



WOMEN'S
RODEO
CHAMPIONSHIPS





Who We Are



The Women's Rodeo Championships (WRC) is a female organized championship event that was developed in partnership between the World Champions Rodeo Alliance (WCRA) and the Professional Bull Riders (PBR).

WRC leadership is made up of women who are deeply rooted in Western tradition and value the highest levels of rodeo competition.

WRC is a for-profit rodeo sporting event that uses an innovative tiering structure, offering women a piece of the richest women-only rodeo.



What We Do



The Women's Rodeo Championships (WRC) hosts the richest women-only rodeo event in history and is aired on the largest media platforms. This gives women in our sport their own major championship event.

WRC offers its athletes a unique, tiered qualifying process that levels the playing field and offers each athlete a path to center stage.

WRC utilizes nationwide, year-long advertising on network and cable television, digital streaming, social media, and print media to promote women in the sport of rodeo.

The Women's Rodeo World Championship purse is over \$ 750,000 annually, making it an industry-leading female event.

WRC initiated Women's Rodeo Week, where all levels of athletes are encouraged to enter and compete as we payout over \$ 1.145 million in cash each year.





Why It Matters



Women deserve more opportunities in every sport. Women's Rodeo Championships (WRC) was developed to present additional opportunities for female rodeo athletes.

WRC delivers a world-class event while serving as a testament to the large number of female athletes in western sports with a desire for high level competition.

WRC offers a tiered competition within rodeo to provide opportunities for women rodeo athletes at all skill levels.

WRC makes it a priority to provide our athletes with the largest earning opportunities while helping them grow as individuals and improve as athletes.

WRC is an inclusive competition experience for all female rodeo athletes from professional to limited experience.

Women's Rodeo Championships

REVOLUTIONARY THREE TIER CLASSIFICATION SYSTEM

Our performance-based tiering structure, levels the playing field for athletes by dividing them into three categories in the qualifying rounds: Pro, Challenger, and Limited Athletes. This gives each group a direct path to center stage.



PROFESSIONAL ATHLETES

The Pro Rodeo Athlete that pays their bills through a full-time career competing.

29% of active female athletes
6% of total female athletes



CHALLENGER ATHLETES

Any athlete that has won under \$20,000 annually in barrel racing, at or below a 4.5 Header/Heeler, or won under \$10,000 annually in Breakaway Roping.

71% of active female athletes
15% of total female athletes



LIMITED ATHLETES

This is the middle class of rodeo athletes. She may be a mom, work full-time, or have limited availability to pursue rodeo full-time as a professional athlete.

New for the 2025 season



OUR REVOLUTIONARY QUALIFYING PLATFORM

**ATHLETES NOMINATE EVENTS AT WHICH
THEY WANT TO BE RECOGNIZED.**

WCRA manages its leaderboards based on points earned by athletes in each discipline.

Athletes qualify to compete at Triple Crown or other championship events, based on previous points earned at events from all over the country, through any organization.

27,559

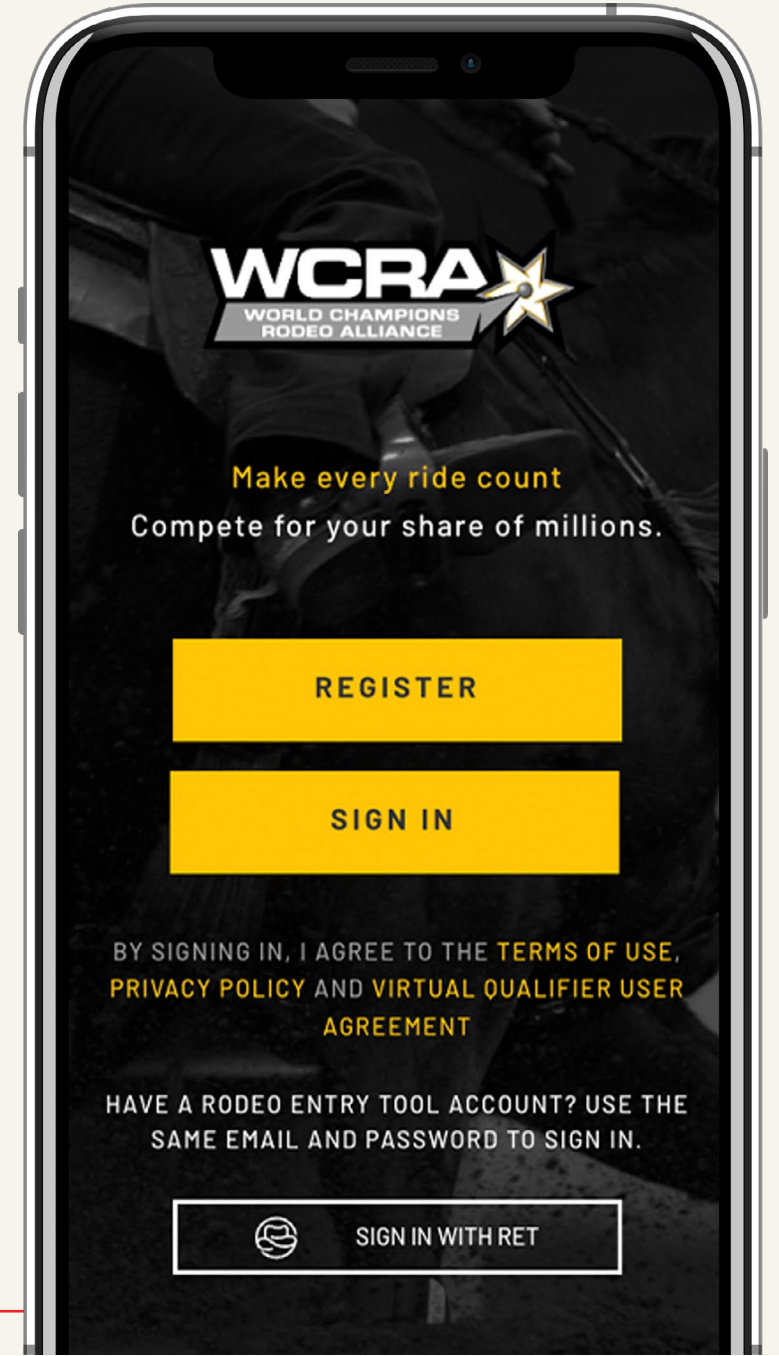
ACTIVE USERS OF THE VRQ APP

+20,000

RODEO EVENTS IN DATABASE

15,029

FEMALE VRQ USERS



Make every ride count
Compete for your share of millions.

REGISTER

SIGN IN

BY SIGNING IN, I AGREE TO THE **TERMS OF USE,**
PRIVACY POLICY AND **VIRTUAL QUALIFIER USER**
AGREEMENT

HAVE A RODEO ENTRY TOOL ACCOUNT? USE THE
SAME EMAIL AND PASSWORD TO SIGN IN.



SIGN IN WITH RET

Women's Rodeo Championships

QUALIFIER SERIES 2024 - 2025



Athletes can earn a generic qualification to the WRWC by participating in Qualifier Series events. The Qualifier Series is a string of events held before the WRWC where athletes who nominate and place in the top spot in their respected discipline at the qualifier will earn a generic qualification to the WRWC. Positions earned automatically place the athlete in the Qualifying Round of the WRWC regardless of leader board position.

Cowgirl Gathering, Fort Worth, TX - May 9 - 12, 2024

Future Stars Calf Roping, Glen Rose, TX - May 24 - 27, 2024

★ Priefert Ranch Open, Mount Pleasant, TX - May 28 - June 2, 2024

California's Richest, Tres Pinos, CA - 5-Aug-24

Xtreme Team Roping Finals, Stephenville, TX - 23-Aug-24

★ Today's Horse West Fest, Rapid City, SD - September 18 - 22, 2024

Oklahoma's Richest, Guthrie, OK - 20-Oct-24

★ Rising Stars, Guthrie, OK - 28-Nov-24

ALL IN BARREL RACE #1, Las Vegas, NV - December 5 - 7, 2024

Las Vegas Stars, Las Vegas, NV - 8-Dec-24

★ Roping at the Rio, Las Vegas, NV - 8-Dec-24

ALL IN BARREL RACE #2, Las Vegas, NV - December 12 - 15, 2024

★ Bizzy Bee Stone Oak Barrel Bash, Stephenville, TX - Feb.23-25, 2024

Mardi Gras Classic - Xtreme Team Roping, Stephenville, TX - TBA

Kenna Francis, TBA - TBA



Women's Rodeo Week

The WCRA and PBR proudly welcome Women's Rodeo Week as the richest women-only week of rodeo in Western sports. The week-long schedule of events is slated to pay out **\$1.25 million** in prize money.

SCHEDULE OF EVENTS

Welcome Gala



Back Number Ceremony



Finalist Awards Ceremony



The Last Chance Qualifier



The Cowgirl Gathering



WRC Goat Tying Showcase



Women's Rodeo World Championship

"It is our mission with the Cowgirl Gathering to connect, inspire, and provide opportunities to women across the western industry. Partnering with WRWC and providing our female athletes a last chance to qualify for the richest women-only rodeo event is an unparalleled opportunity we are incredibly excited to have offered and look forward to continuing moving forward. Getting to continue our celebration of women in the western industry, from all walks of life, into Women's Week widened our reach and emphasized our shared mission. There is nothing quite like a bunch of cowgirls supporting cowgirls!"

-Kathryn Allen, Senior Manager of Marked For Greatness Properties, LLC

Pam Minick Lifetime Achievement

PRESENTED AT WOMEN'S RODEO WEEK

This award, the first-ever, was given to Minick herself, a World Champion calf roper, 11-time Women's National Finals Rodeo qualifier, and National Cowgirl Museum and Hall of Fame inductee who served as the president of the Women's Professional Rodeo Association. In the future, the award will be given to women who are leaders in the Western sports industry.



Pam Minick 2023
Lifetime Achievement
Award Recipient



Reba McEntire 2024
Lifetime Achievement
Award Recipient

"Not only is Pam an accomplished cowgirl, a pioneer for women in the rodeo industry, but she has been a lifelong friend for women in this sport."

- WRWC Commissioner, Linsay Sumpter

Women's Rodeo World Championship

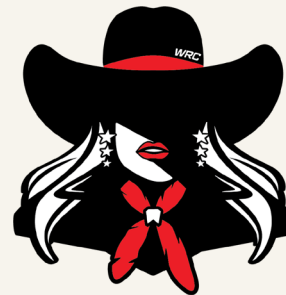
AT&T STADIUM | ARLINGTON, TX

PBR World Finals Week 2024

+200 ATHLETES | Top 20 of respective leaderboards,
Qualifier Series winners, and Last Chance winners

Event Champion: \$60,000 ^{per} discipline

Total Payout: \$802,000



**WOMEN'S
RODEO
CHAMPIONSHIPS**

**AT&T
STADIUM**



OUR PROGRESSIVE MEDIA STRATEGY

**RIDE
PASS** pluto tv

3 MILLION ★ LIVE SPORTS STREAMING ★
MONTHLY USERS

OFFERS AN ARRAY OF GENRES, LANGUAGE, AND CATEGORIES

Our athletes and events receive optimal exposure through our unique collection of media platforms, which reach millions of viewers annually via television and online streaming. This is yet another way in which we at the WCRA put our athletes first.



**WOMEN'S
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OUR REACH

INFLUENCER PROGRAM

We are building a roster of athletes who promote education around nominating events. In turn, we reward athletes with nomination discount codes.



11,000
SUBSCRIBERS



8,990
FOLLOWERS



711
SUBSCRIBERS



606
FOLLOWERS



40,667
FOLLOWERS

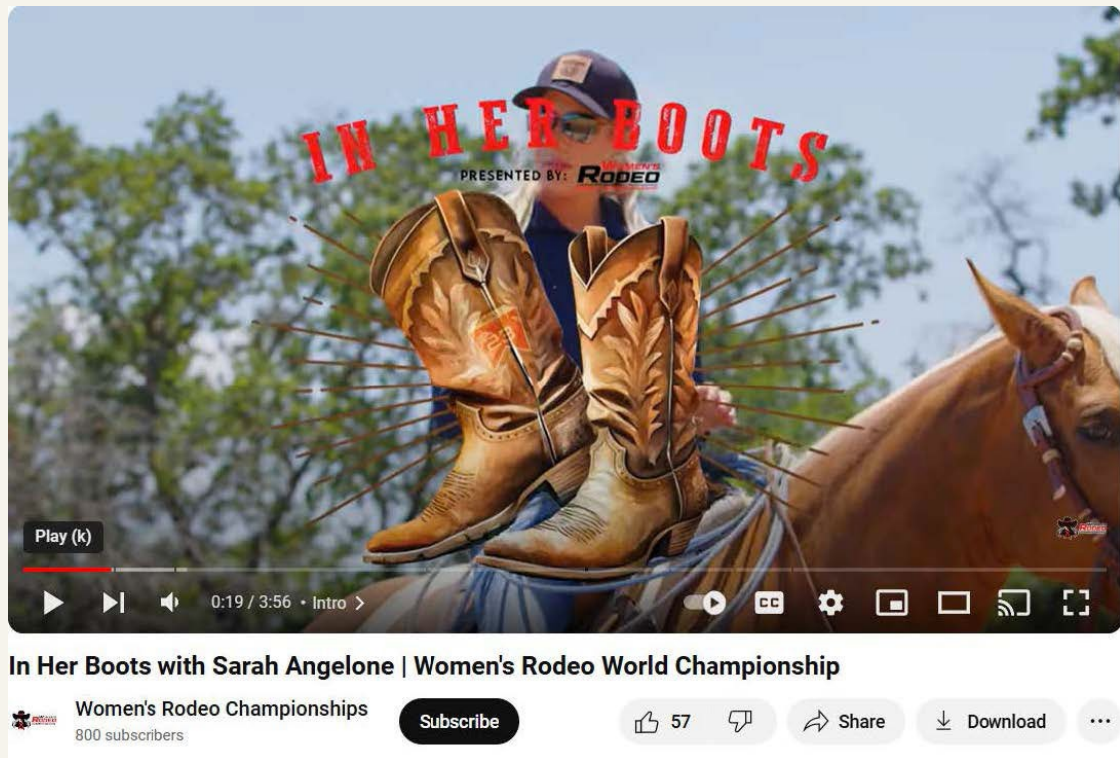


89,894
FOLLOWERS

We have developed a hashtag to encourage the unity of women across the WRWC. We encourage all athletes to post using this hashtag in affiliation with our events

In Her Boots

Women's Rodeo Championships (WRC) provides a community for all types of cowgirls to come together and be celebrated. WRC created this series to tell the tales of today's most formidable cowgirls and provide a glimpse of what it's like to walk "In Her Boots"



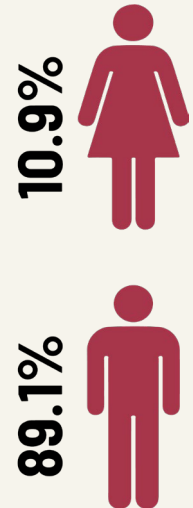
★ Views: **4,523**

★ Watch Time: **107.7 hours**

★ New Subscribes from Video: **17**

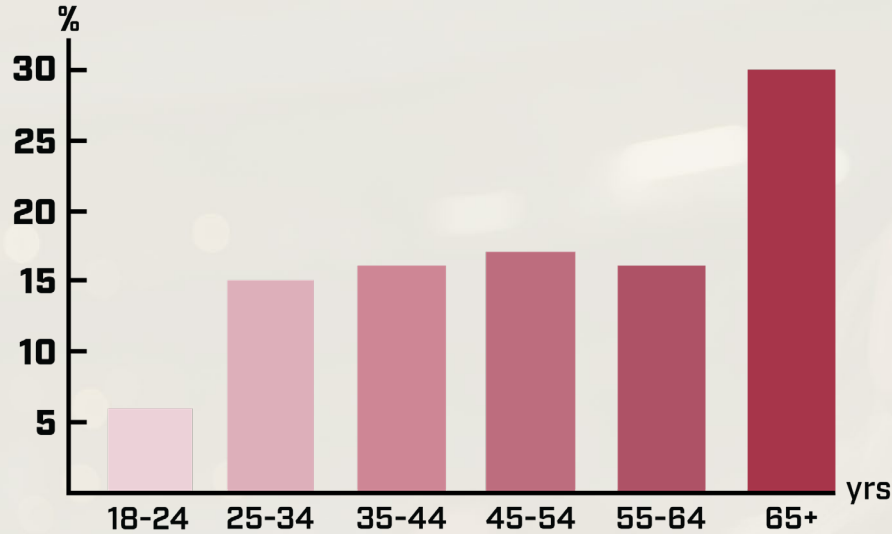
★ Impressions: **49,415**

★ Click-Through Rate: **6.8%**

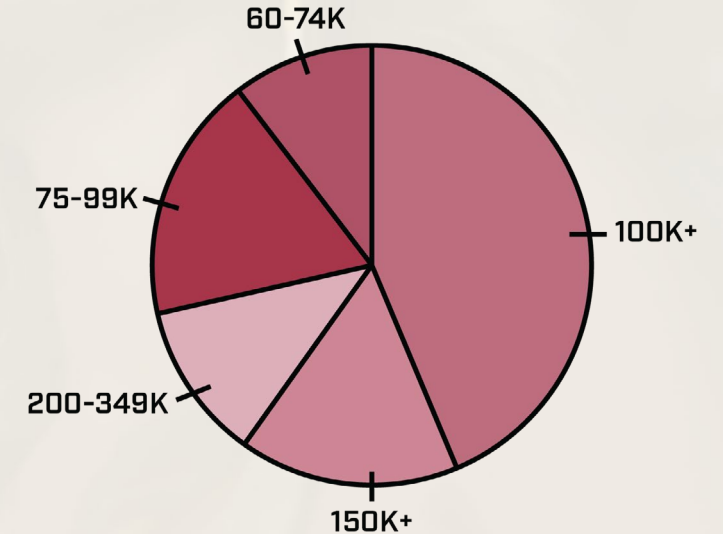


OUR FAN DEMOGRAPHICS

Age Demographics



Average Household Income

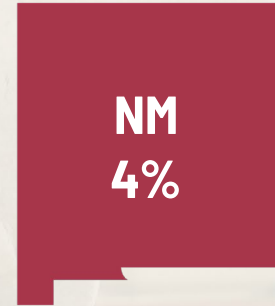
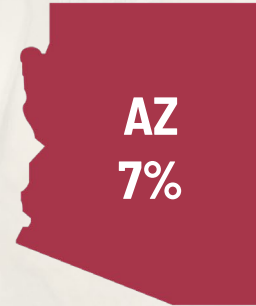
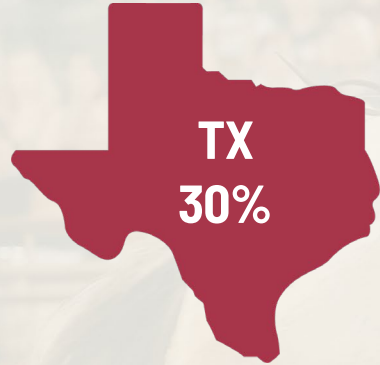


An estimated 41.4 million people identify as western sports fans in the United States.

MRI-Simmons Winter 2023 USA

OUR ATHLETE DEMOGRAPHICS

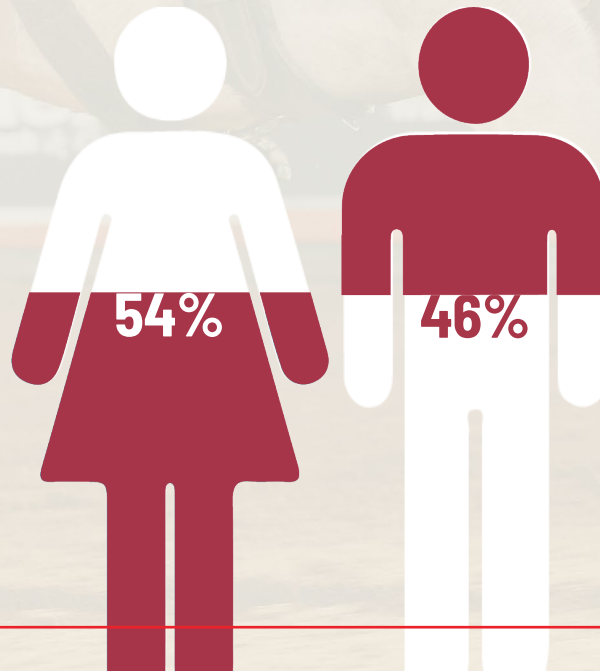
TOP 5 STATES



4 COUNTRIES

27,559 ATHLETES

15,030 Female Athletes



TOP 3 DISCIPLINES

24% Team Roping
22% Barrel Racing
19% Breakaway Roping



WOMEN'S
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THANK YOU

BRITTNEY PHILLIPS

Director, Sponsorships

World Champions Rodeo Alliance

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