

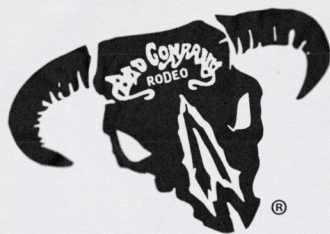
Expect The Unexpected

BAD COMPANY RODEO X HOOEY BRANDS



'25

 **HOOEY**
WESTERN ORIGINAL



Bad Company Rodeo

"EXPECT THE UNEXPECTED!"

We're truly honored to have formed a partnership with the iconic Bad Company Rodeo. A pioneer in rodeo production, Bad Company was a renegade group of wild characters led by the legendary Mack Altizer.

The stories are epic and endless. We're humbled to be a part of bringing this legacy to the world.

Bad Company was also known for having the coolest merch. The brand new BCR x Hooley apparel line will deliver Fall of 2025!



MACK ALTIZER
Bad Company Rodeo Founder



BC001T-WH
White / Red
5-Panel High-Profile
Curved Bill
1675/3350



BC003T-NVAZ
Navy / Aztec
5-Panel High-Profile
Curved Bill
1675/3350



BC003T-BKFL
Black / Floral
5-Panel High-Profile
Curved Bill
1675/3350



BC006T-BK
Black
5-Panel High-Profile
Curved Bill
1675/3350



BC004T-RDBK
Red / Black
6-Panel Mid-Profile
Curved Bill
1675/3350



BC004T-CRGY
Cream / Grey
6-Panel Mid-Profile
Curved Bill
1675/3350



BC004T-BK
Black
5-Panel Mid-Profile
Curved Bill
1675/3350



BC001T-TN
Tan / Black
5-Panel High-Profile
Curved Bill
1675/3350



BC004T-WH
White
5-Panel Mid-Profile
Curved Bill
1750/3500



BC004T-TNWH
Tan / White
5-Panel Mid-Profile
Curved Bill
1750/3500



BC005T-BK
Black
5-Panel High-Profile
Curved Bill
1675/3350





PARTY ANIMAL

LEGENDARY BUCKING BULL



HT1834RD - Red
100% COTTON / 50% POLYESTER
1600/3200 S-XXL (1-2-3-2-1)
1600/3200 XXXL



HT1835TL - Teal
50% COTTON / 50% POLYESTER
1600/3200 S-XXL (1-2-3-2-1)
1600/3200 XXXL
YOUTH HT1835TL-Y
1250/2500 XS-XL (1-2-2-2-1)



HT1831BK- Black
100% COTTON
1600/3200 S-XXL (1-2-3-2-1)
1600/3200 XXXL



HT1831CR - Cream
100% COTTON
1600/3200 S-XXL (1-2-3-2-1)
1600/3200 XXXL



HT1831DKGY - Dark Grey
100% COTTON
1600/3200 S-XXL (1-2-3-2-1)
1600/3200 XXXL
YOUTH HT1831DKGY-Y
1250/2500 XS-XL (1-2-2-2-1)
50% COTTON / 50% POLYESTER



HT1833WH - White
50% COTTON / 50% POLYESTER
1600/3200 S-XXL (1-2-3-2-1)
1600/3200 XXXL
YOUTH HT1833WH-Y
1250/2500 XS-XL (1-2-2-2-1)



HT1832BK- Black
50% COTTON / 50% POLYESTER
1600/3200 S-XXL (1-2-3-2-1)
1600/3200 XXXL
YOUTH HT1832BK-Y
1250/2500 XS-XL (1-2-2-2-1)



HT1832DE - Denim
50% COTTON / 50% POLYESTER
1600/3200 S-XXL (1-2-3-2-1)
1600/3200 XXXL



HT1832WH - White
50% COTTON / 50% POLYESTER
1600/3200 S-XXL (1-2-3-2-1)
1600/3200 XXXL





HH1401BK - Black
60% COTTON 40% POLYESTER
3750/7500 S-XXL (1-2-3-2-1)
4000/8000 XXXL
YOUTH HH1401BK-Y
3250/6500 XS-XL (1-2-2-2-1)



HH1401DKGY - Dark Grey
60% COTTON 40% POLYESTER
3750/7500 S-XXL (1-2-3-2-1)
4000/8000 XXXL



HH1402TL - Teal
60% COTTON 40% POLYESTER
3750/7500 S-XXL (1-2-3-2-1)
4000/8000 XXXL
YOUTH HH1402BL-Y
3250/6500 XS-XL (1-2-2-2-1)



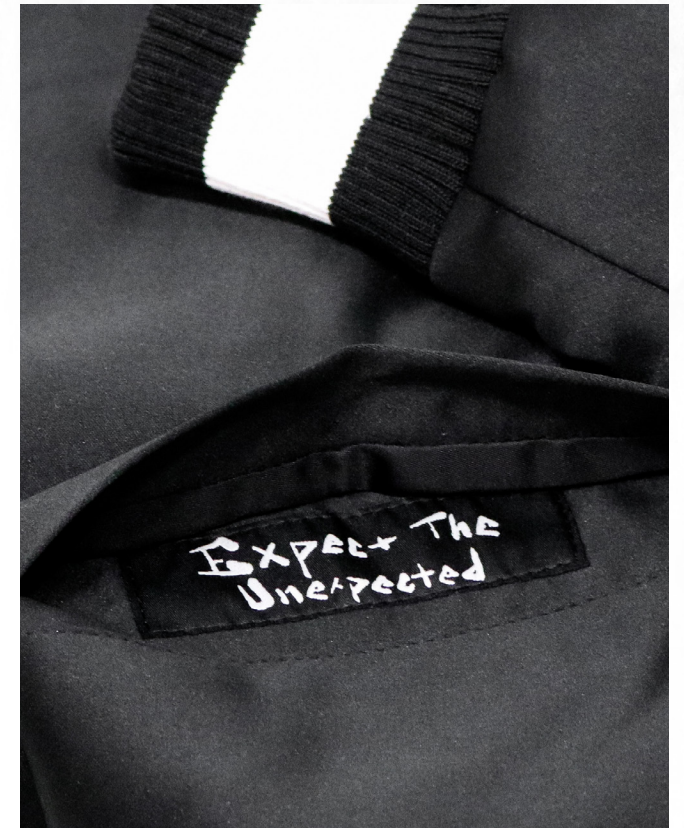
HH1405TN - Tan
60% COTTON 40% POLYESTER
3750/7500 S-XXL (1-2-3-2-1)
4000/8000 XXXL



HJ152BK - Black
100% POLYESTER
6500/13000 S-XXL (1-2-3-2-1)
7000/14000 XXXL



HJ153DE - Denim
100% COTTON
6500/13000 S-XXL (1-2-3-2-1)
7000/14000 XXXL



Just like a Bad Company production,
these pieces are all about the details.





BAD COMPANY RODEO

"Everyone wins at a Bad Company Rodeo Production. Cowboys get to compete on great livestock and the fans get to watch the most action packed entertaining rodeo that will keep them on the edge of their seat."

- TUFF HEDEMAN

"The production in both rodeo and the PBR is because of the foundation that Mack Altizer was innovative enough to lay for it."

- TY MURRAY

"Rock'n Roll music, good times and buckin' bulls."

-JB MAUNEY

Expect The Unexpected

BAD COMPANY RODEO X HOOEY BRANDS



ALL PHOTOS BY DAVE JENNINGS