

Couture
CABALLO

2025 MEDIA GUIDE

INNOVATIVE VISUALS FOR THE ELITE HORSEMAN.

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INCLUDED IS A SUMMARY OF STATS, SERVICES, & PRICING
with a focus on an individualized approach, to fuel brand awareness

2024 SUMMARY

43 INDIVIDUAL BRANDS
15+ PUBLISHED COMMERCIALS
40+ PUBLISHED ADS
178 REELS
138 CONTENT SHOOTS
453 HOURS EDITING

COUTURE SOCIAL

4.9 MILLION IN REACH
27,970 IN GAINED FOLLOWERS

274,487
IN SALES

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80,750
GAINED FOLLOWERS



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13.4
MILLION
TOTAL REACH



2023 Team Champion
Adan Barajas

Couture CABALLO



Featured on



What our customers are saying



★★★★★

Fabulous videos!

"Kyra's great videos and out of the box thinking has cont..."

Whitney's Cowhorses -
9/17/2023



★★★★★

Amazing to work with!

"As a horsewoman herself she knows what riders are l..."

Hindi Performance
Horses - 7/3/2024



★★★★★

Best in the Business!

"The quality of her pictures is absolutely unmatched. Kyra..."

Coyote Hollow Ranch -
9/7/2023





SOCIAL MEDIA MANAGEMENT

Starting at \$850/month

Includes:

- 2-3 professional graphics per week
- Full management of Facebook, Instagram, & TikTok (if applicable)
- **Reels** available at an additional cost (\$85-\$200 each, depending on style & content).

For our social media clients, we typically offer 1-2 complimentary reels per month and discounted rates on additional reels.

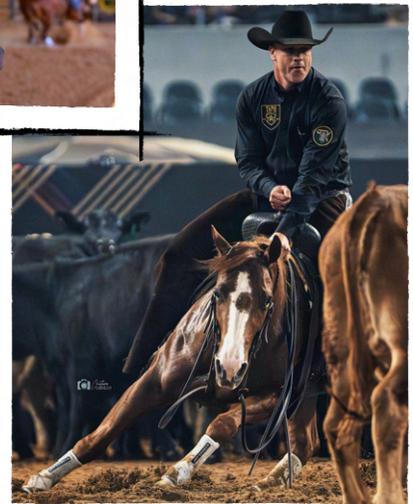
CONTENT CREATION

\$850 - \$1,650 + travel

Our content shoots include:

- Action shots
- B-roll footage
- Sponsor content
- Reel content

*** Pricing is determined based on shoot length & scope ***



SHOW COVERAGE

Custom Packages Available

Our show coverage includes:

- Draw and Results Graphics
- Reel content
- Action shots

Packages are tailored based on show media guidelines, and rates include media passes, travel, and accommodation



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SALE HORSE PACKAGES

Standard Sale Package - \$675 + travel

Includes:

- Fully edited professional sale video
- Mane side & 3/4 conformation shots
- Complimentary action shots & reel content

Premium Sale Package - \$1,250 - \$1,650 + travel

Includes:

- Fully edited professional sale video, featuring drone footage, multiple locations, interviews, and more
- Multiple conformation & action shots
- Optimized for Facebook, YouTube, and vertical formats





GRAPHIC DESIGN

- **Social Graphics** \$65
 - **Print Ad Design** \$275
 - **Print Ad Spread** \$400
 - **Banner Design** \$300
 - **Stall Front / Pop Up Design** \$500
 - **Web Ad Design** \$185
 - **Logos:** \$350 + \$65 Logo Animation
 - **MISC Layout Adjustment** \$50
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INDIVIDUAL SERVICES

- **Reel** Starting at \$100
- **30-60 Sec Commercial** Starting at \$850
- **1 Hour Consultation** \$150
- **1 Hour Customized Lesson** \$250
- **Conformation Shot** \$100/Image
- **Action Shot** \$65/Image
- **Couture Sponsored Facebook Post** \$500
- **Couture Sponsored Instagram Post** \$150
- **Couture Sponsored TikTok Post** \$500

#KEEPITCOUTURE

We pride ourselves on offering limitless customization options to suit your brand's unique needs. From content creation to graphic design, we are here to help bring your vision to life with creativity, professionalism, and precision.

Let's get started!

We're excited to collaborate and create something exceptional for your brand. Please feel free to reach out with any questions or to discuss the next steps.

Kyra Bonik

COUTURE CABALLO

972-310-0002 | Fort Worth, TX