

## PROGRAMOverview:

114 PROGRAM STALLIONS (100 MAIN - 14 FAST PASS)

**6** ANNUAL QUALIFYING RACES

**EAST & WEST COAST CHALLENGE RACES** 

**1** ANNUAL FORT WORTH FINALE

MORE THAN \$9.2111 PAID OUT TO DATE



## NUMBERS to Note:

Now in our fifth year as one of barrel racing's leading incentive programs, we take pride in knowing our team has cultivated and currated a strong, values-driven presence across all digital platforms and event-activations. With exceptional attention to detail, our goal is to always be the Best of the Best!

# 120K TOTAL SOCIAL MEDIA FOLLOWERS

**f** 

66.7K

FACEBOOK FOLLOWERS 6.6M IN REACH SINCE 2022

0

26.4K

INSTAGRAM FOLLOWERS
3.3M IN REACH SINCE 202

**a** 

28.2K

TIK TOK FOLLOWERS

21.4K

AVG. MONTHLY WEBSITE Page Views 71.3%

FINALE WEEK WEBSITE Page Views

Most Popular Pages: Livestream Homepage Draws & Results



\$9.2M SINCE 2021

52.5%

AVERAGE EMAIL OPEN RATE OVER THE PAST 12 MONTHS PROVING 1,500 Invested SUBSCRIBERS & Growing!



Thank you for your interest in partnering with Breeders Challenge LLC. Our partner packages are available to an individual, business, ranch, or entity with the option for annual renewal effective January 1 of each calendar year. Below are general outlines for our current avilable partner packages, but our team is always open to tailoring custom package options for partner commitments of \$15,000 and higher.

- Branded Partner Recognition on Website
- Finale Signage Representation
   Complimentary Finale Booth Space (Sizes Vary)
- VIP Lounge Access at the Finale
- Finale Thank You Package

#### \$25,000 DIVISION TITLE PARTNER

- Complimentary Partner Logo Branded Videos Sent to All Contestants
   Branded Divisional Qualifier Photos/Results & Highlights on Social Media & Website
- (2) Sponsor Jackets
- Draw Party Recognition on Stage
- (4) Unique Content Posts per Month Across Social Media Outlets
- :60 Sec. or (2) :30 Sec. Commercial Spot(s) on Finale Live Feed
- Title Sponsor Signage Represenation at Finale: Barrels, Backdrops, Draw Party, Etc.

#### \$15,000 PROGRAM PARTNER

- Draw Party Recognition on Stage
- (2) Unique Content Posts per Month Across Social Media Outlets
- :60 Sec. or (2) :30 Sec. Commercial Spot(s) on Finale Live Feed

#### 💶 🛂 \$10.000 PROGRAM PARTNER

- Draw Party Recognition on Stage
- (1) Unique Content Posts per Month Across Social Media Outlets
- (1):30 Sec. Commercial Spot(s) on Finale Live Feed

#### \$5,000 PROGRAM SPONSOR

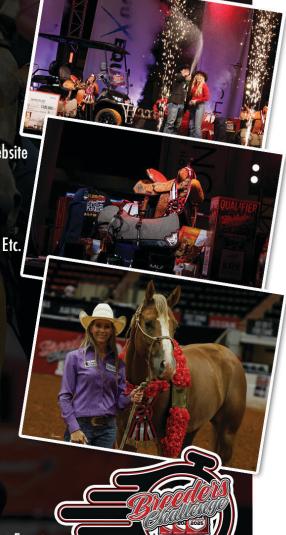
See "All Level Inclusion" Above

#### \$20,000 PROGRAM PARTNER

- Draw Party Stage, Table & Signage Representation & Branding PUSH Throughout Event
   (2) Unique Content Posts per Month Across Social Media Outlets
- :60 Sec. or (2) :30 Sec. Commercial Spot(s) on Finale Live Feed
- Title Sponsor Level Signage Represenation at Finale Across Signage & Media

### \$10,000 PROGRAM PARTNER

- Complimentary Partner Logo Branded Videos Sent to All Contestants
   Branded Divisional Qualifier Photos/Results & Highlights on Social Media & Website
- Draw Party Recognition on Stage
- (2) Unique Content Posts per Month Across Social Media Outlets
   (1):30 Sec. Commercial Spot(s) on Finale Live Feed
- Title Sponsor Signage Representaion at Finale: Barrels, Backdrops, Draw Party, Etc.



FORT WORTH, TEXAS

