

Who is 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 Professional Bull Riders (PBR), WCRA produces major rodeo events, developing additional opportunities for the rodeo industry, athletes, stock contractors, stakeholders and fans.
- WCRA is an entity developed to advance opportunities for rodeo athletes and the sport of rodeo.
- WCRA is complementary and non-competitive to rodeos, rodeo organizations or others in the industry.
- WCRA is creating incremental earning opportunities for rodeo athletes through the development of new, large format, large payout rodeo events.
- WCRA and Professional Bull Riders, Inc. have entered into a definitive agreement through which WCRA gets access to and support from the largest western sports and lifestyle organization.
- **WCRA is NOT:**
A sanctioning body or a membership driven organization. WCRA maintains a neutral position toward any/all rodeo organizations. Nor does WCRA crown a year-end champion. Attempting to develop the rules of competition nor govern the sport.