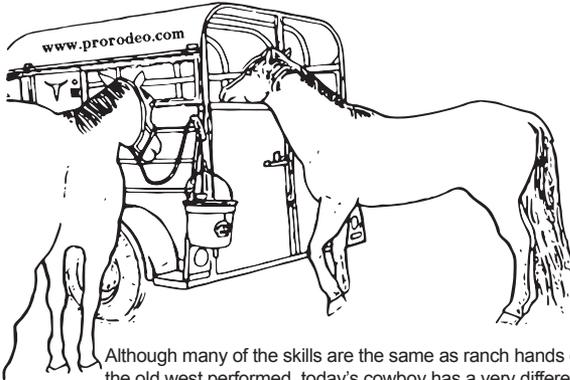
rodeo. These remarkable animals are owned by stock contractors who, from breeding livestock to loading animals up after a rodeo, ensure that the livestock is healthy, well-fed, cared-for and fit to perform. Bucking bulls can cost as much as \$100,000 and bucking horses as much as \$30,000. Stock contractors put the care and treatment of these valuable animals at the top of their list of priorities. Only healthy animals will perform up to their potential.

RODEO LIVESTOCK FACTS:

- The average bucking horse or bull works **less than five minutes per year** in the arena.
- Human skin is 1mm - 2mm thick, horse hide is 5 mm thick and **bull hide is 7 mm thick.**
- The PRCA has **over 70 stock contractors** in the United States and Canada.
- The PRCA has **over 60 rules that govern the care and treatment** of rodeo livestock.
- Bucking horses usually weigh from **1000 pounds to 1500 pounds**, bulls up to **2000 pounds.**

The PRCA shares in the responsibility of the care and treatment of livestock with rules and regulations that govern that care. Professional judges are on hand at each PRCA-sanctioned event to inspect each animal. If any animal is not in tip-top shape, it will be taken out of the roster for that competition. PRCA rules also require veterinarian on-site at all PRCA-sanctioned rodeos. This allows quick treatment of any injury to the livestock. The PRCA has utilized these on-site veterinarians to conduct injury studies. These studies have shown an injury rate of less than five-hundredths of one percent, very rare indeed.

TODAY'S COWBOY



Although many of the skills are the same as ranch hands of the old west performed, today's cowboy has a very different lifestyle.

Modern cowboys travel thousands of miles to compete in up to 125 rodeos per year

in an effort to qualify for the richest rodeo in the world, the National Finals Rodeo. Unlike other professional athletes, cowboys are not guaranteed a paycheck. Cowboys pick which rodeos they want to enter, then pay their travel expenses and an entry fee in order to compete. Only if they perform well will they get a paycheck.

Roughstock athletes or cowboys who compete in the saddle bronc riding, bareback riding and bull riding, can travel more lightly than timed event cowboys, who compete in the steer wrestling, calf roping and team roping. A roughstock cowboy only needs his clothing and "gear bag." A roughstock cowboy's gear bag will contain all of his equipment such as a bull rope, rosin to treat the bull rope, riding glove used in the bull riding and bareback riding, chaps, jeans, spurs and other necessary equipment. Roughstock contestants can fly to rodeos or assemble "traveling partners" to travel in a car or van and share expenses.

Timed event athletes must have a horse to ride when they arrive at the rodeo. Many will haul their own calf roping horse, team roping horse, or team of bull dogging horses. These contestants must have a heavy duty Dodge truck and horse trailer to transport the horses, saddles and other tack as well as feed for the horses. Many timed event contestants will also team up with trailers built to haul two or more horses.

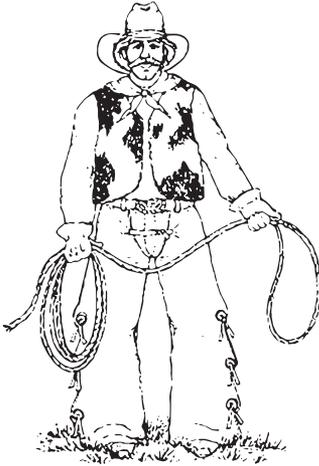
Whether roughstock or timed event contestant, traveling is a big part of being a professional cowboy.

WHAT HAVE YOU LEARNED?

1. Today's rodeo can be traced to the _____ settlers in California.
2. _____ is the mounted cowboy who helps the rider off of the bronc at the conclusion of the ride.
3. _____ is considered rodeo's "classic" event.
4. $\frac{1}{2}$ the score comes from the rider's ability and $\frac{1}{2}$ from the _____ ability in the bareback riding, saddle bronc riding and bull riding.

Cowboy Gear

Match the cowboy gear with its description.



The traditional dress of the cowboy has not changed much over the years. You will find most cowboys dressed in a Cowboy Hat, Justin Cowboy Boots, Wrangler Jeans and a western belt sporting a trophy buckle. This gear originally served as very useful out on the range.

PROTECTIVE VEST

COWBOY HAT

TROPHY BELT BUCKLE

JUSTIN COWBOY BOOTS

CHAPS

WRANGLER JEANS

Can be made of straw or felt. This has served cowboys on the range very well as a sun shade, rain protection and was also useful in watering their horses if needed.

These leg coverings made of thick leather protected the cowboys on the range from brush and other hazards. You will see roughstock riders wearing them in today's rodeo. They continue to serve as a protection device for cowboys.

This piece of equipment is modern and is designed to protect bull riders from bull's horns and hooves. This has saved many bull riders lives.

These are made to take the wear and tear of the life of a professional cowboy. The material is extra heavy-duty and the seams are reinforced. The company even made a special "Cowboy Cut" patterned to fit rodeo cowboys.

Made of sturdy leather with thick soles. The leather protects the cowboy from brush, snake bites and other hazards.

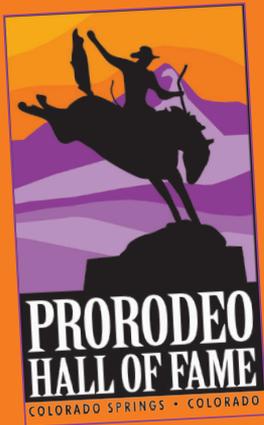
This will tell a lot about a cowboy. Many individual rodeos and championship events award these to the winners. They will often be engraved with a picture of the cowboy's event, his name, and the rodeo where it was awarded. The most coveted is the World Champion Gold, awarded to the world champions in the Professional Rodeo Cowboys Association each year.

ProRodeo Hall of Fame & Museum of the American Cowboy

www.prorodeohalloffame.com

Professional rodeo is the only major competitive sport that has evolved from a working lifestyle, and its development over the years is brought to life in the Pro Rodeo Hall of Fame and Museum of the American Cowboy in Colorado Springs, Colorado. The Hall, located adjacent to the National Headquarters of the Professional Rodeo Cowboys Association,

is the **only heritage center in the world devoted exclusively to professional rodeo** — America's original sport.



Learn about the Professional Rodeo Cowboys Association and the sport of rodeo online!

Prorodeokids.com PRCA's kids website.

ProRodeo.com the official site of the Professional Rodeo Cowboys Association.

WPRA.com the official site of the Women's Professional Rodeo Association.

NHSRA.org the official site of the National High School Rodeo Association.

nlbra.org the official site of the National Little Britches Rodeo Association.

collegorodeo.com the official site of the National Intercollegiate Rodeo Association.

justincowboycrisisfund.com the official site of the Justin Cowboy Crisis Fund.



Booklet created by:
PRCA Industry Outreach

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