



Media Kit

POWDER RIVER RODEO

Hank and Lori Franzen own and manage Powder River Rodeo. Based in Riverton, Wyoming it is one of the most well respected and award winning firms in Professional Rodeo.

In 1986 the Franzens started Powder River Rodeo along with a partner. A year later, Hank and Lori bought out their partner and became the sole owners.

In 1988 they had three animals selected to the National Finals Rodeo. Powder River Rodeo has had livestock at every National Finals Rodeo since. The Franzens have established themselves as one of the most recognized and awarded firms within the PRCA. Their commitment to excellence has been recognized by the industry as they were recipients of the prestigious PRCA Remuda Award in 2019.





Hank & Lori

Starting out in 1986, two young rodeo kids thought they could make a living and a difference. And they did. Almost 40 years later, Hank and Lori Frazen have established a ProRodeo Stock Contracting Firm with a breeding program envied by many in the industry. They have a reputation of building relationships on the foundation of trust, loyalty and hard work. Committees and personnel have become extensions of their core family. For the Franzens, this isn't just business, it's a family business. Their son John and daughter Jill help them run the business and continue the legacy they built.



Hank & Lori

Building on the strong foundation of award winning bucking horses, Hank and Lori wanted to take their firm to the next level by partnering with award winning bucking bull producers

HD and Dillon Page - D&H Cattle Company of Ardmore, Oklahoma. Their partnership, which began in 2005, has yielded them success and multiple awards. The philosophy of their partnership is simple – have fun, be honorable, and provide committees and fans with a professional, exciting experience leaving them wanting more. The numerous awards and accolades bestowed upon them by the industry speaks to the quality of their livestock, production and partnerships.

On the Press

COWBOY STATE DAILY

FARM FORUM

CASPER STAR TRIBUNE

THE WRANGLER NETWORK

BUCKING STOCK TALK I

BUCKING STOCK TALK II

CAVVY SAVVY

RAPID CITY JOURNAL



Featured Livestock



Khadafy Skool



Miss Congeniality



Craig at Midnight



Two Buck Chuck





2020 Long-Go Winner
The American

2018 Go-Round Winner
National Finals Rodeo

Selected 3X to
National Finals Rodeo

Black Leg



Selected 3X to
National Finals Rodeo

2019 High Marked Horse
San Antonio

2018 High Marked Horse
National Finals Rodeo

Knot So Foxy



Selected 2X to
National Finals Rodeo

2016 SB Horse of the Year
Wilderness Circuit

2017 High Marked Horse
Cinch Finals

Look Again



Selected 6X to
National Finals Rodeo

Go-Round Winner
National Finals Rodeo

2019 SB Horse of the Year
Wilderness Circuit

Rich N' Fancy



Selected 3X to
National Finals Rodeo

2017 High Marked Horse
National Finals Rodeo

Show Me Again



Selected 2X
Dual Event Qualifier
National Finals Rodeo

2018 Go-Round Winner
Wilderness Circuit Finals

2018 Go-Round Winner
Reno Rodeo

Bobcat



Selected 3X to
National Finals Rodeo

Ridden Once in 6 Trips
National Finals Rodeo

Cowboy Casiano



Selected 3X to
National Finals Rodeo

50 Direct Sons/Daughters
Selected to
National Finals Rodeo

Cut the Cards



2018 Champion
Caldwell Night Rodeo

Selected 4X to
National Finals Rodeo

Double Take

Awards & Accolades



2019
REMUDA AWARD
WINNER

9X NOMINEE
STOCK CONTRACTOR
OF THE YEAR

2016
BAREBACK HORSE
OF THE YEAR
CRAIG AT MIDNIGHT



2012
INDUCTEE
PRCA HALL OF FAME
KHADAFY SKOAL

3X
BAREBACK HORSE
OF THE YEAR
KHADAFY SKOAL

2X
SADDLE BRONC HORSE
OF THE YEAR
MISS CONGENIALITY

“The Powder River Rodeo Company goes the extra mile. Hank and Lori have built a reputation of personal involvement breeding program but most important a dedication to detail of every animal, every event, and every moment to upon arrival and departure. Being a breeder, a rancher, and a contractor in professional rodeo today is a costly investment and a daily challenge to continually grow as a mainstream producer. The Franzen's investment is a lifetime commitment.”

Bob Tallman
Bob Tallman | PRCA Announcer

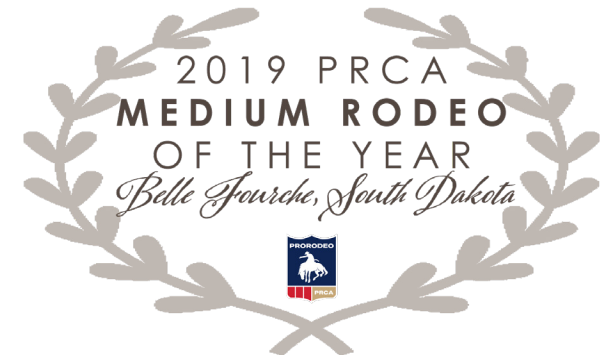
In 2019, The Gem State Classic Pro Rodeo won the Small Market Rodeo of the year in the PRCA. This was no small feat as our rodeo has only been in existence for eight years prior. When the Eastern Idaho State Fair decided to move its rodeo to a PRCA ProRodeo we wanted the very best stock contractor in the PRCA because our goal has always been to win the Small Market Rodeo of the year. Hank, Lori, John, and Jill, along with all of the crew that come with their company, have been the absolute best and have been a vital and integral part of our rodeo becoming the success that it has. Not only has this partnership grown but more importantly our friendships have grown. They bring top notch, high intensity, fast paced, crowd pleasing NFR stock to our rodeo. More importantly they bring a personal desire to see The Gem State Classic Pro Rodeo and the Eastern Idaho State Fair grow. I guess to sum it up, we did not go wrong with POWDER RIVER RODEO and they are very much a part of the success of The Gem State Classic Pro Rodeo.

Corey Foster | Board of Director
Eastern Idaho State Fair & The Gem State Classic Pro Rodeo



*Remuda
Award*

2019 R E C I P I E N T



The Caldwell Night Rodeo is proud to have been partners with Powder River Rodeo since 2005. Through this great partnership, CNR and the Franzens together continue to critically evaluate and improve many aspects of our rodeo, resulting in the CNR being recognized as one of the top large rodeos in the PRCA.

The passion the Franzens have for the sport of rodeo is unparalleled, and the dedication to their award winning, ranch-raised bucking stock is evident in the manner in which they care for and handle them. Ultimately, the shared philosophy of continuous investment in a world class product by CNR and Powder River Rodeo is what makes this partnership so successful.

Brian Voortman, DVM
Caldwell Night Rodeo Chariman

Our Partners

WE ACCOMPLISH MORE TOGETHER



CINCH
JEANS & SHIRTS



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POWDER RIVER RODEO

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RIVERTON, WYOMING

HANK & LORI FRANZEN

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