



**2024 SPONSORSHIP &  
MEDIA PACKET**



## The American Rope Horse Futurity Association (ARHFA) is a prominent organization dedicated to the advancement and promotion of the rope horse industry.

The ARHFA was founded by Jay & Lindsay Wadhams who recognized the need for a platform that would specifically cater to the unique demands of rope horse competitions. Their vision was to create an association that would encourage the breeding, training, and showcasing of highly skilled rope horses through futurity events.

In its initial years, the ARHFA faced numerous challenges in establishing itself as a recognized authority in the rope horse industry. The association gradually gained credibility and acceptance among ropers and horse enthusiasts. The ARHFA's emphasis on maintaining high standards of horsemanship, promoting fair competition, and providing a platform for the best rope horses to showcase their talents and exceptional breeding.

Over the years, the ARHFA has experienced remarkable growth, both in terms of membership and the scale of its events. The association has consistently attracted top roping professionals, trainers, and breeders who see the value in participating in ARHFA-sanctioned competitions. Competitors/Trainers such as Trevor Brazile, Colby Lovell, Kollin VonAhn, Cade Rice, & legendary showman such as JD Yates and Brad Lund are influential advocates of the industry and strive to increase recognition of the ARHFA association.



**In 2021, the sport exploded with an increase in numbers and payouts with over 1000 total entries and payouts at \$728,000. In 2023, with record, yearly entries and nearly triple the growth of the association, payouts were just short of \$2 million for the 2023 season. In addition to 2023, the association added a new futurity set up in partnership with the American Paint Horse Association. Looking ahead in 2024, the ARHFA will welcome the Houston Livestock Show & Rodeo to their futurity roster as well.**

## American Rope Horse Futurity Association

Moreover, the ARHFA has been proactive in expanding its reach and influence beyond traditional roping hotspots. By organizing events in different regions and collaborating with other reputable organizations, the association has successfully attracted new participants and partnerships, thereby broadening the fan base and creating opportunities for talented rope horses from diverse backgrounds.



The ARHFA's growth has not only benefited the association but also has a positive impact on the rope horse industry as a whole. It has provided a platform for breeders to showcase their horses, trainers to demonstrate their skills, and ropers to compete at the highest level. The increased visibility and recognition of the rope horse industry, facilitated by the ARHFA, have contributed to the overall improvement in horse quality, training techniques, and roping standards.

Looking ahead, the ARHFA is poised for even greater growth and success. With its steadfast dedication to excellence, commitment to horsemanship, and continuous innovation, the association is well-positioned to further elevate the rope horse industry, attract new talent, and provide exciting opportunities for rope horse enthusiasts across the United States.



## Sponsorship Opportunities

### Title Partnership OF ARHFA- \$50,000 (ONLY ONE SPONSOR)

#### ◆ Brand Recognition

1. Brand on all ARHFA event advertisements.
2. Brand on Partner page in the ARHFA World Championship program.
3. Brand on all social media platforms and website with link to sponsors website.  
-Six (6) social media posts throughout the year on all ARHFA platforms
4. Arena banner at all ARHFA events throughout the year.
5. At the ARHFA World Championship Show  
-Exclusive sponsor of webcast, PHC Live scoring, & scoreboard during event.
6. Logo displayed on Champion & Reserve Champion win photos.
7. Brand on World Championship exhibitor draws.

#### ◆ Amenities

1. Full page color ad on the cover or inside of the World Championship program.
2. Special Show Amenities (if available) *example: tickets to special events and/or Table at event.*
3. Announcer recognition throughout the event or events.
4. Sponsor recognition at awards ceremony on signage and Large Checks presented.
5. Title recognition on official champion logo wear (Jacket or Vest) for division sponsoring.
6. Commercial media spotlight on the webcast and scoreboard throughout each day at the World Championship Event. Commercials ran at all events with live feed.
7. Social Media promotions throughout the year.
9. Mass Email recognition at least once per event. ARHFA will also send out one mass email requested by sponsor to showcase sponsors company, product, ranch horses, etc..

---

### EXCLUSIVE Partnership - \$25,000—\$39,000 (You will be the ONLY business of your kind throughout the ARHFA) *must be approved through ARHFA*

#### ◆ Brand Recognition

1. Brand on all ARHFA event advertisements
2. Brand on Partner page in the ARHFA World Championship program
3. Brand on all social media platforms and website with link to sponsors website.  
-Four (4) social media posts throughout the year on all ARHFA platforms
4. Brand on the PHC Live scoring scroll during World Championship event.
5. Arena banner at all ARHFA events throughout the year when available to put up banners.
6. Logo displayed on Champion & Reserve Champion win photos.
7. Naming rights on one division at the World Championship Event.
8. Title webcast sponsor at one seasonal event of sponsors choice (*excludes ARHFA World Championship Show*).

#### ◆ Amenities

1. Full page color ad in World Championship program
2. Special Show Amenities (if available) *example: tickets to special events and/or table at events.*
3. Announcer recognition throughout the event or events.
4. Sponsor recognition at awards ceremony & Title sponsor naming rights on checks presented



# American Rope Horse Futurity Association

www.americanropehorse.com

to Champion of the division sponsoring at World championship.

5. Commercial media (*1 minute in length*) on the webcast and scoreboard at the World Championship Event.
6. Social media promotions, advertising, & mass emails when material is provided by sponsor.
7. Naming rights of a specific division at event of choice per ARHFA owner's approval.
8. Title recognition on official champion logo wear (Jacket or Vest) for division sponsoring.

## Sponsorship Opportunities

### Division Sponsor - \$15,000 (Only 8 Sponsorships Available)

#### ◆ Brand Recognition

1. Brand on all ARHFA event advertisements.
2. Presenting sponsor of that Division *example: Presenting sponsor of the ARHFA Open Heading Futurity*
3. Brand on Partner page in the ARHFA World Championship program.
4. Brand on all social media platforms and website with link to sponsors website.  
-Two (2) social media posts throughout the year on all ARHFA platforms
5. 4x8 arena banner at all ARHFA events throughout the year.
6. Logo displayed on Champion & Reserve Champion win photos.
7. Opportunity to be a title sponsor of the Webcast at a specific event.

#### ◆ Amenities

1. Full page color ad in the World Championship program.
2. Special Show Amenities (if available) *example: table at World Championship event.*
3. Announcer recognition at events.
4. Sponsor recognition at awards ceremony.
5. Brand on the CHC (Cutting Horse Central) live scoring scroll during World Championship event.
6. Commercial media (30 seconds) to be played on scoreboard twice a day at specific event or events.
7. Social media spotlight 2 times per month before and after the event of choice (sponsor provides advertising material and verbiage for social media post).
8. Sponsor highlight on mass email blast prior to event.



# American Rope Horse Futurity Association

---

[www.americanropehorse.com](http://www.americanropehorse.com)

## **Gold Sponsorship - \$10,000**

### ◆ **Brand Recognition**

1. Brand on Partner page in the ARHFA World Championship program
2. Brand on all social media platforms and website with link to sponsors website.
3. Brand on (1) ARHFA event advertisement (you choose event).
4. 4x8 arena banner at (2) ARHFA events of your choice.
5. Opportunity to be a title sponsor of the Webcast at a specific event for additional fee payable to Cutting Horse Central.

### ◆ **Amenities**

1. Full page color ad in World Championship program
2. Announcer recognition at event.
3. Brand on bottom scroll of CHC live scoring during World Championship event.
4. Social media spotlight 1 time before and after the event of choice (sponsor provides advertising material and verbiage for social media post).
5. Sponsor brand displayed on 1 mass email either prior to or after event of choice.



## Sponsorship Opportunities

### Silver Sponsorship - \$5,000

#### ◆ Brand Recognition

1. Brand on all social media platforms and website with link to sponsors website.
2. Brand on Partner page in the ARHFA World Championship program
3. Signage at one ARHFA seasonal event of your choice.
4. Brand on CHC live scoring app during event of choice.
5. Brand on (1) mass email.

#### ◆ Amenities

1. Half page color ad in World Championship program
2. Announcer recognition at event.
3. Social Media sponsor recognition.

### ◆ Live Feed Sponsor on Performance Horse Central (Limited to 6) - \$5,000

1. Logo exclusively on PHC live feed for that show
2. Commercial played first on all breaks throughout the show
3. Banner included at the show in the arena
4. Logo on all marketing content for that specific show



---

### Bronze Sponsor - \$2,500

#### ◆ Brand Recognition

1. Brand on Partner page in the ARHFA World Championship program.
2. Brand on website with link to sponsors website.

#### ◆ Amenities

1. Quarter page color ad in the World Championship program.
2. Announcer recognition at event.
3. Social Media sponsor recognition.



## ◆ VIP Table Sponsor (Limited to 28)- \$2,500

1. Premium seating reserved for you and your guests (4 chairs per table)
2. Tables located at the top of the arena concourse
3. Seating exclusively for all 3 days of the ARHFA World Championship Show in Fort Worth
4. Sponsor Name & Brand presented on the front of table reserved
5. Sponsor logo displayed in the World Championship Program



---

## Awards Sponsorship - \$1,500

### ◆ Brand Recognition

1. Brand on Partner page in the ARHFA World Championship program.
2. Brand on website with link to sponsors website.

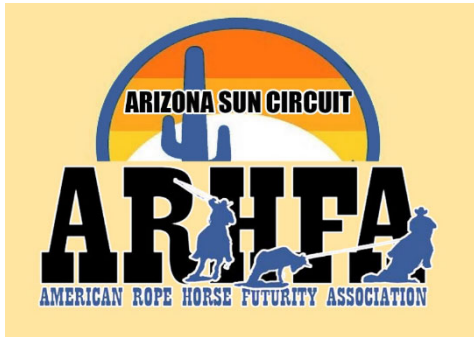
### ◆ Amenities

1. Business Card ad in World Championship program
2. Announcer recognition during awards ceremony.

*\*\*ARHFA will further customize this sponsorship if Sponsor wants to do \$1500 cash plus product. Additional recognition and amenities will depend on the value of product sponsored. We also can customize any sponsorship package for long term partnerships or multi event sponsors. Please contact us discuss these options.*



# 2023 ARHFA SHOW SEASON DATA



## ARIZONIA SUN CIRCUIT (March 4-5)

- Total Added Money- \$40,000, Total Payout- \$207,500
- Open Heading- 98 Entries, Open Heeling- 128 Entries
- Intermediate Heading- 39 Entries, Intermediate Heeling- 47 Entries
- Limited Heading- 14 Entries, Limited Heeling- 22 Entries
- Non-Pro Heading- 55 Entries, Non-Pro Heeling- 46 Entries
  
- 812 Online Users Per Day (based on Google Analytics)

## OIL CAN CLASSIC (April 28-30)

- Total Added Money- \$25,000, Total Payout- \$193,700
- Open Heading- 50 Entries, Open Heeling- 105 Entries
- Intermediate Heading- 39 Entries, Intermediate Heeling- 38 Entries
- Limited Heading- 17 Entries, Limited Heeling- 17 Entries
- Non-Pro Heading- 45 Entries, Non-Pro Heeling- 30 Entries
  
- 353 Online Users Per Day (based on Google Analytics)



## REDBUD SPECTACULAR (June 3-4)

- Total Added Money- \$45,000, Total Payout- \$229,900
- Open Heading- 91 Entries, Open Heeling- 107 Entries
- Intermediate Heading- 40 Entries, Intermediate Heeling- 41 Entries
- Limited Heading- 23 Entries, Limited Heeling- 12 Entries
- Non-Pro Heading- 46 Entries, Non-Pro Heeling- 45 Entries
  
- 454 Online Users Per Day (based on Google Analytics)

## CORNHUSKER CLASSIC (June 17-18)

- Total Added Money- \$20,000, Total Payout- \$127,000
- Open Heading- 91 Entries, Open Heeling- 107 Entries
- Intermediate Heading- 77 Entries, Intermediate Heeling- 85 Entries
- Limited Heading- 49 Entries, Limited Heeling- 40 Entries
- Non-Pro Heading- 39 Entries, Non-Pro Heeling- 33 Entries
  
- 269 Online Users Per Day (based on Google Analytics)



# 2023 ARHFA SHOW SEASON DATA

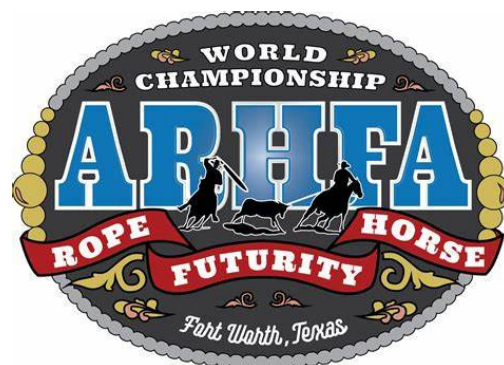


## COWTOWN CLASSIC (July 7-9)

- Total Added Money- \$35,000, Total Payout- \$200,900
- Open Heading- 78 Entries, Open Heeling- 89 Entries
- Intermediate Heading- 77 Entries, Intermediate Heeling- 85 Entries
- Limited Heading- 42 Entries, Limited Heeling- 36 Entries
- Non-Pro Heading- 53 Entries, Non-Pro Heeling- 26 Entries
- 524 Online Users Per Day (based on Google Analytics)

## ARHFA WORLD CHAMPIONSHIP SHOW (October 18-21)

- Total Added Money- \$158,500, Total Payout- \$820,600
- Open Heading- 226 Entries, Open Heeling- 273 Entries
- Intermediate Heading- 113 Entries, Intermediate Heeling- 120 Entries
- Limited Heading- 51 Entries, Limited Heeling- 48 Entries
- Non-Pro Heading- 95 Entries, Non-Pro Heeling- 77 Entries
- 3,456 Online Users Per Day (based on Google Analytics)



**IN 2024, WE WILL BE WELCOMING HOUSTON LIVESTOCK SHOW & RODEO TO THE SHOW SCHEDULE**

# TEAM ROPING JOURNAL SOCIAL MEDIA DATA

## INSTAGRAM POSTS

### WORLD CHAMPIONSHIP

Date	Brand	Impressions	Reach	Engagement	Video View	Shares	Saves
10/18/2023	The Team Roping Jour	15,264	14,340	487	15,264	29	16
10/18/2023	The Team Roping Jour	22,848	19,568	2,294	22,848	39	51
10/18/2023	The Team Roping Jour	7,297	6,319	610			9
10/18/2023	The Team Roping Jour	33,130	30,369	3,804	33,130	128	88
10/18/2023	The Team Roping Jour	133,795	121,254	10,775	133,795	765	302
10/18/2023	The Team Roping Jour	20,576	18,416	1,619	20,576	17	28
10/18/2023	The Team Roping Jour	17,718	16,675	1,583	17,718	18	19
10/19/2023	The Team Roping Jour	16,793	14,887	1,455	16,793	7	23
10/19/2023	BarrelRacing.com	88,733	55,013	4,987	88,733	583	164
10/19/2023	The Team Roping Jour	37,038	33,755	3,720	37,038	179	84
10/19/2023	The Team Roping Jour	73,839	65,921	7,260	73,839	507	221
10/19/2023	The Team Roping Jour	25,347	22,756	2,344	25,347	49	41
10/20/2023	The Team Roping Jour	20,770	19,218	1,777	20,770	28	27
10/20/2023	The Team Roping Jour	24,723	21,600	1,730	24,723	22	25
10/20/2023	The Team Roping Jour	25,631	24,486	1,943	25,631	32	25
10/20/2023	The Team Roping Jour	27,668	26,812	2,650	27,668	81	55
10/20/2023	The Team Roping Jour	44,455	42,986	4,201	44,455	77	70
10/20/2023	The Team Roping Jour	101,816	92,486	9,019	101,816	251	220
10/20/2023	The Team Roping Jour	41,551	38,104	2,908	41,551	40	41
10/20/2023	The Team Roping Jour	74,465	67,017	8,156	74,465	694	255
10/21/2023	The Team Roping Jour	48,634	44,234	4,852	48,634	176	100
10/21/2023	The Team Roping Jour	24,250	22,090	1,694	24,250	70	76
10/22/2023	The Team Roping Jour	27,836	24,968	2,471	27,836	32	38
10/23/2023	The Team Roping Jour	38	38	87			2
10/24/2023	The Team Roping Jour	11,743	7,946	632			6
10/24/2023	The Team Roping Jour	80,050	71,878	7,748	80,050	937	270
10/26/2023	The Team Roping Jour	28,696	25,572	2,968	28,696	65	61

### TOTAL YEARLY DATA

Date	Brand	Impressions	Reach	Engagement	Video View	Shares	Saves
Total	34	1,177,714	1,040,238	100,439	1,133,853	4,921	2,475

# TEAM ROPING JOURNAL SOCIAL MEDIA DATA

## INSTAGRAM STORIES

### WORLD CHAMPIONSHIP

Date	Brand	Impressions	Reach	Exits	Taps Back	Taps Forward
10/18/2023	The Team Roping Jour	2,715	2,645	212	142	2,155
10/18/2023	The Team Roping Jour	2,510	2,467	126	265	2,475
10/18/2023	The Team Roping Jour	2,418	2,360	95	324	1,973
10/18/2023	The Team Roping Jour	2,357	2,298	137	339	1,861
10/18/2023	The Team Roping Jour	2,184	2,164	122	145	1,755
10/18/2023	The Team Roping Jour	2,258	2,234	158	153	1,860
10/18/2023	The Team Roping Jour	2,214	2,202	149	149	1,931
10/18/2023	The Team Roping Jour	2,176	2,141	112	193	1,862
10/18/2023	The Team Roping Jour	2,121	2,104	128	237	1,754
10/18/2023	The Team Roping Jour	2,103	2,090	104	113	1,741
10/18/2023	The Team Roping Jour	2,077	2,052	96	189	1,801
10/18/2023	The Team Roping Jour	2,055	2,017	75	113	1,741
10/18/2023	The Team Roping Jour	2,002	1,985	62	178	1,898
10/18/2023	The Team Roping Jour	2,011	1,980	66	200	1,889
10/18/2023	The Team Roping Jour	1,974	1,938	52	175	1,834
10/18/2023	The Team Roping Jour	1,961	1,925	75	192	1,797
10/18/2023	The Breakaway Ropin	1,992	1,925	243	95	1,533
10/18/2023	The Team Roping Jour	1,961	1,902	46	223	1,934
10/18/2023	The Team Roping Jour	1,943	1,902	56	287	1,809
10/18/2023	The Team Roping Jour	1,908	1,852	45	222	1,841
10/18/2023	The Team Roping Jour	1,886	1,852	67	202	1,811
10/18/2023	The Team Roping Jour	1,935	1,857	81	197	1,747
10/18/2023	The Team Roping Jour	1,943	1,890	70	276	1,802
10/18/2023	The Team Roping Jour	1,911	1,852	241	166	1,550
10/19/2023	The Team Roping Jour	2,400	2,249	275	79	1,876
10/19/2023	The Team Roping Jour	2,167	2,096	128	158	1,891
10/19/2023	The Team Roping Jour	2,076	2,022	159	241	1,555
10/19/2023	The Team Roping Jour	2,093	1,985	144	157	1,894
10/19/2023	The Team Roping Jour	1,955	1,885	127	217	1,727
10/19/2023	The Breakaway Ropin	1,277	1,242	107	76	1,045
10/19/2023	The Team Roping Jour	1,894	1,823	55	194	1,500
10/19/2023	The Team Roping Jour	1,833	1,777	57	716	1,695
10/19/2023	The Team Roping Jour	1,857	1,787	45	275	1,719
10/19/2023	The Team Roping Jour	1,815	1,749	45	149	1,468
10/19/2023	The Team Roping Jour	1,791	1,714	56	197	1,570
10/19/2023	The Team Roping Jour	1,761	1,668	54	196	1,564
10/19/2023	The Team Roping Jour	1,749	1,637	61	139	1,650
10/19/2023	The Team Roping Jour	1,722	1,615	48	342	1,597
10/19/2023	The Team Roping Jour	1,707	1,599	58	277	1,551
10/19/2023	The Team Roping Jour	1,706	1,597	58	158	1,593
10/19/2023	The Team Roping Jour	1,686	1,588	62	129	1,698
10/19/2023	The Team Roping Jour	1,685	1,586	48	312	1,714
10/19/2023	The Team Roping Jour	1,672	1,567	37	327	1,549
10/19/2023	The Team Roping Jour	1,644	1,552	37	197	1,560
10/19/2023	The Team Roping Jour	1,619	1,531	62	156	1,491
10/19/2023	The Team Roping Jour	1,613	1,518	55	91	1,509
10/19/2023	The Team Roping Jour	1,628	1,552	45	178	1,653
10/19/2023	The Team Roping Jour	1,602	1,528	47	212	1,683
10/19/2023	The Team Roping Jour	1,608	1,533	55	295	1,642
10/19/2023	The Team Roping Jour	1,583	1,516	44	323	1,552
10/19/2023	The Team Roping Jour	1,584	1,507	55	232	1,459
10/19/2023	The Team Roping Jour	1,618	1,535	60	161	1,745
10/19/2023	The Team Roping Jour	1,638	1,531	111	409	1,511
10/19/2023	The Team Roping Jour	1,621	1,526	67	363	1,525
10/19/2023	The Team Roping Jour	1,601	1,503	57	194	1,435
10/19/2023	The Team Roping Jour	1,588	1,495	38	176	1,496
10/19/2023	The Team Roping Jour	1,569	1,466	48	213	1,470
10/19/2023	The Team Roping Jour	1,553	1,474	59	207	1,423
10/19/2023	The Team Roping Jour	1,518	1,458	58	176	1,363
10/19/2023	The Team Roping Jour	1,610	1,518	85	184	1,411
10/19/2023	BarrelRacing.com	2,483	2,382	395	41	1,674
10/19/2023	The Team Roping Jour	1,623	1,556	91	96	1,500
10/19/2023	The Team Roping Jour	1,618	1,552	71	209	1,494

### TOTAL YEARLY DATA

Date	Brand	Impressions	Reach	Engagement	Video View	Shares	Saves
<b>Total</b>		<b>109</b>	<b>200,919</b>	<b>194,437</b>	<b>10,646</b>	<b>21,225</b>	<b>177,383</b>

ARHFA - Jay & Lindsay Wadhams - 719.214.2528 Email: ARHFA.rope@gmail.com 515 E Carefree Hwy #330  
Phoenix, AZ 85085

# TEAM ROPING JOURNAL SOCIAL MEDIA DATA

## TIKTOK POSTS

### WORLD CHAMPIONSHIP

Date	Brand	Video Views	Likes	Comments	Saves	Shares
10/15/2023	Team Roping Journal	14,300	1,351	1	35	23
10/16/2023	Team Roping Journal	61,000	8,661	40	554	823
10/18/2023	Team Roping Journal	9,622	1,275	2	28	16
10/18/2023	Team Roping Journal	41,600	4,329	13	157	341
10/18/2023	Team Roping Journal	24,800	3,002	2	84	45
10/18/2023	Team Roping Journal	18,700	1,994	10	33	16
10/18/2023	Team Roping Journal	19,600	2,435	8	53	16
10/19/2023	BARRELRACING.COM	78,300	13,400	91	589	194
10/19/2023	Team Roping Journal	13,000	1,548		35	6
10/19/2023	Team Roping Journal	28,700	3,911	15	115	53
10/19/2023	Team Roping Journal	31,300	3,973	11	132	80
10/19/2023	Team Roping Journal	19,900	2,297	3	61	12
10/20/2023	Team Roping Journal	20,300	2,572	1	55	34
10/20/2023	Team Roping Journal	53,900	1,963	1	33	13
10/20/2023	Team Roping Journal	23,500	2,445	5	63	44
10/20/2023	Team Roping Journal	88,200	6,671	21	198	134
10/20/2023	Team Roping Journal	21,300	2,537	2	68	31
10/21/2023	Team Roping Journal	55,000	4,316	7	111	38
10/21/2023	Team Roping Journal	32,200	4,825	17	150	342
10/21/2023	Team Roping Journal	27,100	2,880	3	82	67
10/21/2023	Team Roping Journal	19,900	1,840	3	92	28
10/22/2023	Team Roping Journal	20,300	2,278	2	65	26
10/23/2023	Team Roping Journal	9,791	734		14	7
10/23/2023	Team Roping Journal	29,500	2,749	13	74	59
10/24/2023	Team Roping Journal	37,900	4,598	27	202	325
10/25/2023	Team Roping Journal	40,600	5,251	6	234	139
10/26/2023	Team Roping Journal	19,900	2,970	4	76	34
10/26/2023	Team Roping Journal	13,000	1,624		17	11
10/28/2023	Team Roping Journal	35,800	5,714	8	161	74

### TOTAL YEARLY DATA

Date	Brand	Impressions	Reach	Engagement	Video View	Shares	Saves
Total		29	909,013	104,143	316	3,571	3,031

# TEAM ROPING JOURNAL SOCIAL MEDIA DATA

## FACEBOOK POSTS

### ARIZONIA SUNCIRCUIT

Date	Brand	Impressions	Reach	Link Clicks	Video View	Engagements	Shares
3/7/2023	The Team Roping Jour	13,222	12,150	90		486	12
3/8/2023	The Team Roping Jour	48,664	45,187	636		2,899	36
3/8/2023	The Team Roping Jour	35,160	33,235	1,178		2,390	16
3/10/2023	The Team Roping Jour	45,280	41,882	518		2,247	34

### OIL CAN CLASSIC

Date	Brand	Impressions	Reach	Link Clicks	Video View	Engagements	Shares
4/29/2023	The Team Roping Jour	17,474	16,536			351	1
4/30/2023	The Team Roping Jour	17,761	16,854	492		666	3

### REDBUD SPECTACULAR

Date	Brand	Impressions	Reach	Link Clicks	Video View	Engagements	Shares	URL	Content
6/4/2023	The Team Roping Jour	21,096	19,579	282		1,147	28	<a href="https://www.facebook.com/timeTwo">https://www.facebook.com/timeTwo</a>	Wow

### COWTOWN CLASSIC

Date	Brand	Impressions	Reach	Link Clicks	Video View	Engagements	Shares
7/9/2023	The Team Roping Jour	17,874	17,707	14		1,411	1
7/11/2023	The Team Roping Jour	27,586	25,063	94		1,145	14
7/12/2023	The Team Roping Jour	13,822	12,911	116		483	9

### WORLD CHAMPIONSHIP

Date	Brand	Impressions	Reach	Link Clicks	Video View	Engagements	Shares
10/17/2023	The Team Roping Jour	18,800	17,843	331		740	10
10/17/2023	The Team Roping Jour	45,043	40,157	989		6,060	53
10/18/2023	The Team Roping Jour	15,142	14,329		20,137	788	17
10/18/2023	The Team Roping Jour	13,543	13,232	108		501	4
10/18/2023	The Team Roping Jour	16,707	16,053		18,275	871	31
10/18/2023	The Team Roping Jour	12,708	12,249		12,179	413	4
10/18/2023	The Team Roping Jour	89,366	85,404	2	44,315	4,268	30
10/19/2023	The Team Roping Jour	55,022	50,136	2,823		5,082	81
10/19/2023	The Team Roping Jour	19,943	19,022		27,488	1,151	43
10/19/2023	The Team Roping Jour	18,032	17,220		26,000	1,135	31
10/20/2023	The Team Roping Jour	41,797	39,007	1,119		2,246	45
10/20/2023	The Team Roping Jour	11,740	11,138		11,404	521	11
10/20/2023	The Team Roping Jour	16,013	15,073		22,307	1,030	30
10/20/2023	The Team Roping Jour	11,328	10,889	146		430	2
10/20/2023	The Team Roping Jour	124	123		31	19	-
10/20/2023	The Team Roping Jour	9	9		3	-	-
10/20/2023	The Team Roping Jour	23,635	22,734	227		1,695	12
10/20/2023	The Team Roping Jour	9	6		45	-	-
10/20/2023	The Team Roping Jour	10	8		54	-	-
10/20/2023	The Team Roping Jour	24,578	23,550	164		2,863	2
10/21/2023	The Team Roping Jour	32,491	31,917	468		1,338	14
10/21/2023	The Team Roping Jour	8	7		38	-	-
10/21/2023	The Team Roping Jour	16	11		46	-	-
10/21/2023	The Team Roping Jour	30,192	28,721	473		1,248	16
10/21/2023	The Team Roping Jour	12,934	11,986	757		1,494	2
10/21/2023	The Team Roping Jour	17,624	17,000			983	2
10/22/2023	The Team Roping Jour	10,555	10,064	45		186	2
10/22/2023	The Team Roping Jour	17,337	16,621		22,656	622	16
10/22/2023	The Team Roping Jour	20,073	18,982		32,097	1,400	43
10/23/2023	The Team Roping Jour	16,875	16,045		20,562	1,083	39
10/23/2023	The Team Roping Journal Magazine						-
10/23/2023	The Team Roping Journal Magazine						-
10/24/2023	The Team Roping Jour	11,040	10,186	134		338	13
10/24/2023	The Team Roping Jour	131,808	127,242	2,724		8,771	167
10/26/2023	The Team Roping Jour	12,404	12,098		11,682	506	9
10/28/2023	The Team Roping Jour	12,782	12,176		12,275	515	18
11/9/2023	The Team Roping Jour	14,858	14,464	174		348	4
11/10/2023	The Team Roping Jour	6,620	6,620	54		157	2

### TOTAL YEARLY DATA

Date	Brand	Impressions	Reach	Engagement	Video View	Shares	Saves
Total	59	1,206,352	1,139,538	16,419	283,132	70,219	1,050
	ARHFA Jay & Lindsay Wadhams	719,214	714,2528				

Phoenix, AZ 85085

Email: ARHFA.fope@gmail.com 515 E Carefree Hwy #330

# ENGAGEMENT BY PAGE

Page path and screen class ▾ +		↓ Views	Users	Views per user	Average engagement time	Event count All events ▾	Conv All ev
		<b>134,155</b> 100% of total	<b>33,167</b> 100% of total	<b>4.04</b> Avg 0%	<b>1m 53s</b> Avg 0%	<b>417,225</b> 100% of total	
1	/	45,677	23,413	1.95	29s	136,652	
2	/2023-arhfa-world-championship-entries/	16,912	8,413	2.01	58s	39,452	
3	/2023-arhfa-world-championship-results/	14,323	6,970	2.05	50s	62,045	
4	/upcoming-events/	13,626	8,035	1.70	58s	32,411	
5	/2023-az-sun-circuit-entries/	3,905	2,134	1.83	2m 01s	11,692	
6	/2023-cowtown-classic-entries/	3,390	1,897	1.79	44s	9,237	
7	/2023-redbud-spectacular/	3,152	1,641	1.92	1m 37s	8,986	
8	/about/	3,078	2,419	1.27	1m 00s	8,142	
9	/learn/	2,842	1,966	1.45	1m 24s	17,298	
10	/2023-arhfa-arizona-sun-circuit/	2,670	1,560	1.71	39s	11,704	

Page path and screen class ▾ +		↓ Views	Users	Views per user	Average engagement time	Event count All events ▾	Conv All ev
		<b>134,155</b> 100% of total	<b>33,167</b> 100% of total	<b>4.04</b> Avg 0%	<b>1m 53s</b> Avg 0%	<b>417,225</b> 100% of total	
11	/2023-oil-can-classic-entries/	2,615	1,370	1.91	1m 15s	7,121	
12	/past-results/	2,485	1,865	1.33	22s	5,441	
13	/arhfa-world-championship-rope-horse-futurity-2022-results/	2,463	1,854	1.33	31s	7,709	
14	/2023-arhfa-cowtown-results/	2,044	1,127	1.81	53s	9,448	
15	/faq/	2,001	1,552	1.29	1m 33s	5,365	
16	/top-gun-stallion-incentive/	1,940	1,418	1.37	52s	5,322	
17	/2023-arhfa-redbud-spectacular-results/	1,751	992	1.77	41s	7,851	
18	/2023-arhfa-oil-can-classic-results/	1,623	858	1.89	43s	7,504	
19	/2023-cornhusker-entries/	1,332	705	1.89	1m 28s	3,831	
20	/news/	1,246	969	1.29	34s	2,724	

# 2023 ARHFA ANALYTICS

Below is a summary of gathered data based on the 2023 American Rope Horse Futurity Association Show Season. This will include data on Individual Shows, Viewers, Social Media Pages & Entry Numbers.

## 2023 SHOW SCHEDULE

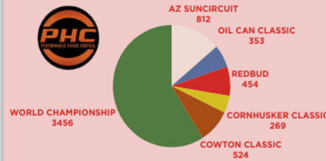
 <b>AZ SUN CIRCUIT</b> March 4-5	 <b>OIL CAN CLASSIC</b> April 28-30	 <b>REDBUD SPECTACULAR</b> June 3-4
 <b>CORNHUSKER CLASSIC</b> June 17-18	 <b>COWTOWN CLASSIC</b> July 7-9	 <b>WORLD CHAMPIONSHIP</b> October 18-21

## GROWTH

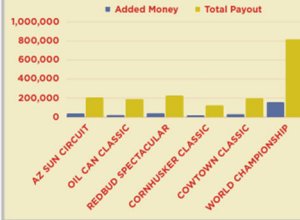
The Houston Livestock Show & Rodeo ARHFA Futurity will be added in 2024



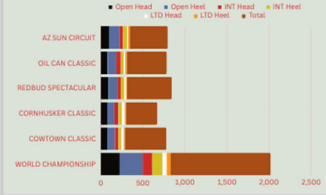
## ONLINE ENGAGEMENT



## ADDED MONEY VS. PAYOUT



## ENTRIES PER SHOW



## SOCIAL MEDIA

Facebook & Instagram continue to be leading in number of engagements from followers as well as non-followers.

This data below is from September 3- December 1,

**594,431 Reach**

+67% from previous 90 days

Media type: 3.4% Followers, 96.6% Non-followers

- Multi photo: 285K
- Photo: 259K
- Video: 245K
- Real time: 65K
- Link: 24K

**Top content** based on reach

221.6K	134.3K	116.4K
Oct 21	Oct 21	Oct 20

Visits: **96,073** ↑ 163.7%

Facebook visits: 0



### ONLINE USERS BY CITY

City	Users
1 Dallas	4,958
2 (not set)	4,330
3 Phoenix	1,147
4 Chicago	911
5 Oklahoma City	731
6 Denver	665
7 Los Angeles	504
8 Englewood	503
9 Houston	496
10 Salt Lake City	395

### MEDIA PARTNERS

