



CASE STUDY

PROFESSIONAL RODEO COWBOYS ASSOCIATION

THE CHALLENGE

PRCA's team worked hard to keep up with hundreds of rodeo events and thousands of competitors. Yet with limited time and resources, only the top 25 athletes per event received a featured biography. These biographies were also only updated a few times a year.

This left countless others, the competitors who may not win the most money but embody the spirit of rodeo, without their stories preserved. Fans visiting ProRodeo.com often found incomplete or outdated information for all competitors.

“ *We see this as a first step toward a smarter, more connected PRCA. AI gives us a way to tell every athlete's story and grow the fan base.* ”

— Jeff Love, CTO, Professional Rodeo Cowboys Association (PRCA)



PRCA OVERVIEW

The Professional Rodeo Cowboys Association (PRCA) is the world's largest and oldest rodeo-sanctioning body. With more than 700 rodeos each year, thousands of contestants take part, each with their own unique stories.

Until recently, only a small fraction of those stories were told. The PRCA managed about 25 biographies per event, focusing on top performers and leaving many others unseen.

To change that, PRCA partnered with Lunavi to help streamline and automate publishing contestant biographies. Together, they built an AI-powered solution on Microsoft Azure that automatically generates and updates biographies as new results or events are held. The result is a living digital record that allows every journey to be remembered, celebrated, and shared.

THE SOLUTION

Lunavi designed and delivered an automated biography generation system powered by Microsoft Azure and Azure OpenAI Service.

The solution includes:

- **Automated Data Ingestion:** Securely imports results data from PRCA's on-premises systems into Azure.
- **Internal Review Workflow:** Allows PRCA staff to approve or edit AI drafts before publication.
- **AI Narrative Generation:** Uses generative AI to create readable, engaging biographies from structured results.
- **Microsoft Fabric Integration:** Prepares data for future dashboards, announcer tools, and reporting.

Rather than producing dry, data-driven summaries, Lunavi focused on storytelling, turning results into human narratives that reflect the emotion, effort, and history behind every ride.

Jeff Love also praised Lunavi's ability to operate independently while staying aligned with PRCA's goals. "I expected to hand over database queries and walk the team through our data," he said. "Instead, Lunavi figured it out on their own and came back with smart, specific questions." This consultative, hands-off approach allowed PRCA to stay focused on strategic priorities while Lunavi handled the technical and architectural details.

“Lunavi really understood where we were trying to go. They listened, brainstormed with us, and had the experience to make it successful.”

— Jeff Love, CTO, Professional Rodeo Cowboys Association (PRCA)

RESULTS & KEY TAKEAWAYS



30x Expansion in Athlete Coverage

from roughly 25 bios per event to more than 600.



Weekly Automated Refreshes

that keep biographies current all season long.



Preserved Every Competitor's Story

strengthening PRCA heritage and fan engagement.



Azure & Microsoft Fabric Foundation

supports future growth and innovation.

WHAT'S NEXT?



This proof of value demonstrated how AI can solve a long-standing content challenge while preparing PRCA for future innovation across its digital ecosystem. Now, when fans visit ProRodeo.com, they can explore hundreds of biographies—real stories preserved as rodeo history for generations to come.

With its Azure-based AI platform in place, PRCA plans to expand its capabilities in 2026 and beyond, including generating pre- and post-event summaries to support local rodeos and developing real-time dashboards for announcers and sponsors. Through continued AI innovation, PRCA is ensuring that rodeo will thrive and grow for years to come.

Lunavi empowers organizations to navigate what's next in their digital transformation journey. Our solutions include custom AI development, data analytics, app modernization, and managed Microsoft Azure cloud solutions - helping organizations embrace the technologies of today and transform their ambitions into reality. Across multiple industries, Lunavi has led full scale IT transformations and supported teams with everything from datacenter infrastructure solutions to cutting edge predictive AI. With Lunavi by your side, next is now, and the future is yours to innovate.



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