The rules below are extracted from (http://www.mastersofgames.com/rules/ringing-bull-rules.htm).

The Basic Game

The target is a hook attached in some way to a wall at about eye-height. Traditionally, the target should be a bulls horn with the point turned upwards but modern pubs sometimes use a simple wall hook since a genuine horn has a limited life span. Sometimes, the stuffed head of a bull or other animal is affixed to the wall and the target is a hook or knob protruding from its nose.

Several feet from the hook, a ring dangles from the end of a piece of thin rope or string, the other end of which is attached to the ceiling. Traditionally, the ring is a bulls nose ring.

A participant should stand on the opposite side of the room to the hook and, starting with the ring about chest-height, swing the ring with the aim of getting it to land on the hook.

As an example, the hook might be 5 feet 9 inches from the floor, the ring 1 & 1/2 inches in diameter, the rope 8 feet long and a player could stand behind a line 12 feet from the hook.

How To Play

Stand back directly in front of the hook with the ring and string fully extended. Swing the ring gently. It is not necessary to swing it hard. Matter-of-fact, by doing it gently you will soon develop a smooth rhythm to your swing. Once you loop the ring on the hook for the first time, you will find it easier from then on. Each person gets five tries with each turn. The first one to get five ringers wins the round. (ringers do not have to be consecutive). The best 2 out of 3 rounds is a match.

Before the game starts, each player is allowed three practice swings. During the game, if a player inadvertently drops the ring, instead of properly swinging it, a "dropped ring" is called and does not count as an attempt.

The players take turns to swing the ring ten times in succession. A scorer keeps count of the number of successful bull rings and the first player to achieve the feat 16 times, wins (except for the final which is the first to 21). Masters Games suggests that the game should not finish until both players have had an equal number of turns and that, in the event of a draw, the players should continue to take a turn each of 10 throws in succession until one player is victorious.