



3/24/21 added to
register

21-0179

Keisha Ellis <kellis@cityoffoley.org>

COVID-19 Restrictions for Horse Arena

Jack Kitaif <jkitaif@cmfoods.com>
To: Keisha Ellis <kellis@cityoffoley.org>

Wed, Mar 24, 2021 at 2:38 PM

Our event will be a Professional Rodeo Cowboys Association (PRCA) sanctioned event. The PRCA is an equal platform to a cowboy as the NFL is to a football player. The world's best cowboys and cowgirls are a part of this association.

In this event, contestants will compete in different rodeo events for prize money to accumulate enough yearend earnings to qualify for the National Finals Rodeo in Las Vegas, NV. This rodeo is often referred to as the "Superbowl of Rodeo". The top 15 qualifiers in each event can compete at this grand rodeo in December.

The PRCA garnishes corporate sponsors. Wrangler Jeans, Cinch, Justin Boots, Ram Trucks, Mahindra Tractor, Coors, and Pendleton Whiskey are a few examples.

All corporate sponsorship opportunities are on an event by event basis. This means that NOT every PRCA event is guaranteed a sponsorship from these corporate sponsors. The sponsors award these opportunities at their discretion. Most times, it's based on whether it's a new event or 5 year anniversary or something to that effect.

However, all sponsors adhere to local ordinances (ie if the county doesn't allow signage or banners with a beer bottle or something of that nature on it) so they will customize their advertisement according to our local laws.

Pendleton Whiskey is the sponsor we are requesting access for. They brew spirits (whiskey) of course. They are based out of Pendleton, Oregon and they have taken a huge interest in our Foley event.

Thanks,

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