

LEGENDARY STAKES

THE FUTURE OF RODEO & WESTERN PERFORMANCE

Investment Opportunities



A NEXT-GENERATION SPORTS LEAGUE FOR AMERICA'S LARGEST & GROWING HORSE EVENTS.

Having begun with western performance sport, Legendary Stakes is building the first unified sports league for rodeo—connecting owners, riders, and fans through year-round competition, fantasy play, event sponsorships, and broadcast coverage. Think NFL structure, FanDuel engagement, and ESPN storytelling—all for the future of rodeo competition.

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STAKES

HIGHLIGHTS

- Western performance horse sports **generate \$billions annually**.
- Legendary Stakes **introduced league-level competition** to the sport in 2024.
- Entries, **growing by 50%** YOY, represent thousands of horses competing in the league.
- Western Performance **draws millions of fans** per year with no centralized content organization.
- A \$1M investment today targets a **10x+ return in royalties** by year 10, with interim buyout options. (IRR 25.9% ANNUALLY)
- Funds will unify content and grow year-round engagement **across fans, owners, and competitors**.

Private equity investment fueled a record 2024 as **sports M&A activity jumped 44%**, highlighting demand for scalable leagues.

In July, MotoGP **sold for \$4.9B** for its league of competitions, sponsorship and fantasy/betting properties, and broadcast content

In August, ESPN **acquired the NFL Network**, largely for its fantasy sports division and online gambling opportunities

PBR (Professional Bull Riders) **sold to Endeavor for \$100M in 2015**, and is now worth multiples of that

SPORTS INVESTMENT

FOUR STEPS TO TRANSFORMATION

1

Unify Western Performance Competition

Create a season-long narrative in a variety of western performance competitions by uniting horse owners, competitors, and sponsors in a digitally-managed competitive arc

2023

2

Sponsor-Ready Rodeo Storytelling

Centralize independent rodeo content into sponsor-ready channels, combining sports footage with season-long storylines and personal narratives.

2025

3

Scaling the Sport

Integrate hundreds of entire rodeo events into a mobile-first, broadcast-friendly platform that drives competition, sponsorship, and fantasy/fan gaming revenue year-round.

2026

2028

4

Rodeo, Unified

Transform thousands of events, tens of thousands of competitors, and millions of fans into a unified league with the management power of the NFL and the commercial reach of ESPN and FanDuel.

THE FUTURE OF RODEO COMPETITION

Legendary Stakes unifies a fractured industry into one national platform – offering rankings, real-time results, and digital fan engagement for every major Western discipline.



CENTRALIZING THE OPPORTUNITY OF A SPORT THAT GENERATES BILLIONS ANNUALLY

Fantasy leagues and interactive content drive year-round participation.

Centralized event management and gamified competition create new revenue opportunities.

Integrated broadcasts and sponsorships maximize fragmented opportunities.

Curated storytelling attracts national audiences and top-level advertisers and partnerships.

Cross-media platform scales performance, narrative, and monetization.

Analytics unlock targeted sponsorships, marketing, and optimization.

THE FUTURE OF RODEO COMPETITION

Capital Raise Snapshot:

- *Now Raising: \$2.5M (Seed / Round A)*
- Use of proceeds: *Technology build, event integrations, audience acquisition*
- Future Rounds:
 - Round B:* Up to \$5M (scaling events, sponsorship, fantasy platform)
 - Round C:* Up to \$10M (broadcast rights, international expansion)
- Exit Strategy: *League consolidation, media rights, sponsorship expansion (MotoGP / PBR Comps)*

THE TEAM



Shane Plummer

Co-Founder & SDP Buffalo 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 Advisor/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 agriculture roots with financial expertise. He now serves as managing director at an investment advisory firm.



Jonathan Sasse
Ops & Engineering

Jonathan is a proven executive leader with 20+ years driving early-stage growth at Rio, iriver, Slacker Radio, and First Orion. He partnered with Tesla, Ford, Samsung, Disney & more, delivering startup success and innovative strategies across multiple industries.



Aric Marshall
Product

Aric's ability to launch products that re-write markets, competition, and behaviors began with 15 years in Apple hardware, software, and services. He has since expanded his craft, delivering ambitious roadmaps across sectors and growth stages.



Alec Marshall
Brand & Media

Alec is a media and brand leader who helped shape Apple, Roku, and Livongo, also building sports & entertainment audience with UFC, MLB, NBA, MotoAmerica—even the Grateful Dead—that drive engagement, value growth, and commercial impact.