



Breeder's Challenge

**PARTNER
OPPORTUNITIES**

The Best of the Best!



PROGRAM Overview:

114 PROGRAM STALLIONS (100 MAIN • 14 FAST PASS)

6 ANNUAL QUALIFYING RACES

2 EAST & WEST COAST CHALLENGE RACES

1 ANNUAL FORT WORTH FINALE

MORE THAN **\$9.2M** 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 curated 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



66.7K

FACEBOOK FOLLOWERS

6.6M IN REACH SINCE 2022



26.4K

INSTAGRAM FOLLOWERS

3.3M IN REACH SINCE 2022



28.2K

TIK TOK FOLLOWERS

21.4K

AVG. MONTHLY WEBSITE

Page Views

71.3K

FINALE WEEK WEBSITE

Page Views

Most Popular Pages:
Livestream
Homepage
Draws & Results

52.5%

AVERAGE EMAIL OPEN RATE OVER THE PAST 12 MONTHS

PROVING 1,500 *Invested* SUBSCRIBERS & *Growing!*



PARTNER Opportunities:

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 available partner packages, but our team is always open to tailoring custom package options for partner commitments of \$15,000 and higher.

ALL LEVELS INCLUDE:

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

TIER 1 \$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 Representation at Finale: Barrels, Backdrops, Draw Party, Etc.

TIER 2 \$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

TIER 3 \$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

TIER 4 \$5,000 PROGRAM SPONSOR

- See "All Level Inclusion" Above

DRAW PARTY \$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 Representation at Finale Across Signage & Media

YOUTH/SENIOR DIVISION \$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 Representation at Finale: Barrels, Backdrops, Draw Party, Etc.





Interested in Partnership?
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Breeder's Challenge
FINALE
FORT WORTH, TX
2025

#ChallengeAccepted

