

The Texas Proposal to host the PRCA Wrangler National Finals Rodeo in Dallas was conservatively valued at \$ 27.5 million dollars. It's important that the rumor will be ended and facts will do that. Here are the numbers and how they were broke out. For questions or more information on the Texas Proposal email Cbell Jr at nfr.texas@gmail.com.

Note: The dollar distribution below is based on the proposal as presented. The PRCA has the negotiating ability to impact the distribution of the dollars.

<u>PRCA</u>	<u>CONTESTANTS</u>	<u>STOCK PRODUCERS</u>	<u>The Texas Proposal with dollars allocated by current proposal descriptions.</u>
\$2,100,000			Production cost for PRCA to put on the rodeo.
\$1,500,000			Event Trust Fund (*Major Event Trust Fund is separate)
Included			Estimated 19,000 Seats @ Current Price
\$2,000,000			Hosting Fee paid to PRCA
	\$10,000,000		Contestant Prize Money distributed over 8 Events
		\$2,100,000	Live Stock Producer Money (increases \$ 40K each future year)
	\$2,400,000		Qualified NFR Contestants in 8 Events receive \$ 20K Each
	\$175,000		Contestant Prize Money for National Steer Roping Finals (If held in Dallas)
	\$112,500		Qualified Contestants for National Steer Roping Finals receive \$ 7,500 Each (If held in Dallas)
\$1,500,000			Marketing Dollars
\$7,100,000	\$12,687,500	\$2,100,000	<Subtotals for items described above broke out by Designated Recipient.
<u>\$1,316,000</u>	<u>\$2,385,250</u>	<u>\$411,250</u>	** < \$2500 Complimentary roomnights for contestants, PRCA Staff, Stock Contractors, and other expenses. In addition to Subtotals for items described above.
\$8,416,000	\$15,072,750	\$2,511,250	\$26,000,000 < This subtotal includes the \$ 4.1125M prorated to the three recipient groups based on subtotal for Recipient groups. Actual distribution between recipients will likely vary.

SUMMARY OF DIRECT SUBTOTALS

\$7,100,000	PRCA / NOTE: This subtotal does not include any money for Complimentary Rooms or other estimated expenses.
\$12,687,500	Contestants / NOTE: This subtotal does not include any money for Complimentary Rooms or other estimated expenses.
\$2,100,000	Stock Producer (Increases every year by \$ 40K) / NOTE: This subtotal does not include any money for Complimentary Rooms or other estimated expenses.
<u>\$4,112,500</u>	Complimentary Rooms and other estimated expenses. **Broke out above based on prorated values. Actual distribution will likely vary.
\$26,000,000	< Subtotal Texas Proposal to Host NFR in Dallas

ADDITIONAL COMMITMENTS

\$1,500,000	Major Event Trust Fund - Available to PRCA for Contestant Prize, Stock Producer Money, etc. / Conservative estimated value.
<u>TBD</u>	50/50 Revenue Share beginning 2017 to offset additional expenses.
\$27,500,000	< Texas Proposal to Host NFR in Dallas plus actual Revenue Share.