



Elevating Rodeo Sponsorships

Who We Are

Western Legends Sports Management is a full-service agency representing elite rodeo athletes, entertainers, and organizations. With offices in Montana and Texas, we are deeply rooted in the rodeo world, ensuring unparalleled support for our clients and sponsors.



Meet Our Team



**James & Erin
Holloway**

Founding Partners
CFO & CEO



**Doug
Champion**

Founding Partner
COO



**Presley
Johnson**

Operations
Director

Why Sponsor with Us?



Broader Reach: Your brand gains exposure at the pro, amateur, and grassroots levels.



Return on investment

Better ROI: Instead of backing one athlete, your brand is seen across multiple circuits and platforms.



Strategic Exposure: Your logo will be present at PBR, PRCA, amateur rodeos, and social media platforms.

Sponsorship Tiers

& BENEFITS

PREMIER PARTNERSHIP - \$25,000

- “Premier” placement on vest & shirt
- Visibility at rodeos, events, and travel
- Tagged in all rodeo-related content (up to 100 posts/year)
- Organic brand integration across athlete content
- 2 athlete appearances
- 3 campaign-style content pieces
- Marketing usage rights
- Featured in major rodeo broadcasts, PBR/PRCA events, NFR week appearances, and exclusive social media campaigns.
- Integrated into athlete interviews, press opportunities, and on-site activation
- 5 premium content assets for Sponsor use

Total Brand Value: \$82,000

PERFORMANCE PARTNERSHIP - \$15,000

- “Performance” placement on athlete vest & timed event shirt
- Tagged in all rodeo-related content (up to 100 posts/year)
- Organic brand integration across athlete content
- 1 Athlete Appearance
- 3 campaign-style content pieces
- Marketing usage rights
- Featured in major rodeo broadcasts, PBR/PRCA events, NFR week appearances, and exclusive social media campaigns.
- Integrated into athlete interviews, press opportunities, and on-site activation

Total Brand Value: \$47,000

Sponsorship Tiers

& BENEFITS

GROWTH PARTNERSHIP - \$12,500

- “Growth” placement on vest & shirt
- Visibility at rodeos, events, and travel
- Tagged in rodeo-related content (50 posts/year)
- Organic brand integration across athlete content
- 2 campaign-style content pieces
- Marketing usage rights

- Featured in major rodeo broadcasts, PBR/PRCA events, NFR week appearances, and exclusive social media campaigns.

Total Brand Value: \$28,000

FOUNDATION PARTNERSHIP - \$7,500

- “Foundation” placement on vest & shirt
- Organic brand integration across athlete content
- Tagged in rodeo-related content (50 posts/year)

- Featured in major rodeo broadcasts, PBR/PRCA events, NFR week appearances, and exclusive social media campaigns.

Total Brand Value: \$10,000

Sponsorship Exposure

ATHLETE APPAREL

Worn in Competition, Media and Daily Lifestyle Increasing your Brand Exposure



PREMIER ZONE
Top Exposure

PERFORMANCE ZONE
High Visibility

GROWTH ZONE
Consistent Exposure

FOUNDATION ZONE
Baseline Exposure



Sponsorship Exposure

STRATEGIC VEHICLE BRANDING

Increasing Your Brand Exposure While on the Road

100K+
MILES
TRAVELED



70-85+
PERFORMANCES

2
COUNTRIES



Sponsorship Exposure

TELEVISION AND LIVESTREAM PLATFORMS

Reach New Audiences Through Televised & Online Exposure

42+
MILLION

Housholds reached by
National Broadcast



900+
Performances

Livestreamed &
National Broadcast

265
RODEOS

Featured on The
Cowboy Channel
and RFD-TV



64%
Increase
in Viewership from
2022

TARGET Audience



Western Families,
Landowners,
Outdoor Enthusiasts



60%
OF FANS

Engaged Online
Streaming, Social Media,
or Digital Broadcasts
in 2025

Sponsorship Exposure

PRCA, PBR & OTHER RODEO EVENT ATTENDANCE

Put Your Brand in the Spotlight with Pro Rodeo Athletes



8,177,045

Top 30 PRCA Rodeos
Attendance

650-750
PRCA Events



1,250,000

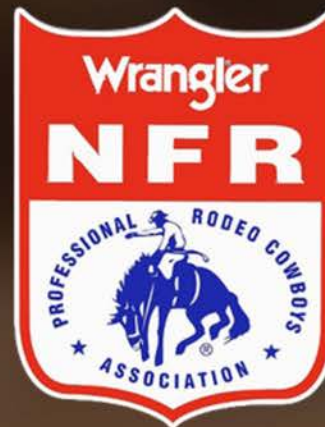
All PBR Rodeos
Attendance

200+
PBR Events



162,000

The American Rodeo
Attendance



170,000

NFR Attendance

Pro Rodeo Audience

40+ MILLION
Pro Rodeo Fans



77%
More Likely to
Work in Farming,
Fishing, or Forestry



91%
More Likely to
Purchase a New
Pickup Truck in the
Next 12 Months



98%
More Likely to
to go Hunting or
Fishing



119K
Current or Prior
Military Service



AGE

46%
55+

46%
25-54

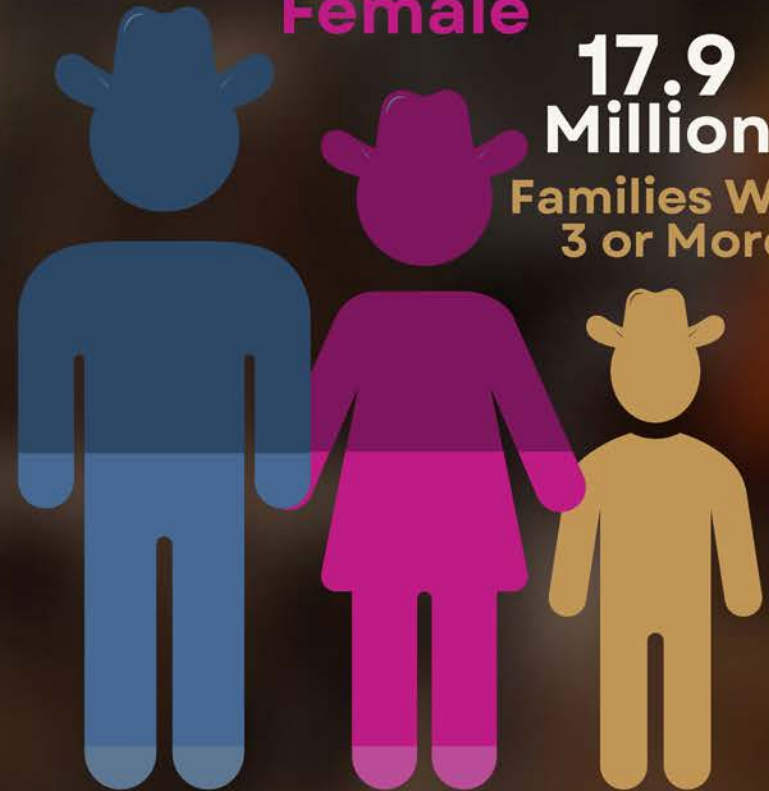
8%
18-24

51%
Male

49%
Female

17.9 Million

Families With
3 or More



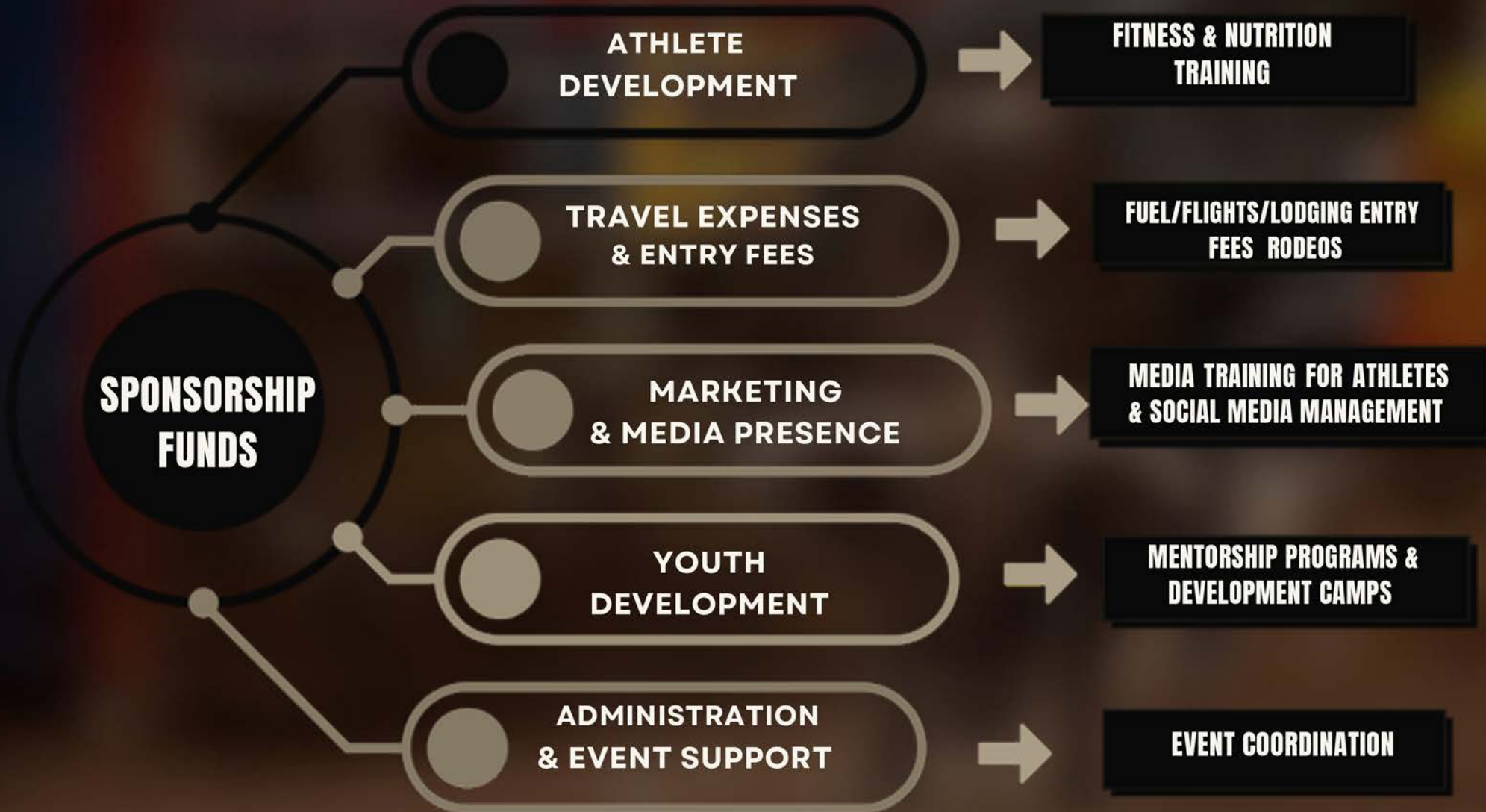
55%
Are Married



Your Money at Work

WHERE YOUR MONEY GOES

& How you Help Pro Rodeo and Future Athletes



Meet The Pros



Mason Clements
Professional Bareback
Rider 5x NFR Qualifier
13.4k Followers



Chase Brooks
Professional Saddle Bronc Rider
6x NFR Qualifier
21.8K Followers



Latricia Duke
Professional Barrel Racer
1 NFR Qualifications
15K Followers



Kincade Henry Professional
Tie-Down Roper,
#2 in 2025 World Standing
16.7k Followers



Kinlie Brennisse
Professional breakaway roper
Currently ranked
#11 in the World



Weston "The Beard"
4x Bullfighters Only (BFO)
World Champion
80.3K Followers



"Danger" Dave Whitmoyer
Professional PBR Barrelman



Holden Myer
Professional Steer Wrestler #5
in 2025 World Standings



Justin Shaffer
Professional Steer Wrestler
In 2024 he placed in a total of
five rounds at the NFR,



CONTACT US

Let's Discuss Partnership Opportunities.

Sponsorship Slots Available Now!

Doug Champion

Doug@WLSM.co

720-785-3831



WLSM.co

James Holloway

James@WLSM.co

903-504-8839