

FUTURE OF WESTERN PERFORMANCE COMPETITION

LEGENDARY STAKES

Sponsorship Opportunities

Enter ➤ Compete ➤  **WIN** 

WESTERN PERFORMANCE HORSE SPORTS: A GIGANTIC MULTI-BILLION DOLLAR INDUSTRY

The Western Performance Horse industry **Generates Billions** annually in the U.S. alone.

With over **5 Million** active participants across disciplines like Reining, Cutting, and Barrel Racing, this industry holds massive cultural relevance.

Yet, it remains under-leveraged from a digital and commercial standpoint.

Legendary Stakes targets this gap to bring structure, visibility, and monetization to brands and sponsors.

THE PROBLEM - SOMETHING IS MISSING

Sport with size, but no central story

Despite its popularity, the Western sports scene is fragmented.

Seasons & Events Disconnection

There's no unified season or league, events are disconnected, making it hard to follow storylines, build rankings, or create consistent sponsor visibility

Limited Visibility Beyond the Arena

Most events lack consistent promotion or media coverage, making them virtually invisible to fans who aren't physically present, limiting reach, engagement, and growth

No Digital Platform for Storytelling

There's no central hub for highlights, athlete stories, or consistent coverage, making it hard for fans to stay connected and for sponsors to engage beyond the arena.

Sponsorship is Fragmented & Localized

Brands engage on a show-by-show basis with little continuity, limited reach, and no scalable model, making it hard to build lasting visibility or ROI

**Fans,
athletes &
sponsors all
lose.**



Legendary Stakes is **THAT SOMETHING**

A Centralized, Structured, Sponsor-Ready Platform

Legendary Stakes is launching the first digital-first, structured series for Western Performance Horse sports. We bring the season, story, and structure this sport has been missing



Unifies top-level competitions into one narrative



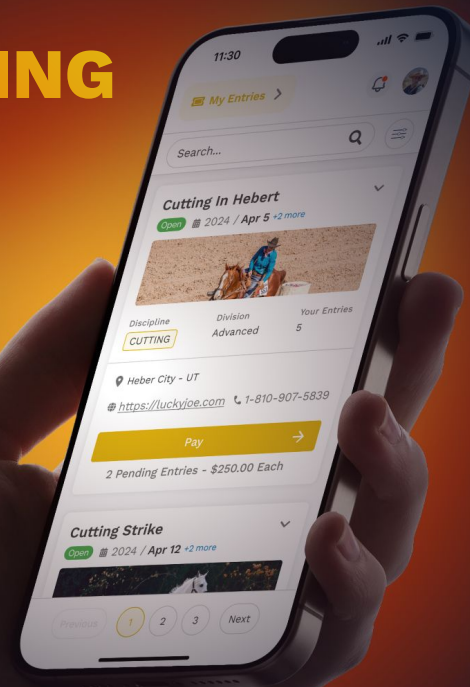
Introduces rankings, prize purses, and championship goals



Provides digital-first touchpoints for audience and sponsor engagement



Professionally scaling a category long overdue for evolution



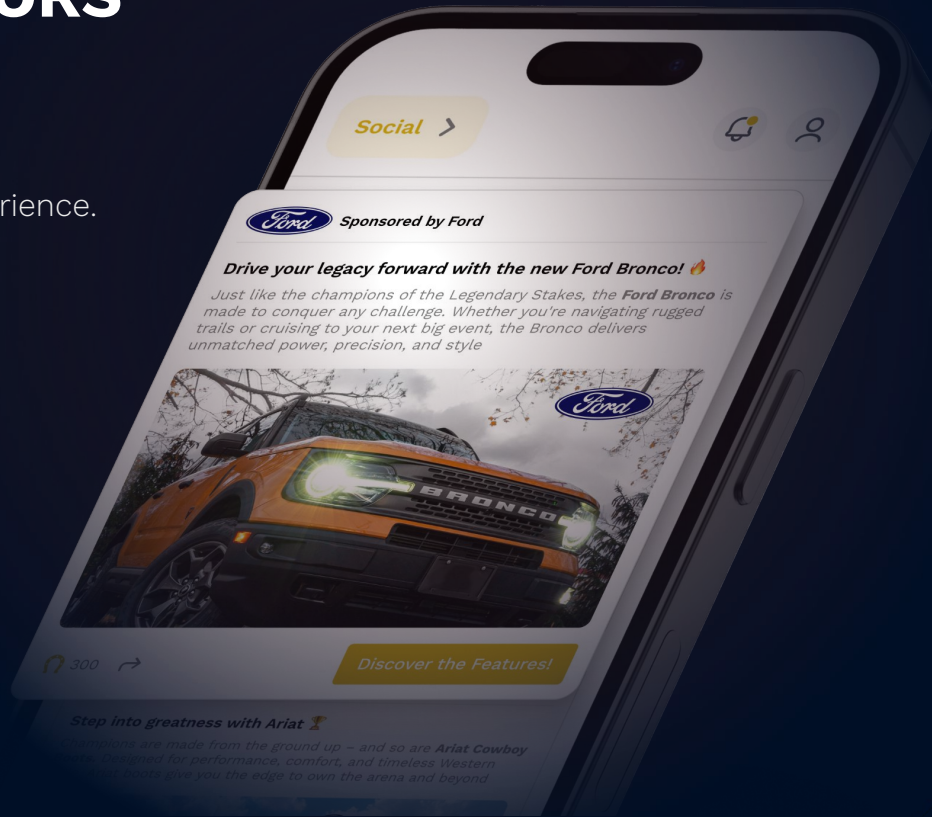
A DIGITAL PLATFORM FOR THE SPORT, FANS & SPONSORS

Bringing the sport online

Legendary Stakes is more than events — it's a digital experience.

1. Live-streamed competitions
2. Highlights and social content
3. Sponsor placements embedded across the content journey

Making every event a **content engine**,
and every brand a **recurring presence**.



A SINGLE POINT OF ENGAGEMENT

One Gateway. Endless Possibilities

Brands no longer have to choose between one-off shows or fragmented local events. Legendary Stakes offers a single, scalable entry into the full Western market. For sponsors, this means:

Year-round visibility

Stay in front of fans all season with ongoing brand exposure, not just one-off events.

National reach with local passion

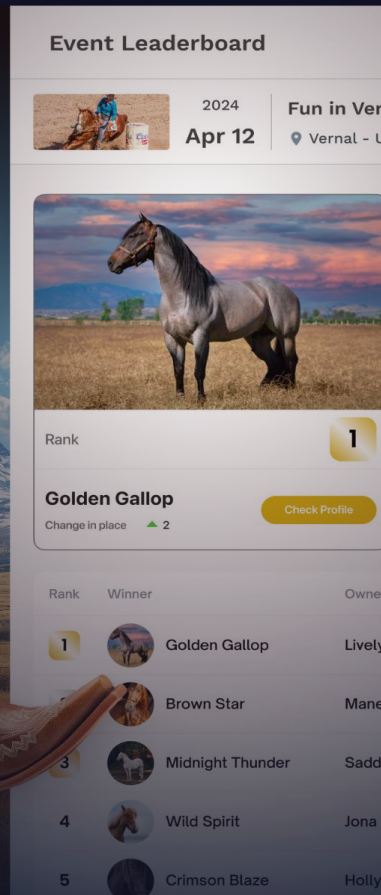
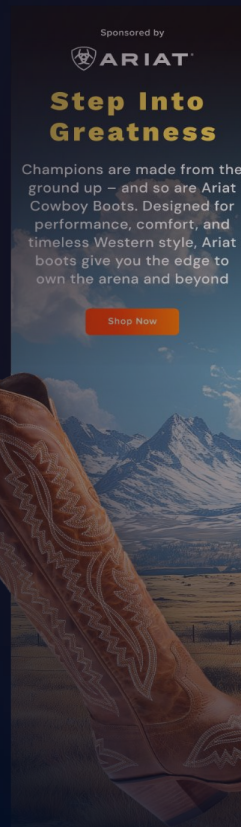
Reach a nationwide audience while staying rooted in the authentic culture of Western sports.

Multi-year deals & storytelling arcs

Build lasting brand impact by following riders and horses across seasons.

Easier execution & tracking

One platform, one contact, clear results—simplifying activation and measuring ROI.



THE OPPORTUNITY

ESPN for Western Sports didn't exist, **UNTIL NOW**

Legendary Stakes has the opportunity to become the media platform for Western Sports.

What Sponsors Gain

Claim the White Space

First-mover status in a massive but untapped market

Align with the Premier Brand

Brand association with the premium Western horse platform

Activate Across Every Channel

Integrated media, content, and physical event activation

Engage a Loyal, Built-In Audience



High retention, loyal fanbase ready to engage



PROOF IT'S ALREADY WORKING

Momentum is Real - Legendary Stakes Trajectory

Isn't an idea, it's already underway!

 Month/Year	 Key Metrics
Nov 2023	Platform Launched Started Sire Enrollment Users Creating Accounts
Jan 2024	450 Sires Enrolled, 201 Disciplines, 48,571 Eligible Horses
Apr 2024	357 Users, 34 Entries, Purse: \$8,500
Dec 2024	621 Users, 177 Entries, Purse: \$324,900, Payout: \$275,178
Jan 2025	467 Sires, 259 Disciplines, 54,532 Eligible Horses
Mar 2025	946 Users, 76 Entries, YTD Purse: \$12,000

PROOF IT'S ALREADY WORKING

Momentum is Real!

Legendary Stakes isn't an idea — it's already underway!



{\$\$\$\$}

Generated Revenue



450+

Enrolled Stallions



{\$\$\$\$}

Cash Prizes Awarded



500+

Registered Users

We've tested, we've validated,
now **We're scaling**

Via www.legendarystakes.com 2025

THE TEAM BEHIND LEGENDARY STAKES

Led by Legends. Built by Experts.

Legendary Stakes is backed by a world-class technology, business, marketing, and media team and guided by the vision of generational Western Performance Horse competition veterans.



Shane Plummer

Co-Founder & SDP Ranch
Owner

Shane is a second-generation horseman and entrepreneur with success in equine sales, real estate, and tech. He's sold millions in horses, renovated 400+ properties, and now leads Legendary Stakes to modernize Western Performance Horse sports. He's guided by faith, family, and community



Logan Alley

Co-Founder & Investment
Managing Director

Logan is a fourth-generation cattle rancher from southeastern Colorado, grounded in family and community values. With a finance degree from Colorado State University, he blends ag roots with financial expertise. He now serves as managing director at an investment advisory firm.



ronin.ink

Product, Brand, and Media

Powered by experts who have led both the largest and smallest companies to success in each of their fields, ronin is both the strategy and execution team for building expansive growth.



Metova

GTM, Technology, and Scaling

Metova has been defining, designing, and developing custom software solutions for nearly 20 years, with a North American team of strategy, UX/UI, and engineering experts that have built, launched, and supported hundreds of platforms for hundreds of millions of delighted users.

THANK YOU!

Join us in shaping the future of Western Performance sports.



shane@legendarystakes.com



817-851-9533



www.legendarystakes.com

Enter



Compete



WIN

