

BULL RIDING BASICS

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THE PBR

PBR (Professional Bull Riders) is strictly bull riding, and the first step is just staying on the bull. There are no timeouts. No four-corners offense. No taking a knee. No towels to throw in. There is only one cowboy, one bull and 8 desperate seconds.

In 1992, 20 cowboys broke from the rodeo and invested \$1,000 each to pursue a dream of a standalone organization dedicated to bull riding.

Since then, the PBR has grown into a global phenomenon that has awarded more than \$200 million in prize money.



20 FOUNDING MEMBERS OF THE PROFESSIONAL BULL RIDERS

Sam Applebaum
David Bailey Jr.
Clint Branger
Mark Cain
Adam Carrillo

Gilbert Carrillo
Cody Custer
Jerome Davis
Bobby DelVecchio
David Fournier

Michael Gaffney
Tuff Hedeman
Cody Lambert
Scott Mendes
Daryl Mills

Ty Murray
Ted Nuce
Aaron Semas
Jim Sharp
Brent Thurman

PBR STORY

Headquartered in Pueblo, Colo., PBR was founded in 1992 by a group of 20 visionary bull riders who broke away from the traditional rodeo scene, seeking mainstream attention, new riches and a livelihood for future generations of cowboys for the most popular discipline in rodeo, bull riding. Today, the sport packs arenas coast to coast in the U.S., has launched a separate team league, and is seen in more than 130 countries and territories around the world.

“We wanted to create a better product for the fans, so that when they tuned in they were seeing the best of the best every time,” said PBR co-founder and nine-time World Champion Ty Murray. “Those expectations have been exceeded immensely, and the fact that this sport continues to grow is a gratifying notion, one that supports all the hard work and dedication of every member of the PBR.”

The founders believed that bull riding deserved to be in the limelight and could succeed as a standalone sport. Each rider invested a hard-earned \$1,000, some borrowing from family and friends, to start the PBR.

“This is the only sport in the world that I can take anyone to see, whether they know anything about it or not, and I guarantee you that they won’t be able to take their eyes off of it,” Murray said.

In 2007, Spire Capital Partners finalized a deal with PBR to acquire the interests of many of the retired founding riders and invest in the growth of the organization. Those first 20 bull riders had turned their \$1,000 into millions.

In May 2015, PBR was acquired by Endeavor, and is a subsidiary the global sports and entertainment company.

More than 800 bull riders from around the world including the United States, Australia, Brazil, Canada and Mexico hold PBR memberships. They compete in more than 200 bull riding events each year on the nationally-televised Unleash The Beast and separate PBR Teams, Pendleton Whisky Velocity Tour, Challenger Series and Touring Pro Division, in addition to those held by international divisions in Australia, Brazil and Canada.

For every rider, the ultimate goal is to qualify for the PBR World Finals, the richest bull riding event on the planet, with the season champion receiving the gold World Championship buckle and \$1 million bonus. With the introduction of PBR Teams in 2022, riders are now chasing two more prestigious titles awarded each fall – Teams Champion and Teams MVP.

The 20 original founders took a substantial gamble when pooling their limited resources to fund the grassroots operation. Yet, the risk has certainly paid off. Investors like Spire Capital Partners and Endeavor, and partnerships with Monster Energy, U.S. Border Patrol, Pluto TV, Wrangler, Tractor Supply Co. Ariat, Cooper Tires, Camping World and Pendleton Whisky, among others, and dedicated team owners have brought the total rider prize pool to more than \$17 million in 2023. PBR has paid out more than \$200 million to its riders since its founding.

The success of PBR has made it one of the most prolific sports on television. The premier series is televised weekly on CBS Sports, CBS Sports Network and networks around the world. In 2019 PBR extended its broadcast relationship with the network, inking an agreement ensuring CBS will remain PBR’s television home the next 10 years. Additionally, after launching RidePass,



THE PBR STORY ... CONTINUED

the organization's 24/7 over-the-top (OTT) digital network in 2018, PBR partnered with Pluto TV in 2021 to bring the wild west to the streaming frontier. PBR RidePass on Pluto TV features hundreds of hours of live professional bull riding, rodeo, other Western sporting events, and more.

Collectively, PBR broadcasts reach more than 400 million households in 91 countries and territories. In 2023, the PBR generated more than 2.25 billion impressions and 1 billion video views. With over 11.3 million followers across all social platforms, fans consumed over 871.6 million minutes of content in 2023. With more than 10.2 million combined followers on PBR and PBR RidePass, fans have consumed more than 1.2 billion minutes of content.

The combination of incredible athleticism, raw sport and quality entertainment for the whole family has propelled live attendance growth. Since 1995, the organization's premier series has more than tripled its annual attendance. In 2022, for the first time ever, PBR hosted more than 1 million fans at events across its tours.

In 2020, following the onset of the COVID-19 (coronavirus) pandemic and subsequent mass gathering restrictions, PBR pioneered the return of professional sports in North America, holding three made-for-television events in Guthrie, Oklahoma in late April and early May with new safety protocols implemented.

In the months that followed, the organization then launched the landmark Monster Energy Team Challenge, presented by U.S. Border Patrol, which culminated in welcoming back fans to an indoor arena for the first time in Sioux Falls, South Dakota in July. Relocated to Arlington, Texas and AT&T Stadium due to COVID-19 protocols, the four-day 2020 PBR World Finals welcomed more than 43,000 socially-distanced fans as the unique season came to a close.

In 2021, PBR continued to propel the sport of bull riding to new heights.

Among the many new initiatives undertaken in 2021, PBR announced a joint venture with ASM Global and Stockyards Heritage Development Co. to operate the historic Cowtown Coliseum and to expand entertainment programming and marketing partnerships within the National Historic District.

Further reflecting the company's expansion in the greater Dallas-Fort Worth area, as part of a comprehensive 2022 schedule restructure for its premier series, PBR announced the relocation of its crown jewel, the World Finals, to Fort Worth and Dickies Arena, beginning in May 2022. Building on its footprint in the metroplex, the PBR announced that in 2024, the second weekend of the two-week marathon will be held at AT&T Stadium in

Arlington, Texas, home of the Dallas Cowboys.

As part of the relocation, PBR condensed the annual schedule for the Unleash The Beast, seasons scheduled for November-May, opening the second half of the calendar for a new league – PBR Teams, which debuted in June 2022. This transformational change for the sport put bull riders on teams, launching with eight founding teams playing five-on-five bull riding games in a 10-event regular season culminating in the PBR Teams Championship in Las Vegas. Each team hosts a 3-day bull riding homestand and Western lifestyle festival in their home market. There are also two “neutral site” league-produced events, prior to the Championship at T-Mobile Arena in Las Vegas.

PBR Teams' eight founding teams are the Arizona Ridge Riders based in Glendale, Arizona; Austin Gamblers based in Austin, Texas; the Carolina Cowboys based in Greensboro, North Carolina; the Kansas City Outlaws based in Kansas City, Missouri; the Missouri Thunder based in Ridgedale, Missouri; the Nashville Stampede based in Nashville, Tennessee; the Oklahoma Freedom based in Oklahoma City, Oklahoma; and the Texas Rattlers based in Fort Worth, Texas.

Led by two-time World Champion, league overall No. 1 draft pick and Teams MVP Jose Vitor Leme, the Austin Gamblers finished the regular season No. 1 in the league with a 16-12 record. Despite finishing last in the regular season, the Nashville Stampede mounted a Cinderella run at the 2022 Teams Championship in Las Vegas, going 4-and-0 en route to being crowned the first-ever PBR Teams Champions.

Prior to the 2023 Teams season, Camping World signed on as the series' title sponsor.

PBR has rapidly transformed one of the fastest-growing sports in America into a worldwide phenomenon. Capitalizing on the popularity of bull riding around the world, and the growing appeal of cowboy values, the PBR has attracted many international athletes who travel to the United States to compete in the world's elite individual bull riding tour and newly launched PBR Teams.

PBR is also growing rapidly off the dirt. As of June 2023, there are 13 PBR Cowboy Bars in operation around the country, and in May 2023, Prime Video debuted “The Ride,” an acclaimed 8-episode docuseries bringing fans inside the lives of star riders in PBR Teams.

With cowboys continuing to enter the mainstream, extreme sports featuring jaw-dropping bursts of action all night long growing in popularity, world-class event production, PBR's reach increasing across broadcast, cable and digital channels, and fan support continuing to grow, the sport's future is very bright.

THE PBR AT A GLANCE

- World's premier bull riding organization.
- Founded in 1992 by bull riders for bull riders.
- Features the world's best bull riders against the rankest bucking bulls in the business in 8-second showdowns.
- 800+ bull riders compete in PBR-sanctioned competitions in Australia, Brazil, Canada, and the United States.
- Conducts more than 200 bull riding events annually across its elite Unleash The Beast, PBR Teams League, Pendleton Whisky Velocity Tour, Touring Pro Division and international circuits (PBR Australia, PBR Brazil, and PBR Canada).
- Since its founding, 47 riders have earned more than \$1 million and the PBR surpassed \$200 million in prize money awarded in 2021.



- J.B. Mauney became the first rider to earn more than \$7 million in career earnings after winning Round 4 of the 2016 PBR World Finals, becoming the richest bull rider in Western sports history now with more than \$7.4 million in career earnings.
- PBR's premier tour and PBR Teams League have visited more than 100 cities, making the most stops in California, which has hosted 74 events and will add two more stops, Sacramento and Los Angeles, during the 2024 Unleash The Beast season.
- A bull rider must be 18 years of age to purchase a PBR membership. Once a rider's

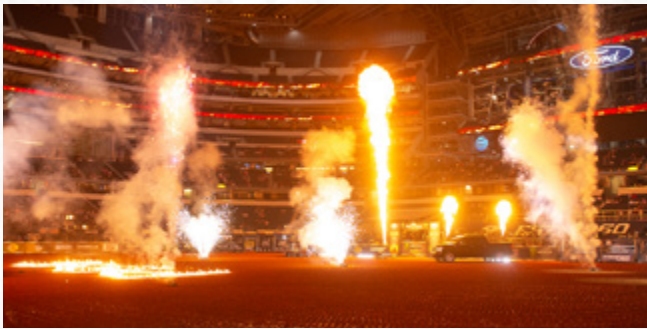
permit is received, he may enter any PBR event other than the Unleash The Beast. After winning \$2,500 in prize money, the rider will be upgraded to cardholder status. A rider must continue to win at least \$2,500 each year to maintain cardholder status.

- Since 1995, PBR's premier series has more than tripled its annual attendance. In 2023, the elite Unleash The Beast welcomed 427,726 fans, up from 136,668 in 1995. During its second season, in 2023, PBR Teams had a 24% increase in attendance year-over-year. Overall, in 2023, for the second consecutive season, PBR hosted more than 1 million fans throughout all tours.
- The elite Unleash The Beast and separate PBR Teams League is televised on CBS Sports, CBS Sports Network, RIDEPASS on PlutoTV and networks around the world.
- PBR broadcasts reach more than 405MM households in more than 91 territories.
- PBR has more than 11.3 million followers on social media.
- On social media, PBR generated over 2.25 billion impressions in 2023 and fans consumed over 871.6 million minutes of content.
- The PBR World Champion is annually presented with the coveted PBR World Champion's gold buckle, the ultimate symbol of achievement in bull riding. The custom-made belt buckle is valued at more than \$20,000. Additionally, Montana Silversmiths produces the belt buckle celebrating the PBR Teams Champion. The 24-inch-wide sterling silver buckle, highlighted with jeweler's gold and rows of copper, is the largest buckle trophy in Western sports and valued at \$100,000.
- Bushwacker's buckoff streak of 42 riders is the longest of any premier series bull.
- Roughly 120,000 pounds of bull are brought to each arena on a weekly basis. (Note: Statistic based on a two-day event.)



PBR AT A GLANCE ... CONTINUED

- Genetically bred bulls begin bucking at two or three years of age. Though a bucking bull is often in his prime as an athlete around age five or six, many bulls buck past the age of 10 then retire to stud.
- The bulls in the PBR receive excellent care and are the main draw to many fans; in some seasons official bull merchandise has outsold cowboy gear.
- 750 tons of dirt are typically brought into each arena, which is the equivalent of 1,500,000 pounds of dirt.
- A PBR arena typically averages 85-feet by 140-feet. The steel bucking chutes, panels, gates and posts that encircle the arena collectively weigh 50,000 pounds and, when assembled, equal 1,800 feet or six football fields worth of connected steel. The steel materials travel from event-to-event on a 53-foot-long flatbed trailer pulled by a tractor-trailer.



- One of the most anticipated parts of any premier series event is its opening ceremony, a multi-media production that incorporates elaborate props, stage lighting, video, music and pyrotechnics. The production typically runs 15 minutes and costs roughly \$750 per minute.
- The PBR Camping World Team Series added a new, larger-than-ever, media board, spanning 55 feet wide and 30 feet tall and comprised of nearly five million individual LEDs. In square footage, the board is double the size of the average NYC apartment. In addition, nearly 300 individual lighting elements help the show feel more like Broadway than bull riding and 400 linear feet of reinforced LED signage surrounds the arena, replacing the old-school printed signage.
- 2008 World Champion Guilherme Marchi retired from the PBR in 2018 after having recorded 635 qualified rides on the premier series – by far the top mark on the elite series, with only three other riders, Mike Lee, J.B. Mauney and Silvano Alves having eclipsed 500 rides.
- Luke Snyder competed in a record 275 consecutive events, a streak that began when he debuted on the premier series in 2001 and ended in 2010.
- Jess Lockwood is the youngest two-time World Champion in the sport's history, winning his second title in 2019 at the age of 22.
- Jose Vitor Leme shattered nearly every major PBR record en route to his second consecutive PBR World Championship in 2021. Becoming just the second back-to-back PBR World Champion, Leme punctuated his season by setting PBR's all-time high-marked ride record, a record he previously broke in August. Teaming with 2021 YETI PBR World Champion Bull Woopaa for an unprecedented 98.75-point score, Leme earned the first-ever 50-point score awarded to a rider. In addition to setting a new high-score record, Leme also broke the season record for most 90-point rides (24) and round wins (21) and tied the season record for most event wins (8).
- In 2022, the PBR introduced PBR Teams, an elite new league featuring the world's top bull riders competing in five-on-five bull riding games during an 11-event season. The eight founding teams were the Arizona Ridge Riders, Austin Gamblers, Carolina Cowboys, Kansas City Outlaws, Missouri Thunder, Nashville Stampede, Oklahoma Freedom and Texas Rattlers. Following the 2023 season, the Freedom announced that they would be moving to Sunrise, Florida.
- After being selected by the Gamblers with the No. 1 overall pick in the first Teams Draft, Jose Vitor Leme earned the inaugural MVP title in 2022. Despite finishing the 2022 season last in the regular season, the Nashville Stampede made a Cinderella run through the first PBR Teams Championship, knocking off the Top 3 teams, en route to being crowned the first PBR Teams Champions.
- In 2023, Rafael Jose de Brito became the first rookie to win the PBR World Championship after winning the PBR World Finals in Fort Worth, Texas. With his \$1.5-million-dollar winnings, he also became the highest-paid rookie in PBR history.

ON THE DIRT MILESTONES

In the past 30 years, the PBR has seen a number of record-breaking performances. These unforgettable moments have helped the sport achieve mainstream success. Here are some of those history-book milestones.

»»» **RAFAEL JOSE DE BRITO FIRST ROOKIE TO WIN PBR WORLD CHAMPIONSHIP (2023)**

In 2023, Rafael Jose de Brito became the first rider in PBR history to be crowned the PBR World Champion in his rookie season after winning the PBR World Finals event in Fort Worth, Texas. He is also the sixth rookie to win the World Finals event, joining Ronnie Kitchens (1996), Luke Snyder (2001), Jody Newberry (2003), Jose Vitor Leme (2017) and Boudreaux Campbell (2020). Brito also became just the eighth rider to capture both the World Championship and World Finals event in the same season, joining Daylon Swearingen (2022), Leme (2021), Jess Lockwood (2019), Silvano Alves (2014), J.B. Mauney (2013), Renato Nunes (2010) and Mike Lee (2004).



»»» **PBR TEAMS (2022)**

In 2022, PBR revolutionized bull riding with the launch of PBR Teams – transforming an individual sport into one where riders competed on teams. PBR Teams was launched with eight founding teams – Arizona Ridge Riders, Austin Gamblers, Carolina Cowboys, Kansas City Outlaws, Missouri Thunder, Nashville Stampede, Oklahoma Freedom and Texas Rattlers. During the 10-event regular-season, spanning then from July to November, these eight teams went head-to-head in five-on-five bull riding games. Each team welcomed the league's seven other contingents for a three-day homestand, while the PBR hosted two neutral site events in Cheyenne, Wy., and Anaheim, Calif. The season then concluded in Las Vegas for the tournament-style PBR Teams Championship. After the inaugural draft lottery was held in January in New York City, the Austin Gamblers selected Jose Vitor Leme with the No. 1 overall pick at the first PBR Teams Draft in Arlington, Texas, in mid-May. The inaugural season was action-packed as seven of the eight teams held the league's No. 1 rank at one point during the season. In addition, the first perfect game in league history was recorded by the Texas Rattlers, who went a flawless 5-for-5 to defeat the Carolina Cowboys 431-256 in Glendale, Arizona, on October 14. Despite concluding the regular campaign last in the standings, the Nashville Stampede mounted a Cinderella run for the ages, knocking out the Top 3 teams from the regular season, before defeating the No. 5 Arizona Ridge Riders to win the first PBR Teams Championship.



»»» **\$200 MILLION PAYOUT REACHED (2021)**

After the 2021 World Finals, the PBR has paid out more than \$200 million in prize money, with 47 cowboys now having been paid more than \$1 million. In 2022, the PBR paid out more than \$2.5 million at the World Finals alone, and just over \$10 million during the regular

ON THE DIRT MILESTONES ... CONTINUED

season. Inside AT&T Stadium for the 2024 World Finals, PBR will award more than \$2.31 million, including the \$1 million bonus to the 2024 PBR World Champion, \$350,000 to the World Finals event winner, and \$50,000 to each of the four Championship round winners.

»»» LEME RESETS THE RECORD BOOKS (2021)

In 2021, Jose Vitor Leme rewrote nearly every PBR record en route to his second PBR World Championship. In winning the coveted gold buckle, Leme became the second back-to-back PBR World Champion, and seventh multi-time title holder. During his season for the ages, Leme set a new record for most round wins in a season (21), most 90-point rides in a season (24) and tied the record for most event wins in a season (8). Of Leme's eight event wins, his final victory was earned at the World Finals, where he went 6-for-6. Leme is the fourth rider in history to win the World Finals multiple times, also topping the grueling, championship-deciding event in 2017, and fifth rider of all-time to win the World Finals by covering all of his bulls. Leme also obliterated the PBR's all-time high-marked ride record twice in 2021. In late July, Leme initially reset the record when he covered Woopaa for a monstrous 97.75 points, shattering the previous record of 96.5 points. Then to conclude his season, Leme again teamed with Woopaa for an unprecedented score, this time covering the striking bull for 98.75 points. In the 8-second effort, Leme was awarded the first ever perfect rider score – the maximum 50 points.



»»» BULLS ON DECK (2020)

To conclude 2020, a season in which PBR led the sporting world through the global COVID-19 (coronavirus) pandemic as the first to return to competition following the mandated shut down and then the first to again host fans indoors, the organization once again took bull riding to a never-before-seen venue. The charity event coined *Cowboys for a Cause* was held on the deck of the historic USS Lexington, a decommissioned aircraft carrier floating in Corpus Christi Bay in Texas. The 15-man *PBR Air Force Reserve Cowboys for a Cause* team-tournament raised \$250,000 for eight veteran-focused charities. The event returned in 2021, again held aboard the USS Lexington, before being staged at King Ranch in Kingsville, Texas in 2022.

»»» JESS LOCKWOOD BECOMES YOUNGEST TWO-TIME PBR WORLD CHAMPION IN HISTORY AND SETS SINGLE-SEASON EARNINGS RECORD (2019)

In the fiercest World Championship battle in PBR history, Jess Lockwood put up four 90-point rides in going 5-for-6 at the 2019 PBR World Finals to complete a dramatic come-from-behind surge and capture his second World Championship. Lockwood is one of just seven athletes to win multiple titles and the youngest to accomplish the feat at 22. Lockwood also broke Justin McBride's single-season earnings record previously set in 2007. While McBride netted \$1,835,321 in 2007 when he won his second world title, Lockwood took home \$1,873,731.80 in 2019.

»»» AT&T STADIUM HOSTS MOST SUCCESSFUL ONE-DAY PBR EVENT IN HISTORY (2018)

In attracting more than 46,000 fans to Arlington's iconic AT&T Stadium, the WinStar World Casino and Resort Iron Cowboy, powered by Kawasaki, became the largest single-day event in PBR history.

ON THE DIRT MILESTONES ... CONTINUED

››› INAUGURAL GLOBAL CUP (2017) AND DEBUT OF ALL NATIVE WOLVES (2019)

In 2017, PBR debuted the Global Cup, a five-nation, international tournament, akin to the “Olympics of bull riding,” where riders compete for record purses, national pride, and the very dirt they compete upon. At the inaugural Global Cup in Nov. 2017, Team USA finished first inside Rogers Place in Edmonton, Alberta, going 12-for-18. The team was led by Stormy Wing, who also won the individual aggregate at the event by going 3-for-4, adding 257.75 points to the nation’s 1,026.75-point total in the overall event aggregate. Next, in Sydney, Australia in June 2018, Team Brazil narrowly edged hosts Team Australia by 0.75 points for the Global Cup win. Kaique Pacheco won the individual aggregate as one of two riders to go a perfect 4-for-4. In 2019 the event debuted in the U.S. inside AT&T Stadium in Arlington, Texas. PBR made modern sports history when as part of the American’s home soil advantage the nation fielded two teams, with one, the Wolves, comprised of exclusively Native American riders, a first in modern sports history. The Brazilian contingent claimed their second consecutive Global Cup as team member Jose Vitor Leme recorded the event’s first-ever 90-point ride. The PBR Global Cup returned to AT&T Stadium in February 2020. Team USA became the first nation to defend home soil, winning the event, and joining Brazil as a two-time Global Cup Champion. After a one-year hiatus, the fifth iteration of the PBR Global Cup was held in Arlington, Texas, in 2022. Team USA again rode supreme, becoming the first nation to win the Global Cup three times.

››› GUILHERME MARCHI REACHES 600 QUALIFIED RIDES (2017)

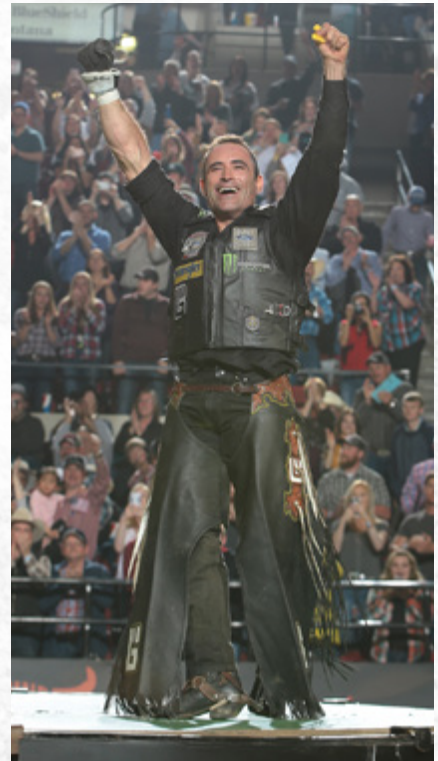
2008 World Champion Guilherme Marchi became the first rider in PBR history to record 600 qualified rides when he covered Shocker for 86.25 points in Billings, Montana in 2017. When Marchi retired following the 2018 PBR World Finals, he had recorded a PBR-best 635 rides in his 15-year career.

››› JESS LOCKWOOD BECOMES YOUNGEST WORLD CHAMPION (2017)

Jess Lockwood was 20 years old when he captured his first gold buckle in 2017, becoming the youngest rider in history to be crowned PBR World Champion. He accomplished the milestone less than two months after breaking his ribs and puncturing a lung. The rising star then won a historic three consecutive rounds to open the World Finals, two of which came via 90-point rides, erasing a 467.5-point gap at the start of the event to become world No. 1.

››› J.B. MAUNEY TOP MONEY EARNER (2016)

J.B. Mauney became the first rider to surpass the \$7 million-dollar career earnings mark during the 2016 World Finals with a 90.25-point ride on Red Dawn. After winning his second world title in 2015, Mauney had already become the richest bull rider in western sports history. Announcing his retirement in 2023, the 14-year PBR veteran earned a total of \$7,419,474. Currently, 47 riders in PBR History have earned more than \$1 million. Mauney is followed by Silvano Alves (\$6,679,326), Jose Vitor Leme (\$6,143,577), Guilherme Marchi (\$5,338,428.48), and Justin McBride (\$5,186,799.35).



››› SILVANO ALVES SETS CONSECUTIVE RIDES RECORD (2015)

Three-time World Champion Silvano Alves shattered J.B. Mauney’s previous consecutive rides record (16) with 24 consecutive qualified rides. The streak began on Oct. 3, 2014, in Biloxi, Mississippi, when he rode Living The Dream for 72.25 points, and ended on Jan. 23, 2015 during Round 1 of the Oklahoma City event when he bucked off Big Dip.

ON THE DIRT MILESTONES ... CONTINUED

»»» PBR'S GREATEST COMEBACK PROPELS J.B. MAUNEY TO FIRST PBR WORLD CHAMPIONSHIP (2013)

J.B. Mauney began the second half of the 2013 season ranked No. 10, 3,056 points behind Silvano Alves. Mauney won five of the nine remaining events that season, the last three consecutively. He then rode every bull at the World Finals, taking four of the six rounds and the World Finals title – his fourth consecutive win. He passed Alves to win the PBR World Championship by 977.75 points, completing one of the greatest comebacks in PBR history.

»»» BUSHWACKER'S CONSECUTIVE BUCKOFF STREAK (2013)

In 2013 Julio Moreno's World Champion Bucking Bull, Bushwacker, broke the previous buckoff streak record of 35 consecutive buckoffs and extended it to 42. The streak, which ran for four years, ended in Tulsa, Oklahoma in 2013 when J.B. Mauney rode Bushwacker for 95.25 points. ESPN The Magazine featured the champion bull in its Body Issue as the "Baddest Body in Sports," the first animal athlete featured in the issue.

»»» ROBSON PALERMO BECOMES FIRST THREE-TIME AND BACK-TO-BACK WORLD FINALS EVENT WINNER (2012)

In winning the 2012 World Finals event title, Brazilian Robson Palermo became the first rider to win the event in back-to-back seasons and the first to earn the title three times. Palermo also won the World Finals event in 2008 and 2011.

»»» SILVANO ALVES BECOMES FIRST BACK-TO-BACK PBR WORLD CHAMPION (2012)

Silvano Alves won his second PBR World Championship in 2012, becoming the first rider to win back-to-back titles. In the years since, only one other rider has achieved the feat. Jose Vitor Leme won his first two PBR World Championships consecutively in 2020 and 2021.

»»» SILVANO ALVES BECOMES FIRST TO WIN WORLD CHAMPIONSHIP IN SEASON FOLLOWING ROOKIE OF THE YEAR TITLE WIN (2011)

In 2011, Silvano Alves became the first rider to win the PBR World Championship (2011) immediately after earning Rookie of the Year honors (2010). Jess Lockwood next accomplished the feat as 2016 Rookie of the Year and 2017 World Champion. Only five other past Rookie of the Year award winners have also won a world title: Kody Lostroh (2005 Rookie of the Year, 2009 World Champion), J.B. Mauney (2006 Rookie of the Year, 2013 and 2015 World Champion), Kaique Pacheco (2015 Rookie of the Year, 2018 World Champion), Jose Vitor Leme (2017 Rookie of the Year, 2020 and 2021 PBR World Champion) and Rafael Jose de Brito (2023 World Champion and Rookie of the Year)

»»» BUCKING BULLS ON BROADWAY (2010)

On Oct. 15, 2010, PBR turned heads in the heart of Manhattan when the world's Top 10 bull riders competed in an outdoor arena built in Times Square in New York City. The first-of-its-kind event was broadcast nationally on CBS, and thousands of New Yorkers lined the streets to watch the action in the arena and on video screens.



ON THE DIRT MILESTONES ... CONTINUED

››› \$100 MILLION PAYOUT REACHED (2010)

PBR surpassed \$100 million in prize money awarded in 2010 during the premier series stop in Nashville, Tennessee. Before PBR was formed in 1992, top-ranked bull riders might have earned \$100,000 in a season; no rider had ever earned \$1 million during his career. Today, 47 PBR bull riders have earned more than \$1 million in the sport and each year's World Champion gets a \$1-million bonus.

››› LUKE SNYDER BREAKS CONSECUTIVE EVENTS RECORD (2010)

Luke "Titanium Tough" Snyder competed in a record 275 consecutive events, a streak that began when he debuted in 2001, and ended in 2010. He broke J.W. Hart's previous record of 197 consecutive events.

››› J.B. MAUNEY BECOMES FIRST TO CONQUER EVERY BULL AT WORLD FINALS (2009 & 2013)

J.B. Mauney became the first rider in history to stay on all eight bulls at the PBR World Finals in 2009 en route to winning the World Finals event title. He repeated the feat in 2013 in winning his second World Finals event title and PBR World Championship. Only three other riders have accomplished this: Silvano Alves (2014), Ryan Dirteater (2016), and Jose Vitor Leme (2017 and 2021).

››› JUSTIN MCBRIDE SETS EVENT WINS RECORD (2007)

In 2007, Justin McBride won a record eight elite series events. McBride also won his second PBR World Championship that year. In 2021, Jose Vitor Leme tied McBride, winning eight tour stops, including the World Finals, en route to his second gold buckle.

››› ADRIANO MORAES BECOMES FIRST THREE-TIME PBR WORLD CHAMPION (2006)

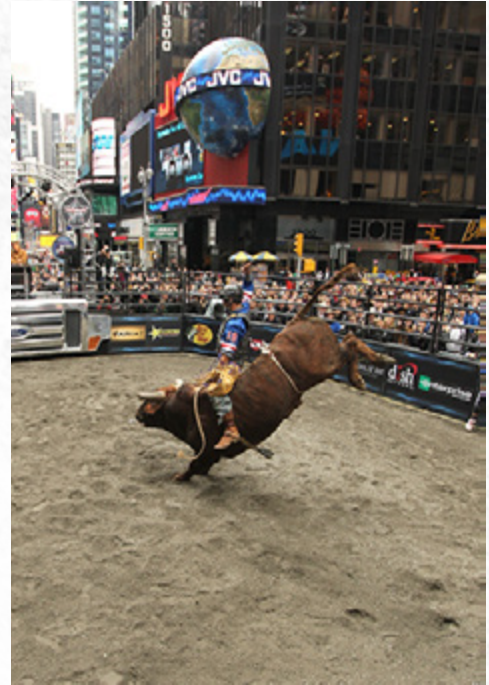
In 2006, Brazilian Adriano Moraes reached a pair of milestones, becoming the first three-time PBR World Champion in history along with the then-career earnings leader with \$3,504,344.00. Only one other rider, fellow Brazilian Silvano Alves, has won three world titles (2011, 2012 & 2014).

››› MIKE LEE DOUBLES UP TO WIN PBR WORLD FINALS EVENT TITLE AND PBR WORLD CHAMPIONSHIP (2004)

In 2004, Mike Lee became the first rider to win the PBR World Finals event and become the PBR World Champion in the same year. Lee temporarily set the record for money earned at a World Finals event with \$313,300, and the record for money earned in a single season with \$1,453,326, including the \$1 million-dollar world title bonus. Seven additional riders have now accomplished this feat: Renato Nunes (2010), J.B. Mauney (2013), Silvano Alves (2014), Jess Lockwood (2019), Jose Vitor Leme (2021), Daylon Swearingen (2022) and Rafael Jose de Brito (2023).

››› CHRIS SHIVERS WINS FIRST \$1 MILLION DOLLAR BONUS FOR BEING A WORLD CHAMPION (2003)

Chris Shivers captured the 2003 PBR World Championship on Nov. 9, 2003 and became the first rider in PBR history to win the million-dollar bonus. Shivers is ranked sixth all-time in money earned during his career with \$3,923,994.



ON THE DIRT MILESTONES ... CONTINUED

››› J.W. HART SETS CONSECUTIVE EVENTS RECORD (2003)

J.W. Hart, the “Ironman,” competed in a then record 197 consecutive events, beginning with his first event in 1994 and continuing until 2003. Luke Snyder broke the record in 2020 when completing a 275-consecutive event streak.

››› AN EPIC NIGHT OF BULL RIDING (1999)

In 1999, the World Finals at Thomas & Mack Center showcased one of the most historic rounds of competition ever witnessed in the PBR. The round of competition featured not one, not two, but eight 90-point rides – a feat that has not been replicated since. Chris Shivers and Terry Don West each posted 96-point scores, riding Trick or Treat and Cripple Creek Promise Land, respectively, while Ty Murray topped Red Wolf for 95.5 points. Jim Sharp and Jaron Nunnemaker were each marked 94 points as they conquered Jim Jam and Panhandle Slim. Cody Hart reached the whistle on Copenhagen Zandy for 92.5 points, and Mike White and Justin McBride completed the octet, registering 91 points as they covered Skat Kat Skoal and Nitro.

››› ADRIANO MORAES BECOMES FIRST PBR WORLD CHAMPION (1994)

In winning PBR’s first world title, Adriano Moraes put Brazil on the map for professional bull riding. His emergence solidified PBR as a viable international sport, and he is forever immortalized on a statue riding Little Yellow Jacket outside PBR world headquarters in Pueblo, Colorado.

››› THE ELITE 500 CLUB

In the history of the PBR’s elite series, only four riders have become members of the 500-ride club. Guilherme Marchi joined the club on March 9, 2014 in Phoenix, Arizona while Mike Lee joined April 16, 2016 in Billings, Montana. Two-time World Champion J.B. Mauney recorded his 500th ride in New York City on All The Way Up for 87.25 points on January 5, 2018. Mauney moved into second place in all time elite-series rides when notching his 526th 8-second trip aboard Boogie Bomb for 87.5 points at the Houston Invitational in August 2019. Silvano Alves became the newest member of the club on October 6, 2023, at the PBR Teams event in Fort Worth, Texas, covering True Religion for 84.75 points.





ABOUT PBR TEAMS

PBR Teams is an elite new league that introduced a team dynamic to the traditionally individual sport of bull riding through five-on-five bull riding games. During the first two seasons, eight teams competed in a 10-event regular season leading to a championship. PBR Teams builds on the existing structure of professional bull riding with the same basic rules for judging and scoring qualified 8-second bull rides.

The league launched in July 2022 with eight founding members, each helmed by a legendary coach and fielding a roster comprised of the world's best bull riders. The founding teams are the Austin Gamblers of Austin, TX; the Arizona Ridge Riders of Glendale, AZ; the Carolina Cowboys of Greensboro, NC; the Kansas City Outlaws of Kansas City, MO; the Nashville Stampede of Nashville, TN; the Oklahoma Freedom of Oklahoma City, OK; the Missouri Thunder of Ridgedale, MO; and the Texas Rattlers of Fort Worth, TX. Following the 2023 season, the Freedom announced a move to Sunrise, Florida. Each team field 12 riders on their active roster, and up to two riders on Injured Reserve, who are unable to compete until taken off the injured list.

Of the 12 riders on the roster, seven riders may be added to the Protected Rider list, unable to sign with another team without being released first. Up to five riders may be signed to a team's Reserve Rider list, but other teams can sign these riders to their protected roster. If a rider is moved from the protected roster to the reserve roster, he is immediately designated a free agent. Teams can also designate two riders to Injured Reserve, making the roster maximum 14 riders.

Prior to each of the first two seasons, a draft was held where riders who were ineligible for last year's Teams competition and declare their eligibility may be selected by teams. Draft order was based on the previous season's regular-season results, with the team that finished last receiving the first overall pick. All players drafted by a team were guaranteed a protected roster spot for the first two events of the season.

The first two seasons consisted of 11 events, including 10 regular season stops. Each team hosted a three-day homestand, while the league welcomed all teams to two -neutral site events in Cheyenne, WY, and Anaheim, CA. Seasons annually conclude with the three-day PBR Teams Championship in Las Vegas at T-Mobile Arena. Events are staged in a tournament-style format with all teams competing in head-to-head games against a different opponent each day. Each game features five riders per team squaring off against another team, and rider-bull matchups are chosen by the team's coaching staff. Following the five outs per team, the team with the highest aggregate score in each game is declared the winner. The event winner is the team with the most game wins across an event.

In addition to the revamped action on the dirt, fans in attendance at PBR Teams events were brought a new immersive experience. At PBR Teams events, fans experience the PBR's largest-ever main video board, featuring almost 5 million individual LEDs and stretching 55 feet wide by 30 feet tall. PBR Teams events also feature nearly 300



ABOUT THE PBR TEAM SERIES ... CONTINUED

individual lighting elements and 56-line array speakers with eight subwoofers, guaranteeing that there is not a bad seat in the house. With 400 feet of reinforced LED signage, PBR Teams has raised the production quality to new levels.

In 2022, despite finishing in last place in the regular season with a 7-20-1 record, the Nashville Stampede, stoked by the highly motivational speeches from Head Coach Justin McBride in the halls of T-Mobile Arena, made a Cinderella run through the championship tournament in Las Vegas to win the inaugural Team Series Championship.

In Round 1, the Stampede first went toe-to-toe with the No. 3 Oklahoma Freedom whom they stunned 264.75-176 to advance to Round 2. They then faced a David vs. Goliath showdown with the No. 1 Austin Gamblers, riding three more bulls to knock off the Gamblers 265-175.25 to earn a berth in the Semifinals. On Championship Sunday, the Stampede squared off against the No. 2 Texas Rattlers. Compliments of an early score from Joao Henrique Lucas, and a 90-point, fifth-frame ride from Kaique Pacheco, with a 178.5-90.25 win, the Stampede punched their ticket to the title game against the No. 5 Arizona Ridge Riders. Delivering three qualified rides from Ryan Dirteater, Silvano Alves and Pacheco, the Stampede defeated Arizona 264-182.75, completing their Cinderella run to be crowned the inaugural PBR Teams Champions. Additionally, following the season, Tina Battock and Justin McBride were named General Manager and Coach of the Year as voted by their peers.

In the league's second season, the Texas Rattlers were crowned the 2023 PBR Teams Champions.

The Rattlers finished the regular season ranked No. 3 in the standings with a 16-12 record. In addition to repeating as event winners in Ridgedale, Missouri, the Texas Rattlers made history becoming the lone team in the league to be perfect in their home venue, winning their homestand again in 2023. As the 2023 PBR Teams Championship got underway, the Rattlers bested the No. 8 Missouri Thunder, 174-84.5, in Round 1 to advance to Round 2. There, they defeated the No. 4 Oklahoma Freedom, 170.75-87, as Eli Vastbinder, who Texas acquired from Oklahoma mid-season, converted with two outs remaining to give the Rattlers the lead. In the Semifinals, Texas once again rode supreme, ousting the No. 5 Arizona Ridge Riders, 175.25-0, to head to their first PBR Teams Championship. In the Championship Game, Joao Ricardo Vieira, Brady Fielder, Cody Jesus and Daniel Keeping all made the 8 to defeat the No. 1 ranked Austin Gamblers, 355.25-265.25, in a Lone Star State showdown. In addition to winning the PBR Teams Championship, Chad Blankenship and Cody Lambert were voted General Manager and Coach of the Year.



THE PBR ON TELEVISION

With a unique reach of 30 million viewers, and more than 100 hours of coverage on CBS/CBS Sports Network, PBR ranks among the most prolific sports on television.

In 2023, PBR on CBS viewership averaged more than one million fans per broadcast. During the 2023 individual competition Unleash The Beast campaign, six CBS broadcasts surpassed more than 1 million average viewers.

The 2023 PBR Camping World Team Series included two broadcasts on October 1 and September 24 that averaged 1.8 million and 1.9 million viewers, respectively, making them the second most-watched sports broadcasts on those Sundays outside the NFL.

Following the thrilling conclusion of the second season of the 2023 PBR Teams season, CBS will broadcast approximately 70 hours of coverage throughout the individual Unleash The Beast season, including more than 20 hours of live coverage.

CBS Sports Network and CBS began broadcasting PBR premier series events in 2012 as part of a split package with NBC and NBC Sports Network. In 2013, CBS Sports and CBS Sports Network began carrying PBR events and in 2014, CBS Sports and CBS Sports Network became the primary television partners of the PBR. A 2019 extension ensured CBS will remain the home of PBR for another decade.

Overall, these broadcasts reach 294 million homes globally.



TELEVISION BROADCASTERS



»»» CRAIG HUMMER

The PBR on CBS's Emmy-nominated play-by-play voice returns for his 19th Unleash The Beast season in 2024. Craig Hummer brings more than 20 years of experience, covering more than 50 different sports for network, cable, and syndicated shows worldwide. Hummer, a former competitive ocean swimmer who won 38 national championship titles, including six consecutive International Ironman and seven straight American Ironman titles, was a member of the broadcast team for every Olympics from 2004-2012 and has done play-by-play coverage for sports as varied as fencing to figure skating. He also hosted pre-Olympic shows for Universal Sports for the 2012 London Games and 2014 Winter Olympics in Sochi. From 2004-2012, he either hosted or reported at the Tour de France for OLN, VERSUS, NBC Sports Network, or CBS Sports.



»»» JUSTIN MCBRIDE

Two-time PBR World Champion Justin McBride has worked as a PBR on CBS color commentator for the past 15 seasons, focusing on the Unleash The Beast. During his PBR career, he won \$5.1 million, which is the fifth most earned by any athlete in PBR history. McBride, inducted into the PBR Ring of Honor in 2008, holds the organization's record for event wins in a season with eight in 2007, a record tied by Jose Vitor Leme in 2021. In the second half of the year, he exits the broadcast booth for the bucking chutes as head coach of the Nashville Stampede, which he led to the inaugural 2022 PBR Teams Championship.



»»» TY MURRAY

Nine-time World Champion and PBR Co-Founder Ty Murray has worked on PBR broadcasts since 2007. He was inducted into the PBR Ring of Honor in 2002 and three times was runner-up for the PBR World Championship. Murray, who is known as "King of the Cowboys," and was inducted into the Pro Rodeo Hall of Fame in 2000, won seven PRCA World Champion all-around titles and two PRCA World Champion bull riding titles. He was a member of the PBR Board of Directors from 1992 to 2015.



»»» KATE HARRISON

A southern-California native, Kate Harrison grew up on movie sets and in the rodeo arena. She started competing in rodeos at the age of seven and was a three-time qualifier to the National High School Finals Rodeo. At the same time, she was riding horses for Westerns like "Magnificent Seven" which led to a brief career in the stunt business. Her passion for extreme sports and storytelling led Harrison to the University of Southern California where she studied broadcast journalism. Since then, Kate has covered collegiate sports, country music and rodeo for Pac-12 Network, ESPN LA 710, RFD-TV, PBR and Radio Disney Country. When Harrison became the voice of PBR Teams in 2022, it marked the first time a female served as the primary play-by-play announcer for a major professional sports league on network television.

TELEVISION BROADCASTERS ... CONTINUED



»» MATT WEST

Prior to expanding in television broadcasting on the PBR Teams telecasts, Matt West announced the PBR's Velocity Tour in 2014 and 2015 as well as Touring Pro Division events around the world. The Oklahoma native announced the first Velocity Tour Finals in 2015 before debuting at the PBR World Finals in 2016. West also serves as a commentator on PBR RidePass, and represents the PBR in international markets, including Canada and Australia. In addition to his work with the PBR, he also hosts his own podcast, "Matt West Now."



»» LUKE BRANQUINHO

A five-time World Champion steer wrestler, Luke Branquinho joined the PBR Teams broadcast team as a color commentator following his retirement from the arena after 21 years and 14 trips to the National Finals Rodeo. Branquinho brings unique and extensive rodeo experience to the broadcast booth, as he has competed everywhere from Calgary, Alberta, Canada, to Houston, Texas. While an active competitor, he set the record for money earned in a steer wrestling season in 2011, finishing with \$234,518, and holds the record for the most National Finals Rodeo round wins.



»» FLINT RASMUSSEN

Following a legendary career on the dirt in which he transformed the role of rodeo clown into a multi-faceted entertainer, Flint Rasmussen, who retired from his role as Official Entertainer of PBR following the 2023 World Finals, joined the television broadcast full time prior to the 2023 PBR Teams season. Before beginning his exclusive association with the PBR, Rasmussen was the Wrangler National Finals Rodeo barrel man and Professional Rodeo Cowboys Association Rodeo Clown of the Year eight times. He was selected to work the Canadian National Finals Rodeo four times and the National Circuit Finals three times. Rasmussen also hosts According to Flint, an entertaining podcast reaching beyond the Western demographic with stories, humor and interviews and is also carried on RidePass on Pluto TV.



»» COOPER DAVIS

After appearing on previous broadcasts as he recovered from various injuries, 2016 PBR World Champion Cooper Davis joins the team as a color commentator for the 2024 Unleash The Beast season after finishing No. 9 in the UTB standings in 2023 and serving as a player-coach for the Carolina Cowboys during the subsequent PBR Teams season. Throughout his illustrious career, the Texan was a three-time PBR Global Cup Qualifier with Team USA, the 2016 Lane Frost/Brent Thurman Award winner, and the 2015 PBR World Finals event winner. While Davis has retired from individual competition, he will continue to ride for the Carolina Cowboys in the PBR Camping World Team Series.

TELEVISION BROADCASTERS ... CONTINUED**»» SCOTT SCHIFFNER**

A native of Strathmore, Alberta, Canada, Scott Schiffner joins the broadcast team after a 14-year bull riding career with the PBR. The Canadian cowboy finished inside the Top 10 of the PBR Canada standings four times in his career and was crowned the first PBR Canada Champion in 2006. He also retired after qualifying for every edition of the PBR Canada National Finals while an active competitor. Throughout his illustrious career outside of the PBR, Schiffner was a two-time Canadian Champion bull rider, a two-time Calgary Stampede Champion, and an 18-time Canadian Finals Rodeo qualifier.

TELEVISION PRODUCTION

PBR is a marquee CBS Sports property, and in 2019 a new agreement was reached to ensure CBS remains PBR's television home for the next 10 years.

The Unleash The Beast telecasts are produced for the PBR under a multi-year agreement with David Neal Productions, a Los Angeles-based production company led by 35-time Emmy Award winner and Peabody Award winner David Neal, who also serves as Executive Producer. Beginning in 2011 when the PBR brought television production in house, Neal has put his indelible stamp on PBR broadcasts with an emphasis on bringing the stories of both the riders and the bulls to life.

One of the most prolific and accomplished sports producers of his generation, Neal spent more than 30 years at NBC Sports where he produced nine Olympics, four NBA Finals, two World Series and a Super Bowl pregame show. In addition to 33 Sports Emmys and two Primetime Emmys, Neal's innovative and creative vision was recognized with a Peabody Award for NBC's coverage of the 2008 Olympic Games Opening Ceremony in Beijing.

Following his 30-year career with NBC Sports, Neal formed David Neal Productions in 2010, producing more than 250 hours of television for clients including Univision, NBC, CBS and Velocity. This brought Neal's storied reputation

as one of sports television's leading producers and executives to Los Angeles with a focus on live events and non-fiction programming.

Neal graduated from the University of Southern California in 1978 with a degree in Broadcast Journalism. His father – the late Roy Neal -- was an award-winning NBC News correspondent, producer and executive from 1948-86. Neal was raised in Woodland Hills, Calif. and resides in Los Angeles with his wife, Jen.

Another part of the veteran production team, Producer Jason Jacquette has worked in the sports television industry for more than two decades, winning multiple Emmys along the way. Some highlights include Summer & Winter Olympics, grand slam tennis events, the Triple Crown, Tour de France, NHL and championship golf events. Jacquette produced his first PBR event in 2003 and has been involved in the sport ever since.

Based in Brooklyn, New York, two-time Emmy-winning producer Chris Taylor-Shaut has been working with PBR for nearly two decades. In that time, he has been an integral part in all elements of the production of the television broadcasts. When not working with the world's top bull riders, Taylor-Shaut also produces snowboarding and skateboarding events around the globe.



David Osborne, a multi-decade veteran of PBR productions, started in the graphics department and has since become the lead tape producer and head producer of all of PBR's international content. When Osborne isn't working at a PBR event, he can be found on a softball diamond or tending to his extensive vinyl record collection.

Warren Pick, a multiple Emmy Award-winning Director and Producer, has been working with the PBR for more than four seasons. Throughout his career, Pick has worked on large-scale productions worldwide in sports, entertainment and major event coverage. He founded WAVE Media, a full-service production company that has provided major broadcast and cable networks with production and programming services. Pick has consistently created programming that brings innovative style and creative techniques to the screen. Pick and his wife Linda split their time between homes in Bucks County, Pennsylvania and Los Angeles, California, and have two adult children. Outside of the control room, Pick spends time as a volunteer firefighter, EMT, ski patroller and rescue diver.

Director Bryan Mattingly has worked in television for more than 30 years on multiple national and international Emmy Award-winning sports productions. Mattingly has been a Technical Director for sports ranging from NASCAR and the IndyCar racing series to

NFL football, including a Super Bowl, NBA and college basketball, MLB, NHL, Triathlon World Cup, World Basketball Championships, and entertainment-based programs for every major network in the United States and Europe. The 2024 season will be his 12th year as the Technical Director and sixth in the director's chair for the PBR on CBS. In his spare time, he enjoys being a private pilot and working with his horses. Mattingly has been married to his wife Kimberly for 30 years and has a teenage son, Harrison.

One of the newest members on the broadcast team, director Nate Hill has more than 30 years of experience working in live sports and entertainment and joins the PBR team after extensive work in live sports production and all aspects of the show covering everything ranging from soccer to the World Games. The Utahn enjoys watching the wide variety of sports he has helped cover over the years when he is not actively directing the broadcast.

Rounding out the production team is creative director Cory Kelley. The Emmy Award-nominated storyteller is the owner of ChromaZone Productions Inc., a leader in sports and entertainment postproduction, located in Nashville, Tennessee. Kelley's "Be Cowboy" opening leads all PBR on CBS broadcasts and his features bringing fans closer to PBR athletes are seen throughout the season.





PBR RIDEPASS ON PLUTO TV

In 2021, PBR entered a new partnership with Pluto TV, bringing the Wild West to the streaming frontier with a Western sports channel streaming for free 24/7 365 days a year.

Since July 2021, PBR RIDEPASS has streamed exclusively on Pluto TV as both a linear channel and on-demand, featuring hundreds of hours of live professional bull riding, rodeo, other Western sporting events, and more. PBR RIDEPASS on Pluto TV super serves Western sports fans by providing them with front-row streaming access, for free, to popular Western sports content.

Programming on PBR RIDEPASS on Pluto TV includes PBR's Unleash The Beast, PBR Team Series, Pendleton Whisky Velocity Tour and Challenger Series, marquee rodeos such as the WCRA Triple Crown, Indian National Finals Rodeo, Bill Pickett Invitational Rodeo, premier horse and equestrian events, including "Road to the Horse," highlight shows, and Western sports shoulder programming such as PBR Now.

In 2023, RIDEPASS on Pluto TV exclusively covered more than 30 live rounds in the PBR's top two U.S. tours. Additionally, the PBR channel aired more than 20 hours of live programming during World Finals, including Ultimate Bull Fighting and MBR (Miniature Bull Riding) competitions, Flint Rasmussen's "Outside the Barrel," Women's Rodeo World Championships and the Stockyards Rodeo.

The PBR channel complements Pluto TV's lineup of western-themed programming including the Western TV channel, which streams series like "The Lone Ranger" and "Walker, Texas Ranger" as well as a dedicated movie channel, Pluto TV Westerns, featuring iconic films like "True Grit," "Geronimo: An American Legend," and "The Alamo."

Before moving to Pluto TV, PBR RIDEPASS had launched in February 2018 as a standalone digital network, bringing fans live coverage of PBR's tours as well as dozens of rodeos and Western sports events. With the move to Pluto TV, the service changed from subscription to free.

Pluto TV is the world's leading free ad-supported television service (FAST) with more than 50 million monthly users in 25 countries. PBR RIDEPASS on Pluto TV expanded the FAST leader's growing footprint in live sports and events programming, building on Pluto TV's existing appointment viewing for franchises and iconic sporting events. Additionally, the deal, making Pluto TV an official PBR partner, was a first-of-its-kind for Pluto TV in using a major professional sport as a marketing platform to educate fans and increase brand awareness of the service via in-event marketing and broadcast television promotion.

PBR RIDEPASS is available on desktops, laptops and mobile devices [via www.pluto.tv](https://www.pluto.tv).

PBR LICENSING

The PBR brand and associated intellectual properties are some of the most sought-after licensed properties in the world. PBR actively licenses its official trademarks, bulls, riders and other intellectual property to develop consumer goods customized for both avid fans and newcomers to the sport. PBR's licensing program includes more than 30 official PBR licensees with consumer products in various categories, including apparel, accessories, home goods, toys, novelties, and more.

PBR has developed an extensive array of exclusive merchandise that can be purchased either online, at events or at retailers nationwide. Driven by the growth of the PBR brand, extensive national television coverage, the Prime Video docuseries "The Ride," and social media reach, PBR branded products sell from coast-to-coast across all avenues of distribution.

Along with the PBR marks and logos, PBR has also secured the licensing representation rights for the best bull riders and bulls in the world, allowing licensees one-stop shopping for all the assets necessary to produce and market successful PBR branded products. As the demand for its branded products grows, PBR continues to create and support key initiatives at the retail level to drive traffic in every market. With the addition of international PBR offices, licensing opportunities have expanded into Australia, Brazil, Canada and Mexico. PBR is actively licensing its trademarks, logos and other intellectual properties in each of these countries. In response to the demand for PBR branded products, the PBR will continue to supply top-quality products to the greatest fans in the world.





BE COWBOY

BE COWBOY

While it has long lived in the hearts of avid sports fans, the PBR is for everyone.

The organization began more than 30 years ago when 20 entrepreneurial bull riders broke away from the rodeo to form the PBR with a vision of creating a standalone sport for themselves and future generations. They felt their passion for bull riding, honesty, integrity, work ethic, and putting their name on a hard day's work deserved to be rewarded fairly and commensurate to the grave danger faced every time they entered the bucking chute.

Be Cowboy is built on the heart and soul of these rugged cowboys who shared a dream, as well as other cowboys who came before them, and the hard-working men and women who contributed to a global icon that is familiar and revered, yet often misconstrued. In fact, the first cowboys were an original melting pot of trail-blazing men and women who sought opportunity, and through self-reliant hard work, a better life for themselves and their families.

Their values endure and were especially evident in 2020 as PBR led the sports world back to competition and fan-attended events following the COVID-19 (coronavirus) shutdown with industry-leading protocols shared with and adopted by many other sports.

Today, modern cowboys are all those who embody the cowboy code of toughness, courage, respect, determination, and patriotism, no matter what country's flag you pledge.

Being a cowboy isn't about the hat, boots, or buckle. It's what's in your heart and how you live. You need only share a passion for living honestly, fairly, and respectfully with pride, integrity, and humility, to Be Cowboy.

PBR's campaign encourages everyone sharing these values, to truly Be Cowboy....and to be part of this welcoming sport.

At events coast to coast, PBR honors individuals and organizations who embody Be Cowboy values. From schoolteachers, nurses, firefighters, and police, to community leaders, veterans, single moms and dads, and courageous kids making a difference, there is no limit on who can Be Cowboy.

The 2023 Be Cowboy campaign also encompassed a season-long initiative to unite communities and acknowledge local heroes, while highlighting the diverse and rich history of the sport. PBR continues to host veterans, active-duty military, first responders and other selfless individuals serving their community through ticket donations and discounts.

Additionally, PBR continues to expand its relationship with Grit & Grace, a non-profit aiming to inspire and empower young women to step into their dreams by providing lessons on leadership, mentorship, and scholarship opportunities as well as exposure to animal care in Western sports.

Grit & Grace, the first community organization of its kind to align with PBR, was launched in 2021 by Fanchon Stinger, a 15-time Emmy Award-winning journalist, who is also a bull owner and commentator on Cowboy Channel and Cowgirl Channel.



WESTERN SPORTS FOUNDATION

WESTERN SPORTS FOUNDATION

WESTERNSPORTSFUNDATION.ORG

Western Sports Foundation (WSF) is a 501 (c)(3) non-profit organization dedicated to enhancing the overall success of Western sports athletes by advancing their health and well-being. WSF pursues its mission by providing medical, life counseling and financial resources to meet the athletes' immediate needs and prepare them for life beyond competition. Recognizing that emotional, mental and financial health are as important as physical health, Western Sports Foundation is focused on total athlete wellness and offers services and resources that focus on total wellness.

WSF comes from a long tradition of caring for athletes and their families. Formerly known as the Rider Relief Fund, the organization was founded in 1998 following Jerome Davis' career-ending injury while bull-riding.

Western Sports Foundation continues to attract and receive philanthropic support from thousands of friends, fans, sponsors, and participants in and around all Western lifestyle sports.

For those interested in making a tax-deductible donation or receiving more information about the Western Sports Foundation, please visit www.westernsportsfoundation.org.



VOICES OF THE PBR

Fans of the PBR never miss a minute of the action thanks to veteran arena announcers Clint Adkins and Matt West, along with a host of other accomplished commentators across the organization's additional tours. In addition to announcing the riders and bulls along with the ride scores, PBR announcers also provide interesting facts and anecdotes to fans in the arena and watching online.



>>> CLINT ADKINS

Clint Adkins, who was a bareback rider until the mid-1990s, has announced PBR events since the late 90s and moved up to the premier series in 2006. Some fans might recognize his voice as the arena announcer in the film, "The Longest Ride." The accomplished bass angler and his wife, Jodi, live near Huntsville, Texas, with their daughters, Riley and Emily.



>>> MATT WEST

Prior to expanding his career to the premier series, Matt West announced the PBR's Velocity Tour in 2014 and 2015 as well as Touring Pro Division events across the country. He has also worked PBR events in Australia and Canada. The Oklahoma native announced the first Velocity Tour Finals in Kentucky in 2015 before debuting at the PBR World Finals in 2016. He also produces and hosts the Matt West Now podcast, and additionally announces rodeos, while also expanding into non-rodeo events, as well as doing work as a commercial voice talent and on television. West, who also operates the popular Oklahoma-based gym Westfit, resides in Delaware, Oklahoma, with his wife Megan.



>>> SCOTT GROVER

Fueled by his love for Western sports, Morrowville, Kansas, native Scott Grover began announcing when he was a sophomore in college. He turned his passion into a professional career in 2005, making his PBR debut in 2007. Grover has worked countless events, including the PBR Canada and Velocity Tour Finals, and on the elite Unleash The Beast. Grover draws on his extensive background in rodeo, including announcing the first WCRA Rodeo Showdown. When not traveling, he can be found spending time with his wife Becky, and children Statler, Lano and Clemmie Mae.

VOICES OF THE PBR ... CONTINUED**»» CHRIS RANKIN**

Hailing from Normangee, Texas, Chris Rankin has announced Western sports events for more than 20 years. A graduate of Blinn College in Brenham, Texas, Rankin was also the production manager for Championship Bull Riding for five years, and, in addition to his work with the PBR, serves as the announcer for the Texas State High School Finals Rodeo.

**»» TYLER VILES**

A former professional bull rider, Tyler Viles was also one of the top ropers in the Central Rocky Mountain Region when he attended the University of Wyoming. Viles and his brother, Justin, both grew up learning how to rope and ride in Cody, Wyoming, and he now brings that life-long rodeo experience to the PBR. In his free time, Viles is a hunting and fishing guide, and can almost always be found enjoying the outdoors.

PBR BULLFIGHTERS

As if facing a rampaging 1,800-pound animal for 8 seconds isn't daunting enough, how about doing it for more than six hours a weekend and being responsible for the safety of the world's top bull riders? That is just another day at the office for the PBR's bullfighters.

Known as "The Secret Service of the PBR," these athletes have a unique role in professional sports, regularly placing their bodies in front of heads, horns, and hooves to protect the bull riders. The job requires athleticism, speed, the ability to sense where the bull is going before the bull even knows, and communication – the bullfighters often employ "zone coverage."



>>> NATHAN HARP

Despite not growing up in a rodeo family, Tuttle, Oklahoma's Nathan Harp knew he wanted to be a bullfighter or entertainer from a young age. He chose the former, as he enjoys not only protecting the riders, but also the adrenaline rush in dancing with the powerful bovine athletes. After having the honor of bullfighting at the National Finals Rodeo, whose three bullfighters are chosen by the Top 20 ranked bull riders in the PRCA, in 2021, Harp was selected for his first PBR World Finals in 2023, another qualification based on the riders' votes.



>>> BRYCE REDO

A native of Crosby, Texas, Bryce Redo is an elite athlete who turned down scholarships to run track at LSU and play football at Texas Tech to follow in the footsteps of his parents, who both rode bulls. However, Redo didn't follow directly in their paths, opting instead to protect the riders as a bullfighter. After going to a bullfighting school, where he ended up teaching the class, Redo joined Championship Bull Riding in 2017 as a bullfighter. After getting the call to be one of the bullfighters at the National Finals Rodeo in 2022, Redo added another feather to his cap when he was chosen by PBR riders to protect them at his first PBR World Finals in 2023.



>>> BEAU SCHEUTH

Hailing from the O'Neill, Nebraska, Beau Scheuth grew up watching the Clearwater Rodeo where he was inspired to become part of the rodeo himself. After a short-lived career as a bull rider, Scheuth decided it was time to hang up the spurs and throw on some cleats to help protect his fellow riders. In 2019, Scheuth joined the PBR and is seen weekly on the dirt at PBR events around the country.



>>> LUCAS TEODORO

The lone Brazilian bullfighter on PBR's premier tour, Lucas Teodoro protects his Brazilian brethren, as well as the other contenders, inside the arena as a part of the top cowboy protection team in the world's leading bull-riding organization. Now one of the longest-tenured PBR bullfighters, Teodoro has been a staple at the PBR World Finals since 2018, voted by the world's best bull riders to work the past six consecutive iterations of bull riding's most prestigious event. Across the Unleash The Beast and Velocity Tour, Teodoro can be seen crisscrossing the country throughout the season.

PBR BULLFIGHTERS ... CONTINUED



»» CODY WEBSTER

Cody Webster has been a prodigy of legendary PBR bull fighter Frank Newsom's since he was 11 years old, earning his first opportunity to work the World Finals in 2014. The Oklahoman is a consistent member of the protection team at premier series tour stops, spending more than a decade as part of the quartet. Webster was once again selected to work the World Finals in 2023, his eleventh nomination. In 2022, Webster also began giving viewers a glimpse into the role of a bullfighter as he provides real-time analysis from the dirt for CBS. Outside of PBR, Webster has fought at some of the world's top rodeos. In 2022, Webster made his 10th appearance at the National Finals Rodeo.

PBR'S BULLFIGHTERS' UNIFORMS

The bullfighter's uniform has changed over the years. Oversized clothing, which lent itself to a by-gone "clown" role, has evolved into a jersey and shorts. The PBR's bullfighters' loose-fitting uniform allows maximum movement. The size and fit also serve another purpose - making the bullfighter a bigger target. As legendary bull fighter Frank Newsom said, "the bull might think he's got you, when he's just got your shorts." The bullfighters' protective vest is different than the one worn by bull riders. It is worn underneath the jersey and features a hard plastic outer shell on the front and back. The vest also has breakaway construction in the event the bullfighter is hooked. Underneath the shorts, the bullfighters wear a padded girdle that has both foam and plastic padding. They also carry a knife, used on occasion to cut the bull rope to free a hung-up bull rider.



JEROME ROBINSON CUP

The Jerome Robinson Cup is a traveling monument to the best riders in the world.

Formerly known as the PBR Championship Trophy, the trophy was renamed following the passing of the PBR Ring of Honor inductee and longtime Arena Director in 2022.

As the PBR began its 28th year in 2020, the Jerome Robinson Cup was reimagined by Montana Silversmiths, featuring a newly designed Cup. Made with more than six pounds of silver, atop an eight-sided tower, the PBR Championship Trophy features 3029 concho buckles around the base, inscribed with all the past winners' names. The overall design is reminiscent of the original PBR championship trophy awarded in 1994 to PBR's first top cowboy, Adriano Moraes.

Crafted and manufactured over five months from German silver, diamonds, gold, Ruby Zirconia, and walnut wood, the Jerome Robinson Cup is valued at more than \$350,000.



PBR BELT BUCKLE

Since Western riding sports began, the “trophy” of choice has been the belt buckle.

It is the ultimate symbol of cowboy achievement and is worn with pride by those athletes talented enough to earn it.

On the PBR’s premier series, buckles are awarded to each regular-season event winner, each PBR World Finals round winner, PBR Stock Contractor of the Year, PBR Rookie of the Year, PBR World Finals event winner, PBR World Champion, PBR Teams Champion, PBR Teams Coach of the Year and PBR Teams Executive of the Year.

The custom buckle for each premier series event is created by Montana Silversmiths, the official buckle partner of the PBR.

Regular-season event buckles are valued at a minimum of \$1,500, with the buckle awarded to the PBR World Champion valued at more than \$20,000.



PBR TEAMS CHAMPIONSHIP BUCKLE

An award of epic proportions weighing just under 20 pounds, the world's largest sterling silver buckle was created by Montana Silversmiths exclusively for the PBR Teams Champions and is worth \$100,000.

A colossal 24" base of solid sterling silver serves as the buckle's platform and every ounce is hand-fabricated in Columbus, Montana, by a team of 19 master craftsmen.

Rich rose-colored copper filigree weaves throughout the buckle, and the frame, accented by a sterling silver berry edge that is hand polished and painted, also features eight sterling silver bezels that cradle the 56 bead-set ruby gemstones. All hardware is finished in 24-karat gold, including the fully functioning pin and swivel on the back of the buckle.

Finally, each PBR Teams logo was carefully created and precisely painted by hand for the PBR team that emerges victorious each year. The entire work of art is nestled into a custom cherry wood display box with finely etched logos in the glass.



DR. TANDY FREEMAN

Dr. Tandy Freeman has been the official on-site doctor for the PBR since 1995. Freeman, a native Texan, earned his medical degree from the University of Texas Southwestern Medical School after receiving a bachelor's in biology from Baylor University. Following internship and residency training in general surgery in Utah and orthopedic surgery in Texas, he completed a fellowship in sports medicine in Alabama then went into practice in Dallas. There he worked with the founder of the PRCA's sports medicine program, Dr. J. Pat Evans, to whom he attributes his involvement with PBR. Dr. Freeman also serves as Medical Director of the PRCA's Justin Sports Medicine Team.

In addition to caring for bull riders, Dr. Freeman has served in various roles for a number of amateur and professional teams, including Head Team Physician for the Dallas Mavericks (National Basketball Association, 1996-2001) as well as maintaining a sports medicine practice devoted to treating the injuries of all types of athletes. Named as one of Texas Super Doctors® from 2008-2022, he has received numerous honors, including the Texas Circuit Professional Rodeo Cowboys Association Man of the Year in 2004; the Texas Rodeo Cowboy Hall of Fame Western Heritage Award Inductee in 2008; Resistol Rodeo Man of the Year in 2010; the Lane Frost Award in 2012; and induction into the Texas Cowboy Hall of Fame in 2013. In 2016, Dr. Freeman received the PBR's Jim Shoulders Lifetime Achievement Award.



SPORTS MEDICINE TEAM

Veteran athletic trainer Rich Blyn leads the PBR's Sports Medicine Team. Blyn, Jeff Bray, Doin Dahlke, Dave Edwards, Tony Marek, Brandon Thome, Peter Wang, Buck Watford and a national network of trainers are on site to ensure that PBR riders receive the best possible care before, during and after every Unleash The Beast event, including implementing one of the most comprehensive concussion protocols in professional sports. Additionally, Eric Buckman, Ryan Carter, Rick Foster and David Nixon lead the team responsible for overseeing the Pendleton Whisky Velocity Tour. Blyn, a 28-year PBR veteran who has been with the sport since its second year, became a Certified Athletic Trainer in 1989, and has since worked at the high school, college and professional levels, including as a member of the sports medicine team for the PRCA. He and his wife Liane, moved to Gilbert, Arizona, in April 2018 where she is the head strength coach for Olympic sports at Arizona State University. Blyn was awarded his bachelor's degree in exercise science from California State University, Dominguez Hills, and his master's degree in sports medicine from the University of Nevada, Reno.



RIDE SCORE & JUDGES

»» RIDE SCORE

Each PBR ride is worth up to 100 points – 50 points for the bull, and 50 points for the rider if he successfully rides the bull for 8 seconds.

Half of the 100 points possible is based on the performance of the bull and how difficult he is to ride. Judges look for bulls with speed, power, and drop in the front end, kick in the back end, direction changes and body rolls. A body roll occurs when a bull is in the air and kicks either his hind hooves or all four hooves to the side. The more of these characteristics a bull displays during an out, the higher the degree of difficulty. Judges are allowed to award a rider a “re-ride” if they feel the bull did not perform at the level of other bulls in the competition and did not give the rider a fair chance to earn a high score.

The other 50 points are based on how adept the rider is. Judges look for constant control and good body position throughout the ride. Spurring the bull is not required, but extra style points are awarded for doing so. The spurs are dull and do not hurt the bull whose hide is seven times as thick as human skin.

The rider must stay aboard the bull for 8 seconds to receive a score. The clock begins when the bull’s shoulder or hip crosses the plane of the bucking chute and stops when the bull rider’s hand comes out of the rope or he touches the ground. The bull rider must ride with one hand and is disqualified if he touches himself or the bull with his free arm during the 8-second ride.

Rides of 90 points or higher are considered outstanding. The highest score in PBR history is 98.75 points, registered by Jose Vitor Leme aboard Woopaa during the championship round of the 2021 PBR World Finals. During the trip, Leme became the first athlete in PBR history to be awarded a perfect 50 points.

At the start of the 2021 season, the previous high-marked ride record was 96.5 points. That was exceeded three times in 2021. Leme initially re-wrote the record in late July in Tulsa, Oklahoma, aboard Woopaa when he scored 97.75 points. Dalton Kasel also rode Woopaa for a history-making score in October 2021 – 96.75 points in San Antonio, Texas, now the third-best score in PBR history.

»» JUDGES

Each Unleash The Beast event has four judges who award 50 points on each out: 25 points for the bull and 25 points for the rider. The scores from each of the four judges are added together then divided by two to determine the rider’s total score. Judges are hired by PBR administration using strict and extensive qualifications.

At PBR Teams events, six judges award 50 points, 25 points for the bull and 25 points for the rider, each out. The two lowest scores are dropped, and the remaining scores are added together then divided by two to determine the rider’s total score. A seventh judge is the dedicated replay official.



UNLEASH THE BEAST POINTS SYSTEMS

The 2024 PBR Unleash The Beast season is keeping the same point structure as 2023 but adding back in PBR Majors while removing 15/15 Bucking Battles. The 2024 World Champion will now be the rider who earns the most points only at Unleash The Beast (UTB) events, including the PBR World Finals.

Points will be awarded as follows for the Unleash The Beast, including World Finals:

POINTS SYSTEM 2023 AND BEYOND

	Unleash The Beast Events			PBR Majors		World Finals		
Place	Round	1- and 2-Day Avg	3-Day Avg	Round	Aggregate	Round	Eliminations	Championship
1	20	80	100	30	150	80	200	400
2	10	50	63	20	94	40	125	250
3	9	36	45	14	67	36	90	180
4	8	21	27	12	40	32	54	110
5	7	17	23	11	34	28	46	95
6	6	12	18	9	26	24	36	80
7	5	6	12	8	17	20	24	65
8	4	5	8	6	8	16	16	45
9	3	4	5	5	7	12	10	20
10	2	2	3	3	6	8	6	10
11	1	1	2	2	5	5	4	5
12				1	4	4		4
13					3	3		3
14					2	2		2
15					1	1		1

Bonus points are now awarded across all levels of PBR competition. A rider who scores 70-79.75 points will earn 7 bonus points, 80-89.75 8 bonus points and 90-99.75 9 bonus points. The exception is if a contestant declines a re-ride due to an inferior bull. In that case, he does not earn bonus points.

WORLD FINALS SCORING

The PBR World Finals points system was modified in 2004 to add importance and drama to the season-ending championship event while also almost ensuring that the PBR World Champion would not be determined prior to the World Finals. Awarding more points at the season-end event gave virtually all riders in the Top 10 a mathematical chance of becoming the PBR World Champion.

Beginning in 2020, in an effort to make tracking points easier for fans and competitors, PBR revamped the scoring system for all events globally, including World Finals. Among the changes made, the new scoring system made the World Finals, the most grueling championship finale in sports, even more meaningful in each rider's quest to be crowned the world's best.

As part of the latest revamp to the points system, as of 2022, riders were also awarded bonus points for each qualified ride logged in excess of 70 points. The exception is if a bull rider declines a re-ride due to an inferior bull. In that case, he does not earn bonus points.

In 2024, PBR changed the World Finals format, creating a second aggregate. The first aggregate is Eliminations, featuring the Top 40 riders from the Unleash The Beast standings, joined by the five invited riders advancing via the Velocity Tour Finals, and any rider who wins an Unleash The Beast event during the regular season.

At the end of the four elimination rounds, the Top 15 in the Unleash The Beast standings, and the Top 5 in the event aggregate, not already advancing, earn a direct berth to the 2024 PBR World Finals Championship.

Following Eliminations, the newly implemented Ride for Redemption features the 25 riders who didn't qualify for the Championship in the first four rounds of competition joined by 10-15 riders from PBR Teams in a selection process to be announced.

All 40 riders will attempt one bull in each of the two rounds, and those contenders with the Top 5 scores in the aggregate will earn a berth to the PBR World Finals Championship. Unleash The Beast points will only be awarded during Eliminations and Championship rounds.

The PBR World Finals will end with the Championship event featuring the 20 advancing riders from Eliminations and the five competitors who punched their tickets via Ride For Redemption. While the riders who earned a berth via Eliminations are guaranteed to compete in all four Championship rounds, contenders who advanced via Ride For Redemption must record a score in Round 1 to advance to Round 2 and then log a qualified ride in Round 2 to remain in the World Finals Championship for Rounds 3-4.

At the conclusion of Round 4, the new World Champion will be the No. 1-ranked rider in the Unleash The Beast standings. The 2024 PBR World Finals event winner will be the rider with the top aggregate.

See the current points system on the next page.

WORLD FINALS QUALIFICATION

Riders qualify for the PBR World Finals based on Unleash The Beast points earned exclusively at Unleash The Beast events. The Top 40 ranked riders, based on the PBR Unleash The Beast standings, will compete at the PBR World Finals, in addition to any rider who wins a regular-season premier series event. They are also joined by five other riders. The five other riders are:

- Highest placing rider at the Velocity Tour Finals who has not already qualified.
- Top-3 Velocity Tour Global riders who have not already qualified.
- Highest placed international rider at the Velocity Tour Finals who has not already qualified.

WORLD FINALS SCORING

score across the four Championship rounds

Points System as of 2024 World Finals

Finish	Round	Eliminations Aggregate	Championships Aggregate	Ride Score Bonus Points	
FIRST	80	200	400	90+	9
SECOND	40	125	250	80+	8
THIRD	36	90	180	70+	7
FOURTH	32	54	110		
FIFTH	28	46	95		
SIXTH	24	36	80		
SEVENTH	20	24	65		
EIGHTH	16	16	45		
NINTH	12	10	20		
TENTH	8	6	10		
ELEVENTH	5	4	5		
TWELFTH	4		4		
THIRTEENTH	3		3		
FOURTEENTH	2		2		
FIFTEENTH	1		1		

CHALLENGER SERIES, PENDLETON WHISKY VELOCITY TOUR, TOURING PRO DIVISION AND PBR INTERNATIONAL EVENTS POINTS SYSTEMS

Prior to 2022, the PBR changed the point system for all non-Unleash The Beast (UTB) events to award Velocity Global points, including Pendleton Whisky Velocity Tour events, Touring Pro Division events, and events held internationally in Australia, Brazil and Canada during the individual season from November until the PBR World Finals in May. From June through the PBR Teams Championships in October, international events and the newly launched Challenger Series would award Challenger Global points. The only exception is National Finals held abroad, which only award national points, not Velocity or Challenger Global points. The points system at each event is tiered based on added money and other factors determined by the PBR. Each event, depending on the tier, will get points in accordance with the tables below.

››› UNITED STATES:

- Tier 1 Events – \$20,000 or more USD in added money.
- Tier 2 Events – \$10,000 - \$19,999 USD in added money.
- Tier 3 Events – \$9,999 USD or less in added money.

››› AUSTRALIA:

- Tier 1 - \$25,000 or more AUD in added money.
- Tier 2 - \$17,500 - \$24,999 AUD in added money.
- Tier 3 - 10,000 - \$17,499 AUD in added money.

››› BRAZIL:

- Tier 1 - \$80,000 or more in BRL in added money.
- Tier 2 - \$40,000 - \$79,999 BRL in added money.
- Tier 3 - \$15,000 - \$39,999 BRL in added money.

››› CANADA:

- Tier 1 - \$25,000 + CAD in added money.
- Tier 2 - \$17,500 - \$24,999 CAD in added money.
- Tier 3 - \$12,500 - \$17,499 CAD in added money.

Additionally, riders at all events now receive bonus points via their ride score. A rider who scores 70-79.75 points earns 7 bonus points, 80-89.75 8 bonus points and 90-99.75 9 bonus points. The exception is if a contestant declines a re-ride due to an inferior bull. In that case, he does not earn bonus points.

Below are the points systems prior to 2022, and the one implemented in 2022, for the Challenger, Pendleton Whisky Velocity Tour, Touring Pro Division and international events.

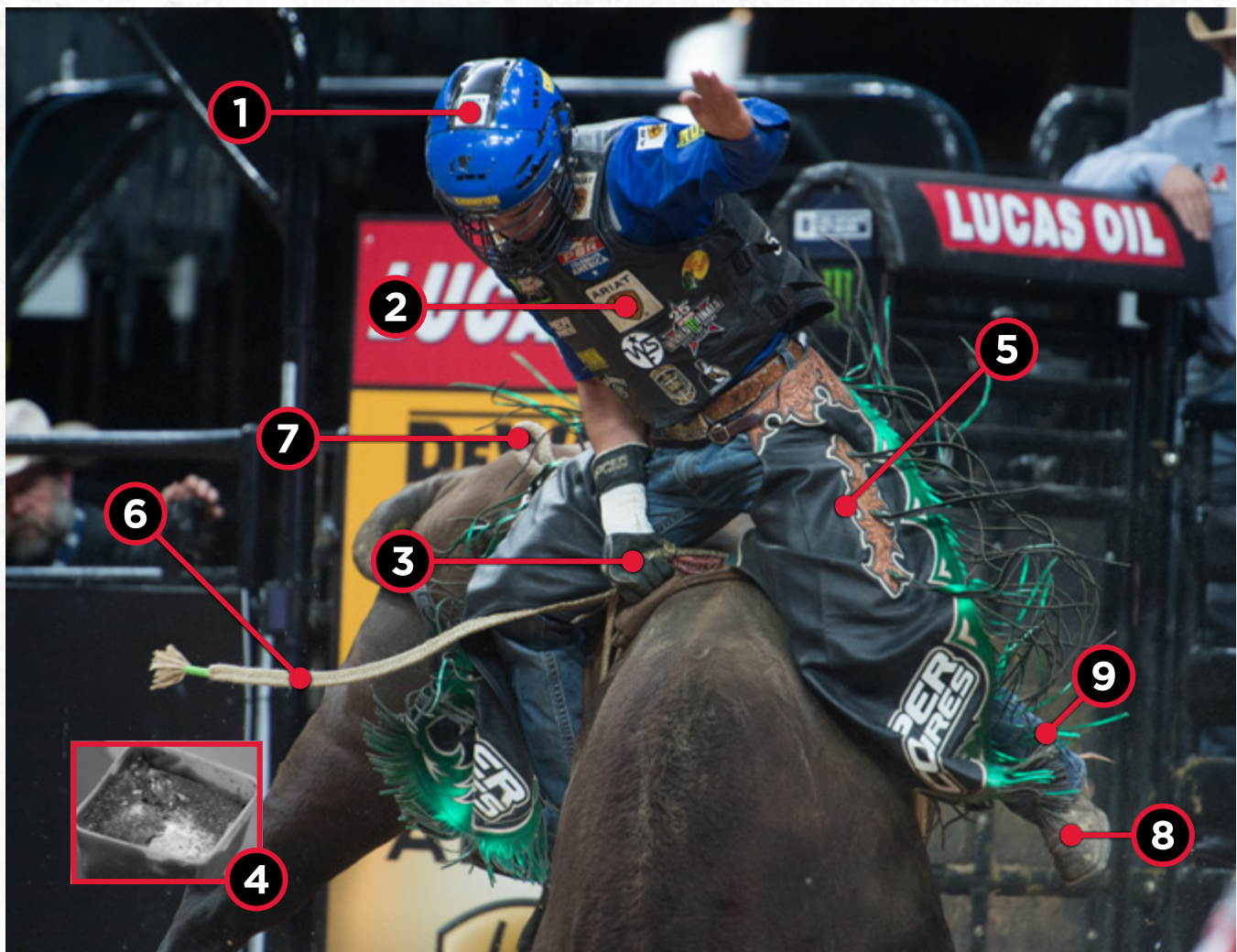
CHALLENGER SERIES, PENDLETON WHISKY VELOCITY TOUR, TOURING PRO DIVISION AND PBR INTERNATIONAL EVENTS POINTS SYSTEMS ... CONTINUED

POINTS SYSTEM 2022 AND BEYOND

	Tier 1 Events			Tier 2 Events		Tier 3 Events	
Place	Round	1- and 2-Day Avg	3-Day Avg	Rounds	Average	Round	Average
1	20	80	100	8	30	4	15
2	10	50	63	5	20	3	8
3	9	36	45	4	10	2	7
4	8	21	27	3	7	1	4
5	7	17	23	2	5	1	3
6	6	12	18	1	4	1	2
7	5	6	12	1	3	1	1
8	4	5	8	1	2	1	1
9	3	4	5	1	1	1	1
10	2	2	3	1	1	1	1
11	1	1	2	1	1	1	1
12							

POINTS SYSTEM 2020 AND BEYOND

	Velocity Tour Regular Season Event		Velocity Tour Finals		International		Touring Pro Division
Place	Long Round	Aggregate	Rounds	Aggregate	Event Aggregate	Finals Aggregate	Aggregate
1	7	30	15	60	30	60	15
2	4	20	8	38	20	38	8
3	3	10	7	27	10	27	7
4	2	6	4	20	6	20	4
5	1	4	3	16	4	16	3
6	1	3	2	11	3	11	2
7	1	2	1	5	2	5	1
8	-	-	-		-	-	-
9	-	-	-		-	-	-
10	-	-	-		-	-	-



GUIDE TO THE GEAR

»» 1. HEADGEAR - COWBOY HAT OR HELMET

While wearing a cowboy hat is historically traditional, helmets with protective facemasks are becoming more common and are mandated for younger riders. Helmets shield the head, while facemasks protect both the face and jaw.

Choosing a hat or helmet used to be a matter of preference. However, beginning with the 2013 season, any competitor born on or after October 15, 1994 is required to wear a protective helmet that is suitable and appropriate for use in the sport of professional bull riding. The helmet must be worn at all times while in the bucking chutes and /or while present in the immediate competition area (e.g. on the dirt) of any PBR sanctioned event. The competitor is prohibited from competing in any PBR sanctioned event without wearing such helmet.

Older riders who are grandfathered in that have the choice to wear a cowboy hat will often wear a helmet or facemask after a serious head, face or jaw injury.

»» 2. PROTECTIVE VEST

Every bull rider must wear a protective vest, an invention which has dramatically reduced the number of internal injuries. Developed by former PBR Director of Livestock turned Texas Rattlers Head Coach and PBR Co-Founder Cody Lambert, the vest absorbs shock and dissipates blows while protecting the torso from direct contact with the bull's hooves and horns.

»» 4. GLOVE

A bull rider wears a glove on his riding hand. The leather glove, which protects both the hand and fingers, is secured around the wrist with tape to keep it from being torn from the rider's hand by the tremendous force of the bull.

»» 5. ROSIN

Each bull rider carries a container of rosin, a sticky substance that provides extra grip. Every rider has his own preference and recipe for rosin, typically adding saddle soap or Neutrogena soap.

»» 6. CHAPS (PRONOUNCED SHAPS)

Each pair of chaps is custom-made. They reflect a rider's personality and often display sponsor logos. Chaps can also provide some protection, particularly in the bucking chute.

»» 7. BULL ROPE

Braided from nylon or grass, the bull rope is placed around the bull's chest behind his front legs. The flat rope has a handle braided into it, constructed partially of leather, which is the bull rider's only anchor for the duration of his ride. The rider runs the rope through his fingers and grips it to keep it tight around the bull.

There are two varieties of bull ropes, American and Brazilian. The Brazilian version is slightly stiffer and is pulled from the opposite side, meaning a rider using his right hand would have his rope pulled from the left side. The same rider using an American rope would have it pulled from the right side.

Bull ropes typically last one season, although some riders replace them more frequently. A metal bell hangs at the bottom of the rope to give the rope some weight so that it will fall off the bull as soon as the rider is bucked off or dismounts the animal athlete. The bell has smooth, round edges and does not harm the bull in any way.

»» 8. BOOTS

Bull riders wear boots with a special ridge on the heel which helps their spurs stay in place. Some riders wear a traditional pull-on boot while others prefer a lace-up boot. Some riders who wear pull-on boots will tie them on to prevent them from being pulled off during the ride.

»» 9. SPURS

Spurs help the rider stay in position on a bull. The rowels are mandated to be dull so they don't injure or cut the hide of the bull (which is seven times thicker than human skin). The spurring action displays the level of complete control the cowboy possesses during the ride. When a rider is said to be "spurring" the bull, his spurs don't come in actual contact with the animal, as the rider extends his legs and boots out to show total control.

ADDITIONAL EQUIPMENT

»» PROTECTIVE CUP

While hard for some to believe, bull riders do not wear protective cups. Riders typically wear tight spandex girdles or bicycle shorts.

»» MOUTHPIECE

Bull riders wear a protective mouthpiece to help reduce the risk of damage to their teeth, resulting from the jarring action of the bucking bull or from any severe impact during dismount.

»» JERSEY

During the PBR Teams season, most riders represent their teams by sporting a team-branded jersey, while some elect to wear the traditional button-up. Specifically designed by each team, these jerseys clearly denote who a rider is competing for and are also available to the public, giving fans an opportunity to show their support for their favorite squad.

PBR PROPERTIES

In the PBR's more than 30-year history, the organization has continued to expand and help grow the sport of bull riding and rodeo with a focus on continuing to increase the competitive opportunities and compensation for Western sports athletes. Hosting more than 100 events of its own each year, the PBR also manages or has partnered with the following organizations to help promote and grow Western sports and culture.

»»» BILL PICKETT INVITATIONAL RODEO

The Bill Pickett Invitational Rodeo is the world's leading all-Black touring rodeo. The organization traces back to 1977, when during Wyoming's Cheyenne Frontier Days, Lu Vason, a leader in the entertainment community, noted the absence of Black cowboys and cowgirls participating. Doing research, Vason found thousands of Black Cowboys and Cowgirls across the country lacking the opportunity to showcase their talents. In 1985, Vason believed the time had come to uncover the cultural past of the Black Cowboy, and he created an all-Black rodeo association named after the legendary Black cowboy, Bill Pickett, who had originated the rodeo event called "bulldogging." After Vason's passing in 2015, his wife, Valeria Howard-Cunningham, began working to keep the legacy alive and continue promoting a first-class rodeo tour for Black Cowboys/Cowgirls and their communities. The Bill Pickett Invitation Rodeo is now in its 40th year of educating, entertaining and connecting communities across the US as the "Greatest Show on Dirt".

»»» COWGIRL GATHERING

The Cowgirl Gathering is a celebration in the heart of Fort Worth, Texas, designed to showcase women from all walks of life who embody the spirit of the American Cowgirl. The Cowgirl Gathering includes breakaway roping, team roping and barrel racing, while also showcasing captivating female speakers, art and fashion shows, and more. The Cowgirl Gathering welcomes competitors as well as those who simply want to experience the essence of the West. Visit cowgirlgathering.com for more information.

»»» COWTOWN COLISEUM

Positioned in the heart of Dallas-Fort Worth, the fourth-largest metropolitan area in the United States, Cowtown Coliseum and the Fort Worth Stockyards are one of the top visitor destinations in the state. After opening in 1908, the Cowtown Coliseum became the home of the first indoor rodeo in 1918 and the site of PBR's inaugural event in 1993.

In 2021, the PBR, ASM Global and Stockyards Heritage Development Co. announced their new joint venture to operate the historic Cowtown Coliseum and to expand entertainment programming and marketing partnerships within the National Historic District. Through this partnership, PBR, ASM Global and Stockyards Heritage Development Co, a partnership between Majestic Realty Co. and The Hickman Companies, will exclusively manage and promote Cowtown Coliseum and portions of the surrounding historic District, including event programming, sponsorship opportunities, venue rentals, operations, marketing and enhanced guest experience initiatives, including PBR's weekly Stockyards Showcase. In 2023, the venue was renovated, bringing one of the Stockyards' most storied landmarks a new, vibrant atmosphere while preserving its classic physique. The 2024 PBR World Finals will begin at Cowtown Coliseum.

»»» KID ROCK'S ROCK N' RODEO

Kid Rock's Rock N' Rodeo is a new team-formatted rodeo infused with contemporary music designed to increase the sport's entertainment value and appeal to a broader audience. The reimaged rodeo, which will debut on May 17, 2024, at AT&T Stadium in Arlington, TX, preceding the PBR World Finals Championship on May 18-19, will feature a Team format with six teams in bracket-style competition alongside Kid Rock live in concert, playing all his hits and more. The all-star rodeo team competition and upbeat production is patterned after the successful formula PBR brought to bull riding through PBR Teams, launched in 2022. Six teams, each led by a head coach who will make crucial game decisions, will go head-to-head in barrel racing, bareback riding, saddle bronc riding, tie-down roping, team roping, steer wrestling, and breakaway roping, a fast-growing rodeo discipline.

»»» **MILLION DOLLAR BULL TEAM CHALLENGE**

The Million Dollar Bull Team Challenge (MDBTC), conceived in 2010, allows Bull Team owners an opportunity to showcase their bovine talent in a competitive and lucrative format. During 20 PBR Pendleton Whisky Velocity Tour events across the United States, 54 MDBTC Teams consisting of two bulls per team compete head-to-head for \$72,000 in prize money per event. The top 22 MDBTC Teams in Tour season points will compete for \$315,000 with the 2024 MDBTC Tour Season Finals Champion receiving \$100,000 and a custom Hyo Silver trophy buckle. Since its inception, the MDBTC has paid out more than \$13 million. BTC competitions are carried on PBR RidePass on PlutoTV. Follow the BTC on all major social media platforms as Million Dollar Bull Team Challenge and CBRBull. For more information visit www.CBRBull.com or email info@cbrbull.com.

»»» **MEXICO IN OUR BLOOD (MEXICO EN LA SANGRE)**

As part of Fort Worth's Hispanic Heritage Month celebration, the PBR announced the return of Mexico en la Sangre, a one-of-a-kind event celebrating Hispanic culture, to Cowtown Coliseum in September of 2022, scheduled to fill the iconic Stockyards once again with the spirit of Mexico. The event features live music, dancing horses, Charros, and Folkorico dancers, and is the kick-off event for Fort Worth's Hispanic Heritage Month celebration.

»»» **WOMEN'S RODEO WORLD CHAMPIONSHIPS**

Launched in 2020 by the PBR and WCRA, the Women's Rodeo World Championship (WRWC) is a first-of-its-kind event open to any female athlete in the world competing in breakaway roping, barrel racing, and team roping (heading and heeling). As of December 2023, the WRWC has awarded more than \$3 million to women's rodeo athletes. In 2024, the WRWC will pay out \$750,000, including a minimum of \$60,000 to each discipline's champion.

»»» **WCRA (WORLD CHAMPIONS RODEO ALLIANCE)**

WCRA is a professional sport and entertainment entity, created to develop and advance the sport of rodeo by aligning all levels of competition. In association with the PBR, WCRA produces Major rodeo events, developing additional opportunities for rodeo-industry competitors, stakeholders, and fans.

»»» **WCRA TRIPLE CROWN OF RODEO**

The Triple Crown of Rodeo, presented by Lazy E Ranch and Arena, is an annual bonus that awards \$1 million cash to any athlete or group of athletes who win first place in any three consecutive WCRA Major Rodeos. The Triple Crown of Rodeo is made up of four major WCRA events: The Stampede at The E, Rodeo Corpus Christi, Women's Rodeo World Championship, and Rodeo Carolina. Over the course of its four years of existence, only one athlete, Bareback Rider RC Landingham, has claimed the coveted award. In December 2022, the 32-year-old athlete emerged from the Cowtown Coliseum in Fort Worth, Texas \$1 million richer. Landingham's career was filled with tragedy, beating, and bloodshed leading up to this \$1 million moment. Going into the event with two wins under his belt, Landingham only needed to win one more event to earn the bonus. He rode supremely and punched his ticket to the \$1 million WCRA Triple Crown of Rodeo cash bonus. Landingham was just the third athlete to be in contention for the Triple Crown of Rodeo, but the first to win the \$1 million bonus.

»»» **ULTIMATE BULL FIGHTING**

Ultimate Bullfighters (UBF) is a league that promotes the sport of freestyle bullfighting. The UBF tour showcases the best talent in the game with more than 100 active athletes on its roster, representing 25 states and three countries. In 2023, the UBF paid out more than \$650,000 to the top freestyle bullfighters in the sport with the goal of doubling that payout over the next three years. Focusing on high-end content and action-packed productions, the UBF has positioned itself at the top of the Western sports entertainment market and brings a fresh new look to action sports as a whole. With the support of PBR and social media consumption at an all-time high, UBF is in a prime position for growth, exposure, and expansion.

PBR GLOSSARY

AMERICAN BUCKING BULL, INCORPORATED (ABBI)

ABBI (American Bucking Bull, Inc.) operates the world's largest bucking cattle DNA registry, documenting the bloodlines of the sport's marvelous animal athletes. ABBI also pays out more than \$2.5 million each year at competitive events that it produces and sanctions for DNA-registered bucking bulls. A sister organization to PBR, ABBI serves to develop the talent of animal athletes and increase their value.

ANNOUNCER

The announcer explains the action and provides statistics on bulls, riders and stock contractors to fans attending a live event.

ARENA

The arena is the area where the bull riding takes place. The size varies by venue, but the average size of the "field" for a premier series event is 85 feet by 140 feet. The bucking chutes, panels, gates, and posts that comprise the arena weigh approximately 50,000 pounds and are equal in length to six football fields (1,800 feet). The materials are transported from event to event.

ARENA DIRECTOR

The Arena Director is responsible for maintaining the flow of the event by balancing the production and competition, and, during televised events, the commercial breaks.

AVERAGE

The "average" or "aggregate" represents the total ride score of the bull riders at an event. "Winning the average," means the bull rider finished the event with the highest total ride score.

AWAY FROM HIS HAND

"Away from his hand," is a term used by bull riders to describe when a bull spins in the opposite direction of their riding hand. For example, a right-handed bull rider on a bull that spins to the left is riding a bull "away from his hand."

BACK PENS

The back pens are located behind the arena bucking chutes. This maze of steel panels serves as the holding area for bulls before and after competition.

BANANA HORNS

A bull with downward sloping horns is said to have "banana horns."

BELL

See bull rope.

BELT BUCKLE

See gold buckle.

BILL PICKETT INVITATIONAL RODEO

The Bill Pickett Invitational Rodeo is the world's leading all-Black touring rodeo. The organization traces back to 1977, when during Wyoming's Cheyenne Frontier Days, Lu Vason, a leader in the entertainment community, noted the absence of Black cowboys and cowgirls participating. Doing research, Vason found thousands of Black Cowboys and Cowgirls across the country lacking the opportunity to showcase their talents. In 1985, Vason created an all-Black rodeo association named after the legendary Black cowboy, Bill Pickett, who had originated the rodeo event called "bulldogging." After Vason's passing in 2015, his wife, Valeria Howard-Cunningham, began working to keep the legacy alive and continue promoting a first-class rodeo tour for Black Cowboys/Cowgirls and their communities. The Bill Pickett Invitation Rodeo is now in its 40th year of educating, entertaining and connecting communities across the US.

BODACIOUS

One of the most famous bulls in history, the 1,900-pound Charbray Bodacious, gained notoriety for injuring some of the PBR's most talented riders, including 1995 PBR World Champion Tuff Hedeman in the final round of the 1995 PBR World Finals. Hedeman suffered multiple fractures

after his face collided with the back of Bodacious' head. Owned by Texas stock contractor Sammy Adams, Bodacious was retired from competition in December 1995. The great bull died of natural causes in 2000 at the age of 12. In 2019, Bodacious was awarded the prestigious Brand of Honor.

BREEDING PROGRAMS

For years, finding a good bucking bull was a frustrating matter of chance for stock contractors, since a bull will only buck if he has the innate desire and natural instinct to do so. The introduction of breeding programs has proven that genetics are the main factor in determining a bull's desire and ability to buck, and science has made the business of owning bucking bulls one of patience, intelligence and money as opposed to luck.

BUCK OFF

If a rider is thrown from the bull before the required 8 seconds, he has bucked off and does not earn a score. If used as a noun or adjective, the term is "buckoff," (e.g., "This rider has had nine buckoffs in a row") versus "this bull will buck off 90 percent of his riders."

BUCKING CHUTE

See chute.

BULL

Bulls competing in the PBR come in a variety of shapes, sizes, and colors. Each has a distinct personality and traits that make him unique. Bucking bulls are in their athletic prime around five or six years of age; however, many buck past the age of 10. When retired from competition, most bulls are used as sires in breeding programs.

BULLFIGHTERS

The bullfighters distract the bull away from a rider who has been bucked off or who has dismounted following an out. These tough and courageous athletes work as a protection team to allow the rider to get back onto his feet and out of harm's way.

BULL ROPE

Wrapped around the chest of the bull, directly behind the animal's front legs, the bull rope is what the bull rider grips during the out. The bull rope is never tied and is only kept in place by the rider's closed hand. Each rope has a metal bell to provide weight and allow the rope to slide from the bull as soon as the rider releases his hand, either by design while dismounting or when bucked off. The rope does not agitate the bull in any way and never goes near the bull's genitals, contrary to popular myths.

BUSHWACKER

Three-time PBR World Champion Bull (2011, 2013, 2014) Bushwacker holds the record for longest buckoff streak in PBR history at 42. In 2013, J.B. Mauney successfully rode him in Tulsa, Oklahoma, during his ninth attempt for 95.25 points. It was the first time Bushwacker had been ridden in four years. Bushwacker retired in 2014 after that season's PBR World Finals. He is only the second bull to ever win the title of PBR World Champion three times and is widely considered the greatest bull in PBR history. In 2016, Bushwacker was awarded the PBR Brand of Honor at the World Finals.

CHALLENGER SERIES

The PBR Challenger Series, the sport's only domestic standalone series from June to October, serves as a proving ground giving additional competitive opportunities to bull riders who are both affiliated and unaffiliated with a PBR Teams' Team. At the conclusion of the PBR Challenger Series regular season, the Top 40 riders in the series' global standings qualify for the Challenger Series Championship, which is held in Las Vegas in conjunction with the PBR Teams Championship in late October. A select number of top-finishing riders in the final Challenger Series standings will earn berths to the Unleash The Beast the following season.

CHANGE DIRECTIONS

"Change directions," is defined as when the bull moves in a different direction, either forward or backward, or side-to-side. An announcer will say a bull has "changed directions" when he switches the direction in which he is spinning.

CHUTE

Each bull ride originates from a gated, steel box called a chute. The bull rider and the bull remain in their designated chute until the arena is clear and the rider has wrapped his hand into his bull rope. When the rider is ready, he nods his head, signaling the gate man to open the chute gate, releasing the bull and allowing the out to begin.

CHUTE BOSS

The Chute Boss works closely with the Arena Director, helping with the flow of the event by making sure the riders are prompt in their set up and don't spend too much time in the chute prior to riding. Those who do spend too much time in the chute are "put on the clock" and face possible disqualification for that out.

COVER

A rider who "covers his bull" has successfully stayed aboard for 8 seconds and earned a score.

COWGIRL GATHERING

The Cowgirl Gathering is a celebration in the heart of Fort Worth, Texas, designed to showcase women from all walks of life who embody the spirit of the American Cowgirl. The Cowgirl Gathering includes breakaway roping, team roping and barrel racing, while also showcasing captivating female speakers, art and fashion shows, and more. The Cowgirl Gathering welcomes both competitors as well as those who simply want to experience the essence of the West. Visit cowgirlgathering.com for more information.

COWTOWN COLISEUM

Positioned in the heart of Dallas-Fort Worth, the fourth-largest metropolitan area in the United States, Cowtown Coliseum and the Fort Worth Stockyards are one of the top visitor destinations in the state. After opening in 1908, the Cowtown Coliseum became the home of the first indoor rodeo in 1918 and site of the first PBR event in 1993. In 2021, the PBR, ASM Global and Stockyards Heritage Development Co. announced their new joint venture to operate the historic Cowtown Coliseum and to expand entertainment programming and marketing partnerships within the National Historic District. Through this partnership, PBR, ASM Global and Stockyards Heritage Development Co, a partnership between Majestic Realty Co. and The Hickman Companies, will exclusively manage and promote Cowtown Coliseum and portions of the surrounding historic District, including event programming, sponsorship opportunities, venue rentals, operations, marketing and enhanced guest experience initiatives, including PBR's weekly Stockyards Showcase. In 2023, the venue was renovated, bringing one of the Stockyards' most storied landmarks a new, vibrant atmosphere while preserving its classic physique. Cowtown Coliseum will host the opening days of the 2024 PBR World Finals.

DINK

Sometimes a rider leaves the chute on a bull who neither bucks nor spins. This bull is called a "dink."

DILLINGER

One of the most recognizable bulls, Dillinger, a black, white-faced bull owned by Herrington Cattle Co., became the first two-time PBR World Champion Bull, earning the honor in 2000 and 2001. Dillinger retired in 2002 and was awarded the prestigious Brand of Honor in 2012.

DISMOUNT

An out is complete either when the bull rider has met the 8-second requirement (a qualified ride) or when he is bucked off. Bull riders who are still in control when the 8-second buzzer sounds must dismount, getting off the bull as safely as possible. A bull rider typically uses his free hand to release his riding hand, and then flings himself off as the bull is bucking, using the momentum of the kick to propel his body away from the bull. If possible, the rider will wait until the bull is moving or spinning away from his riding hand at which point, he will dismount in the direction of his riding hand.

DISQUALIFIED

Bull riders will be disqualified, receiving no score, if they touch the bull or themselves with a free hand or arm during the ride, or if the riding hand comes free from the bull rope before the 8-second requirement. Additionally, riders delaying in the chute who are "put on the clock" and

don't exit the chute in time do not receive a score.

DOCTOR RELEASE

To withdraw from a PBR event due to injury without penalty, a rider must submit written proof from a physician stating that his injury prohibits him from competing.

DOWN IN THE WELL

"Down in the well," is when a bull is spinning in one direction and the force pulls the rider down the side of the bull and into the motion's vortex. This dangerous scenario often results in a bull rider getting "hung up" on the bull. PBR's bullfighters, equipped with knives, sometimes have to jump in and cut the rider loose.

DRAFT

The PBR has implemented a draft system at elite Unleash The Beast events whereby the riders choose the bull they will ride during the championship round as opposed to the selection being determined by a random draw. The order of the draft is determined by the event standings, with the leader selecting first, and the choices proceeding through the 12th ranked rider. Each PBR World Finals also features three rounds where riders draft their bulls.

DRAW

The list of bull riders and the bulls with which they are randomly paired is called the draw. The draw for Unleash The Beast events is typically created by computer on the Wednesday prior to an event. A bull rider who says he has a "good draw" is happy with the bull selected for him to attempt to ride.

8 SECONDS

8 seconds is the amount of time a bull rider must stay aboard his bull to receive a score. "8 Seconds" is also a movie about World Champion bull rider Lane Frost, who was fatally injured at the 1989 Cheyenne Frontier Days in Wyoming, prompting the development of the protective rider vest.

ENTER

Bull riders must contact the PBR and officially enter an event before they can compete.

ENTERTAINER

The entertainer, formerly referred to as the barrel man, entertains the crowd, using comical dialogue and dances, when bulls are being loaded into the chutes, during television commercial breaks, and for intermissions. In years past, the barrel man was an active protection bullfighter who specialized in using a barrel placed in the arena to protect himself and downed riders unable to reach the safety of the fence. Over time, barrel men assumed most of the comical duties of what were then called "rodeo clowns." Today, the entertainer's duties are exclusively performance related, though the barrel itself is still used for safety purposes.

FADES

A bull who "fades" is moving backwards while simultaneously spinning or bucking, often in more than one direction.

FLANK MAN

The flank man is the person who puts the flank strap onto the bull in the chute. The flank man must know the bull's tendencies to properly fit the soft cotton rope to each bull. The flank man is often the stock contractor who owns the bull or someone who works for the contractor.

FLANK STRAP

The flank strap is soft cloth, often lined with sheep's wool, wrapped around the flank of a bull, like a person's belt. Its purpose is to enhance the bull's natural bucking motion, encouraging the animal to extend his hind legs while trying to get the rider onto the ground. The flank strap is never placed around the bull's genitals and does not agitate the bull. There are never sharp or foreign objects placed between the strap and the animal. The flank strap is never pulled too tight so that it would restrict the bull's motion. The flank strap is designed for quick release and is removed immediately after the bull exits the arena.

FOUL

If something happens during the ride that gives the bull an unfair advantage over the rider, it is

considered a foul, and the rider is given the option of a re-ride. Examples of fouls include the bull making contact with the bucking chute at the beginning of the ride, or if the flank strap falls off before the out has been completed.

FREE HAND

The free hand is the hand not used to grip the bull rope and must stay in the air throughout the ride. If the free hand makes contact with the bull or rider before 8 seconds elapse, the rider will be disqualified and will not receive a score.

GATE MAN

Positioned in front of the chute from which the out is about to begin, the gate man begins the trip by pulling a rope tied to the chute gate which opens the gate on the bull rider's cue. The gate man is responsible for quickly opening the gate as wide as possible while getting out of the way as the bull and rider exit the chute.

GLOVE

Bull riders wear a thick, soft leather glove designed to protect them from rope burns, while still letting them grip their bull rope.

GOLD BUCKLE

The PBR World Champion is presented with a custom-made, gold buckle which is the ultimate symbol of achievement and is valued at more than \$20,000. Bull riders also receive buckles for winning each regular-season event, and for each round win during the PBR World Finals.

GLEN KEELEY AWARD

The Glen Keeley Award is presented to the Canadian bull rider who earns the most Unleash The Beast points during the individual season. The award is presented in memory of Glen Keeley, a Canadian bull rider who was fatally injured on March 24, 2000, during a PBR event in Albuquerque, New Mexico.

HONEST BUCKER

While it is unusual, a bull who bucks the same way every out is known as an "honest buckler."

HOOK, HOOKED, HOOKING

This occurs when a bull strikes a bull rider or a bullfighter with his horns.

HUNG UP

If a rider is unable to free his hand from his bull rope when dismounting, he is "hung up," and often requires the assistance of bullfighters to release him. Proper usage is to refer to a rider being "hung up on" a bull, though bull riders will sometimes use the term "hung up to" a bull.

INTO HIS HAND

"Into his hand," is the scenario where a bull spins in the same direction of the rider's riding hand. For example, if a right-handed rider is on a bull that spins to the right then he is riding a bull "into his hand."

JUDGES

The score for each bull rider is determined by a group of judges who are hired by the PBR using strict and extensive qualifications. Each Unleash The Beast event has four judges, each with 50 points (25 points for the bull and 25 points for the rider) to award per out. The scores from each of the four judges are added together then divided by two to determine the rider's total score.

KID ROCK's ROCK N' RODEO

Kid Rock's Rock N' Rodeo is a new team-formatted rodeo infused with contemporary music designed to increase the sport's entertainment value and appeal to a broader audience. The reimagined rodeo, which will debut on May 17, 2024, at AT&T Stadium in Arlington, TX, preceding the PBR World Finals Championship on May 18-19, will feature a Team format with six teams in bracket-style competition alongside Kid Rock live in concert, playing all his hits and more. The all-star rodeo team competition and upbeat production is patterned after the successful formula PBR brought to bull riding through PBR Teams, launched in 2022. Six teams, each led by a head coach who will make crucial game decisions, will go head-to-head in barrel racing, bareback riding,

saddle bronc riding, tie-down roping, team roping, steer wrestling, and breakaway roping, a fast-growing rodeo discipline.

KISSING THE BULL

A bucking bull is very dangerous, and when the back of the bull's head meets the face of the rider, the rider has "kissed the bull."

LANE FROST/BRENT THURMAN AWARD

The Lane Frost/Brent Thurman Award is presented to the bull rider with the highest-scored ride at the PBR World Finals. The award is named in memory of Lane Frost, who was fatally injured at the 1989 Cheyenne Frontier Days in Wyoming, and Brent Thurman, who suffered fatal injuries at the 1994 National Finals Rodeo in Las Vegas.

LEFT-HAND DELIVERY

Left-hand delivery is when the chute gate opens to the bull and bull rider's left.

LITTLE YELLOW JACKET

The first three-time PBR World Champion Bull Little Yellow Jacket won the award in 2002, 2003 and 2004 before retiring in 2005. He made history in 2003 at the World Arena in Colorado Springs, Colo., when he bucked off Chris Shivers in less than two seconds, preventing the two-time PBR World Champion from collecting a \$1 million bonus presented by Ford Trucks while earning his owners \$50,000. The famous bull was 15 years old when he passed away in 2011 and his statue graces the outside of PBR's headquarters in Pueblo, Colo. He was presented with the inaugural Brand of Honor award in 2011.

LIVESTOCK DIRECTOR

Responsible for determining the bulls used at each event, the Livestock Director works with stock contractors nationwide to ensure that the highest caliber bucking bulls are used in PBR competition. The current Livestock Director is Riley Gagnon who took over for PBR Co-Founder and Ring of Honor member Cody Lambert starting during the 2022 PBR Teams season.

MASON LOWE AWARD

The Mason Lowe Award is presented to the bull rider with the highest-scored ride of the PBR premier series during the regular season. The award is named in memory of Mason Lowe, who was fatally injured at the 2019 PBR event at the National Western Stock Show in Denver, Colorado.

MEXICO IN OUR BLOOD (Mexico en la Sangre)

Mexico en la Sangre, is a one-of-a-kind event celebrating Hispanic culture, which debuted at Cowtown Coliseum in September of 2022, filling the iconic Stockyards with the spirit of Mexico. The event features live music, dancing horses, Charros, and Folklorico dancers, and is the kick-off event for Fort Worth's Hispanic Heritage Month celebration.

MILLION DOLLAR TEAM BULL CHALLENGE

The Million Dollar Bull Team Challenge (MDBTC), conceived in 2010, allows Bull Team owners an opportunity to showcase their bovine talent in a competitive and lucrative format. During 20 PBR Pendleton Whisky Velocity Tour events across the United States, 54 MDBTC Teams consisting of two bulls per team compete head-to-head for \$72,000 in prize money per event. The top 22 MDBTC Teams in Tour season points will compete for \$315,000 with the 2024 MDBTC Tour Season Finals Champion receiving \$100,000 and a custom Hyo Silver trophy buckle. Since its inception, the MDBTC has paid out more than \$13 million. BTC competitions are carried on PBR RidePass on PlutoTV. Follow the BTC on all major social media platforms as Million Dollar Bull Team Challenge and CBRBull. For more information visit www.CBRBull.com or email info@cbrbull.com.

MINIMUM AGE

Bull riders must be 18 years old to become a PBR member.

MULEY

A bull without horns is a "muley."

OFFICIALS

See judges.

OUT

Whenever a bull exits the chute gate with a rider on board attempting to earn a score, it is called an “out.” A “ride” is often confused with an out. Technically, a ride only occurs if the bull rider successfully makes the 8-second whistle.

PBR.COM

PBR.com, the official website of the PBR, is updated daily and includes press releases, feature stories, schedules, statistics, standings, videos and more. It also allows visitors to search for specific riders and bulls.

PBR GLOBAL CUP

Launched in Nov. 2017, the PBR Global Cup established a new world order in bull riding, pitting teams from five nations against one another in a one-of-a-kind event akin to the “Olympics of bull riding,” where record purses and the very dirt they compete upon are on the line. After Team USA won the first-ever event in Edmonton, Alberta, Canada, Team Brazil emerged victorious at the consecutive stops in Sydney, Australia, in June 2018 and Arlington, Texas, in February 2019. In 2020, Team USA made history, becoming the first nation to defend home soil, when it won the 2020 PBR Global Cup USA in Texas. Team USA Eagles once again defended home soil in 2022 when the event returned to Texas, becoming the first nation to win the Global Cup Championship three times.

PBR HEADQUARTERS

The PBR’s headquarters have been located in Pueblo, Colo. since 2007. In addition to its main office, the PBR has other offices in the U.S. and abroad, and dozens of employees on the road at the hundreds of PBR-sanctioned events.

PBR MAJORS

PBR Majors are select events during the Unleash The Beast season that offer higher payouts and increased UTB points. The 2024 season will feature three majors in New York City, January 5-7, Sacramento, California, February 2-4 and Albuquerque, New Mexico, March 22-24.

PBR MONSTER ENERGY TEAM CHALLENGE

To keep the sport moving and bull riders, stock contractors and PBR crew employed during the COVID-19 shutdown, the PBR Monster Energy Team Challenge featured 48 of the world’s top professional bull riders split into 12 teams and two divisions, facing off until two teams remained to compete for the championship. The televised competition ran from June 5 – July 12, 2020, beginning with closed events at South Point Arena in Las Vegas and culminating in a championship weekend pioneering the return of fans into an indoor arena at the Denny Sanford PREMIER Center in Sioux Falls, South Dakota July 10-12.

PBR ROOKIE OF THE YEAR

The PBR Rookie of the Year award is presented to the bull rider who earns the most Unleash The Beast points among fellow rookie riders during his first individual PBR season. In 2013, the determining factor changed from the most money earned to the most points earned.

PBR TEAMS

PBR Teams, launched in July 2022, is an elite league featuring the world’s top bull riders competing on teams in five-on-five bull riding games during an 11-event season beginning in July and culminating in a Teams Championship at T-Mobile Arena in Las Vegas in October. During the 2023 season, the league’s second, each of the eight teams – Austin Gamblers of Austin, TX; Arizona Ridge Riders of Glendale, AZ; Carolina Cowboys of Greensboro, NC; Kansas City Outlaws of Kansas City, MO; Nashville Stampede of Nashville, TN; Oklahoma Freedom of Oklahoma City, OK; Missouri Thunder of Ridgedale, MO; and Texas Rattlers of Fort Worth, TX – hosted a three-day homestand. There were also neutral-site games in Cheyenne, WY and Anaheim, CA. Following the 2023 season, the Freedom announced that they would be moving to Sunrise, Florida, and call Amerant Bank Arena home. PBR Teams builds on the existing structure of professional bull riding with the same basic rules for judging and scoring qualified 8-second bull rides. Events are staged in a tournament-style format with all teams competing in head-to-head matchups against a different opponent each day. Each game features five riders per team squaring off against another team. Full team rosters are comprised of seven riders on the Protected Roster and five Reserve Riders. Teams also have the ability to place two riders on Injured Reserve. The team with the highest aggregate

score of qualified rides among its riders is declared the winner of each game. The event winner is the team with the most game wins across an event.

PBR TEAMS MVP

The PBR Teams MVP is the rider with the most MVP points – his cumulative points from qualified ride scores – at the conclusion of the PBR Teams regular season. The Austin Gamblers' Jose Vitor Leme won the award in both 2022 and 2023.

PBR UNLEASH THE BEAST

The PBR Unleash The Beast is the organization's premier tour, featuring the Top 40 bull riders from the Unleash The Beast standings.

PBR UNLEASH THE BEAST CHAMPIONSHIP ROUND

The 12 riders with the highest cumulative scores following the long rounds of competition at each PBR Unleash The Beast event advance to the championship round where they face the event's most difficult bulls as determined by the PBR Livestock Director.

PBR UNLEASH THE BEAST POINTS

PBR Unleash The Beast points are awarded exclusively at Unleash The Beast events and are the main qualifier to the PBR World Finals. PBR Unleash The Beast points are earned as a result of placement in rounds and in the event average. Unleash The Beast points are also awarded for ride score.

PBR UNLEASH THE BEAST WORLD CHAMPIONSHIP STANDINGS

The overall season ranking is determined by PBR Unleash The Beast points. Each rider begins the season with zero points. Starting in 2023, points can only be accumulated at Unleash The Beast events.

PBR WORLD CHAMPION

The bull rider with the most PBR Unleash The Beast points at the conclusion of the World Finals is the PBR World Champion, earning the coveted gold buckle and \$1 million bonus.

PBR WORLD FINALS: UNLEASH THE BEAST EVENT CHAMPION

The bull rider with the top aggregate score during the four Championship Rounds at the PBR World Finals: Unleash The Beast will be declared the World Finals Event Champion.

PENDLETON WHISKY VELOCITY TOUR (PWVT)

The Pendleton Whisky Velocity Tour (PWVT) is the expansion tour of the PBR featuring the up-and-coming riders competing alongside some of the sports veterans. The Pendleton Whisky Velocity Tour operates alongside the Unleash The Beast, with its season culminating in early May with the Velocity Tour Finals in Corpus Christi, Texas, where five riders earn berths to the World Finals.

PROFESSIONAL RODEO COWBOYS ASSOCIATION (PRCA)

The Professional Rodeo Cowboys Association (PRCA) is the sanctioning body for rodeo events throughout the United States. While some PBR bull riders also hold memberships in the PRCA, the PBR is not affiliated with the PRCA or its sanctioned events.

QUALIFIED RIDE

If a rider reaches 8 seconds without being disqualified, he has completed a qualified ride and therefore earns a score.

RANK

A difficult bull to ride is called "rank."

RE-RIDE

A judge may give a rider a re-ride if he feels that the bull did not perform at a level comparable to the other bulls in the competition and therefore did not give the rider a fair chance to earn a score. Potential re-ride bulls are selected prior to the event.

REGULAR SEASON

Prior to 2022, the Unleash The Beast regular season began in January and concluded in November. As part of a comprehensive season restructure, to provide the sport never-before-had consistency and structure, while making room for the new PBR Teams league, the annual individual competition schedule

was altered. Starting in 2023, the PBR Unleash The Beast and Velocity Tour season spans from November-May. Following the PBR World Finals, PBR Teams occurs during the traditional second half, from July-October, with its 10-event “regular season” leading to the PBR Teams Championship in Las Vegas.

RIDING HAND

The riding hand is the hand that a bull rider uses to grip his bull rope.

RIGHT-HAND DELIVERY

Right-hand delivery is when the chute gate opens to the bull and bull rider’s right.

SLAP

If a rider makes contact with the bull with his free hand during a ride, it is called a slap. He is disqualified and does not receive a score.

SPINNER

If a bull’s bucking pattern includes him spinning in a tight circle throughout the ride, he is referred to as a “spinner.”

SPURS

Bull riders’ spurs must have dull, rotating rowels – the wheel-like part that makes contact with the animal. Spurs, which help a rider maintain his balance by providing extra grip with his feet, do not cut, scratch, agitate, or harm a bull, whose hide is seven times thicker than human skin.

SPURRING A BULL

When a rider is said to “spur a bull,” he’s thrusting his boots and legs out to show total control in the ride to gain a higher score.

STOCK CONTRACTOR

The people who own and lease bulls, providing them the very best care, are called stock contractors. Unleash The Beast events feature more than 80 bulls. Depending on the location and duration of the event, the bulls will be provided by 10 or more stock contractors.

STOCK CONTRACTOR OF THE YEAR

Determined in a vote of the Top 40 bull riders in the world, the Stock Contractor of the Year is the individual who consistently supplies the highest quality bucking bulls at PBR events.

SUCKS BACK

A bull who bucks in one direction then instantly switches to the opposite direction is known to “suck back.”

TIPPING

Bucking bulls’ horns are trimmed for their own safety as well as that of the bull riders and bullfighters. Tipping is like getting your fingernails trimmed and does not hurt the bulls.

TURN BACK

If a bull heads one way and then makes a sharp move in the opposite direction, it is called a “turn back.”

TURN OUT

If a bull rider enters a competition and elects not to compete for reasons other than injury, then he has “turned out,” often forfeiting his entry fee. Unleash The Beast riders who turn out of competition are subject to fines to ensure that the world’s best riders compete at every elite tour event.

ULTIMATE BULL FIGHTERS

Ultimate Bullfighters (UBF) is a league that promotes the sport of freestyle bullfighting. The UBF tour showcases the best talent in the game with more than 100 active athletes representing 25 states and three countries. In 2023, the UBF paid out more than \$650,000 to the top freestyle bullfighters in the sport with the goal of doubling that payout over the next three years. Focusing on high-end content and action-packed productions, the UBF has positioned itself at the top of the Western sports entertainment market and brings a fresh new look to action sports as a whole. With the support of PBR and social media consumption at an all-time high, UBF is in a prime position for growth, exposure, and expansion.

UNION BULL

If a bull bucks for only 8 seconds and then quits at the whistle, he becomes known as a “union bull.”

VEST

Developed by Texas Rattlers Head Coach, PBR Co-Founder and Ring of Honor inductee Cody Lambert, the protective vest must be worn by every PBR rider. Designed to prevent injury, it helps disperse pressure and protects bones and internal organs which are otherwise vulnerable.

WCRA (WORLD CHAMPIONS RODEO ALLIANCE)

WCRA is a professional sport and entertainment entity, created to develop and advance the sport of rodeo by aligning all levels of competition. In association with the PBR, WCRA produces Major rodeo events, developing additional opportunities for rodeo-industry competitors, stakeholders, and fans.

WCRA TRIPLE CROWN OF RODEO

The Triple Crown of Rodeo, presented by Lazy E Ranch and Arena, is an annual bonus that awards \$1 million cash to any athlete or group of athletes who win first place in any three consecutive WCRA Major Rodeos. The Triple Crown of Rodeo is made up of four major WCRA events: The Stampede at The E, Rodeo Corpus Christi, Women’s Rodeo World Championship, and Rodeo Carolina. Over the course of its four years of existence, only one athlete, Bareback Rider RC Landingham, has claimed the coveted award. In December 2022, the 32-year-old athlete emerged from the Cowtown Coliseum in Fort Worth, Texas \$1 million richer. Landingham’s career was filled with tragedy, beating, and bloodshed leading up to this \$1 million moment. Going into the event with two wins under his belt, Landingham only needed to win one more event to earn the bonus. He rode supremely and punched his ticket to the \$1 million WCRA Triple Crown of Rodeo cash bonus. Landingham was just the third athlete to be in contention for the Triple Crown of Rodeo, but the first to win the \$1 million bonus.

WESTERN SPORTS FOUNDATION

Established in 1999, initially as the Rider Relief Fund, the Western Sports Foundation helps Western sports athletes who are unable to compete due to injury with a focus on financial support and total athlete wellness through initiatives for emotional, financial, and mental health. Resistol initially pledged more than \$1 million to create the non-profit, providing assistance to professional, college and high school bull riders and bullfighters injured during competition, and PBR helped launch the broader-reaching WSF in 2018 with a multi-million-dollar commitment. In addition to personal contributions and corporate sponsorships, funds are generated through annual fundraisers including various events, sport tournaments, and live and silent auctions.

WOMEN’S RODEO WORLD CHAMPIONSHIP (WRWC)

Launched in 2020 by the PBR and WCRA, the Women’s Rodeo World Championship (WRWC) is a first-of-its-kind event open to any female athlete in the world competing in breakaway roping, barrel racing, and team roping (heading and heeling). So far, the WRWC has awarded more than \$3 Million to women’s rodeo athletes. In 2024, the WRWC will pay out \$750,000, including a minimum of \$60,000 to each discipline’s champion.

WOOPAA

Woopaa, the 2021 YETI PBR World Champion Bull, is known for several iconic rides, including the 98.75-point ride by Jose Vitor Leme at the 2021 World Finals in Las Vegas, Nevada, the highest marked ride in PBR history. During the trip, Woopaa was marked 48.75 points, the third-best score in PBR history and highest ever at the PBR World Finals. He retired during the 2023 Unleash The Beast season.

WRECK

When a rider is bucked off, then subsequently horned and/or stomped by the bull, he has been involved in a “wreck.”

YETI PBR WORLD CHAMPION BULL

All bulls who compete on the PBR’s premier series and Teams league are eligible to win the YETI PBR World Champion Bull title, provided they have not been deemed ineligible by the organization. The YETI PBR World Champion Bull is determined by a bull’s Top 8 outs during the PBR Teams season and regular-season events on the Unleash The Beast, plus two outs at the PBR World Finals. The bull with the highest average bull score across those 10 outs will be crowned the YETI PBR World Champion Bull and earn the \$100,000 bonus.