

LEANING T RODEO TEAM

RIDER INFORMATION PACKET

OVERVIEW

LEANING T RANCH & CATTLE CO. IS IN THE PROCESS OF BUILDING A COMPETITIVE RODEO TEAM CENTERED AROUND COMMITMENT, CONSISTENCY, AND LONG-TERM GROWTH. THIS IS NOT SIMPLY A SPONSORSHIP OPPORTUNITY-IT IS A STRUCTURED TEAM ENVIRONMENT DESIGNED TO SUPPORT RIDERS WHO ARE SERIOUS ABOUT COMPETING WHILE HELPING ESTABLISH A STRONG AND RECOGNIZABLE PRESENCE WITHIN THE RODEO COMMUNITY.

THE GOAL IS TO CREATE SOMETHING THAT GOES BEYOND INDIVIDUAL SUCCESS. LEANING T RODEO TEAM IS BUILT TO REPRESENT A STANDARD-ONE THAT REFLECTS WORK ETHIC, PROFESSIONALISM, AND PRIDE IN THE ARENA AND OUTSIDE OF IT.

OUR MISSION

AT ITS CORE, LEANING T EXISTS TO SUPPORT DEDICATED RODEO ATHLETES WHILE BUILDING A NAME THAT CARRIES WEIGHT. THE TEAM IS FOCUSED ON HELPING RIDERS COMPETE MORE CONSISTENTLY, IMPROVE THEIR PERFORMANCE, AND GAIN GREATER EXPOSURE, ALL WHILE CONTRIBUTING TO A BRAND THAT PEOPLE RECOGNIZE AND RESPECT. WE ARE NOT TRYING TO BE THE BIGGEST TEAM-WE ARE WORKING TO BE ONE OF THE MOST SOLID, DEPENDABLE, AND RESPECTED.

WHAT BEING ON THE TEAM MEANS

BEING PART OF THE LEANING T RODEO TEAM MEANS STEPPING INTO SOMETHING STRUCTURED AND INTENTIONAL. RIDERS ARE NOT JUST RECEIVING SUPPORT-THEY ARE REPRESENTING A BRAND AND BECOMING PART OF A GROWING OPERATION.

SUPPORT MAY INCLUDE ASSISTANCE WITH ENTRY FEES, TRAVEL EXPENSES, HORSES, TACK, AND TEAM APPAREL, DEPENDING ON THE INDIVIDUAL AGREEMENT. EVERY RIDER'S SITUATION IS DIFFERENT, AND SUPPORT IS TAILORED ACCORDINGLY, BUT EVERYTHING OPERATES WITHIN CLEARLY DEFINED LIMITS TO ENSURE SUSTAINABILITY AND FAIRNESS ACROSS THE TEAM.

EXPECTATIONS OF RIDERS

RIDERS WHO JOIN LEANING T ARE EXPECTED TO COMPETE CONSISTENTLY AND TAKE THEIR ROLE SERIOUSLY. THIS INCLUDES SHOWING UP PREPARED, ENTERING EVENTS REGULARLY, AND PUTTING IN THE WORK NECESSARY TO IMPROVE OVER TIME.

EQUALLY IMPORTANT IS HOW RIDERS CARRY THEMSELVES. ANYONE REPRESENTING LEANING T IS EXPECTED TO MAINTAIN A HIGH LEVEL OF PROFESSIONALISM, WHETHER AT AN EVENT, AROUND OTHER COMPETITORS, OR ONLINE. THE WAY YOU SPEAK, ACT, AND PRESENT YOURSELF REFLECTS DIRECTLY ON THE TEAM. COMMUNICATION IS A KEY PART OF MAKING THIS WORK. RIDERS ARE EXPECTED TO STAY IN CONTACT REGARDING THEIR SCHEDULES, RESULTS, AND ANY CHANGES THAT AFFECT THEIR ABILITY TO COMPETE. RELIABILITY MATTERS JUST AS MUCH AS TALENT.

IN TODAY'S RODEO WORLD, VISIBILITY MATTERS. RIDERS ARE ENCOURAGED TO MAINTAIN AN ACTIVE PRESENCE ON SOCIAL MEDIA, SHARING THEIR RUNS, PROGRESS, AND DAY-TO-DAY LIFE IN THE SPORT WHILE REPRESENTING LEANING T IN A POSITIVE AND CONSISTENT WAY.

TEAM STRUCTURE

LEANING T OPERATES AS A TEAM, NOT A COLLECTION OF UNRELATED SPONSORSHIPS. THE NUMBER OF RIDERS IS INTENTIONALLY KEPT LIMITED SO THAT SUPPORT CAN BE MEANINGFUL AND MANAGEABLE. EACH RIDER IS BROUGHT ON WITH THE UNDERSTANDING THAT THEY ARE PART OF SOMETHING BIGGER THAN THEMSELVES. AGREEMENTS ARE TAILORED



INDIVIDUALLY, BUT EVERYONE OPERATES UNDER THE SAME GENERAL STANDARDS AND EXPECTATIONS. AS THE TEAM GROWS, THERE WILL BE OPPORTUNITIES FOR RIDERS TO GROW WITH IT.

FINANCIAL STRUCTURE

EVERY RIDER AGREEMENT CLEARLY OUTLINES WHAT KIND OF SUPPORT IS BEING PROVIDED AND WHAT EXPECTATIONS COME WITH IT. THIS MAY INCLUDE MONTHLY OR PER-EVENT LIMITS, AS WELL AS HOW EXPENSES ARE HANDLED. IN SOME CASES, A PORTION OF WINNINGS MAY BE REINVESTED BACK INTO THE TEAM TO HELP SUSTAIN AND GROW THE OPERATION. THE GOAL IS TO CREATE A SYSTEM THAT ALLOWS EVERYONE INVOLVED TO CONTINUE COMPETING WITHOUT PUTTING UNNECESSARY STRAIN ON ANY ONE SIDE.

TRANSPARENCY IS IMPORTANT. BOTH THE TEAM AND THE RIDER ARE EXPECTED TO BE STRAIGHTFORWARD AND ACCOUNTABLE WHEN IT COMES TO FINANCES AND COMMITMENTS.

CONDUCT AND REPRESENTATION

ANYONE RIDING UNDER THE LEANING T NAME IS EXPECTED TO CARRY THEMSELVES WITH RESPECT AND PROFESSIONALISM AT ALL TIMES. RODEO IS A SMALL WORLD, AND REPUTATION MATTERS. BEHAVIOR THAT REFLECTS POORLY ON THE TEAM- INCLUDING DISRESPECT TOWARD OTHERS, POOR SPORTSMANSHIP, OR CONDUCT THAT DAMAGES THE BRAND- WILL NOT BE TOLERATED. BEING PART OF THIS TEAM MEANS UNDERSTANDING THAT HOW YOU ACT IS JUST AS IMPORTANT AS HOW YOU PERFORM.

OPPORTUNITIES WITHIN THE TEAM

LEANING T IS BEING BUILT WITH LONG-TERM GROWTH IN MIND. RIDERS WHO ARE COMMITTED AND CONSISTENT WILL HAVE OPPORTUNITIES TO BENEFIT FROM INCREASED SUPPORT, STRONGER EXPOSURE, AND POTENTIAL CONNECTIONS WITH ADDITIONAL SPONSORS AS THE BRAND EXPANDS. THIS IS AN OPPORTUNITY TO BE PART OF SOMETHING WHILE IT IS GROWING, NOT AFTER IT IS ALREADY ESTABLISHED.

WHO WE ARE LOOKING FOR

WE ARE LOOKING FOR RIDERS WHO TAKE THIS SERIOUSLY-PEOPLE WHO SHOW UP, PUT IN THE WORK, AND WANT TO IMPROVE. TALENT MATTERS, BUT CONSISTENCY, ATTITUDE, AND RELIABILITY MATTER MORE. THE IDEAL RIDER IS SOMEONE WHO WANTS TO BE PART OF A TEAM, NOT JUST RECEIVE HELP. SOMEONE WHO UNDERSTANDS THAT REPRESENTING A NAME COMES WITH RESPONSIBILITY. ALL RODEO DISCIPLINES WILL BE CONSIDERED. WHAT MATTERS MOST IS THE INDIVIDUAL BEHIND THE ENTRY.

HOW TO GET INVOLVED

RIDERS WHO ARE INTERESTED IN JOINING LEANING T SHOULD REACH OUT WITH BASIC INFORMATION ABOUT THEMSELVES, INCLUDING THEIR DISCIPLINE, EXPERIENCE, AND CURRENT LEVEL OF COMPETITION. FROM THERE, WE WILL HAVE A CONVERSATION TO DETERMINE WHETHER IT IS A GOOD FIT ON BOTH SIDES. IF IT MAKES SENSE TO MOVE FORWARD, THE NEXT STEP WILL BE A MORE DETAILED DISCUSSION FOLLOWED BY A FORMAL AGREEMENT.

LEANING T RODEO TEAM IS BEING BUILT FOR RIDERS WHO WANT MORE THAN OCCASIONAL HELP- IT IS FOR THOSE WHO WANT TO COMPETE CONSISTENTLY AND BE PART OF SOMETHING THAT STANDS FOR SOMETHING.

IF THAT SOUNDS LIKE YOU, WE WOULD BE GLAD TO TALK FURTHER.

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