



THE
**AMERICAN
WESTERN
WEEKEND**

Globe Life Field

**TWO DAY NATIONAL SPORTING EVENT
FEATURING LEGENDARY MUSIC ARTISTS**

TETON  **RIDGE**

MARCH 8-9, 2024 - ARLINGTON, TX



ARLINGTON, TX
MARCH 8-9, 2024

TOURNAMENT COMPRISED OF:

4 UNIQUE REGIONAL AND NATIONAL
TOURNAMENT FINALS

10 HOURS OF EVENT COVERAGE

ALL CULMINATING AT GLOBE LIFE FIELD,
ARLINGTON, TEXAS FOR
THE AMERICAN WESTERN WEEKEND WITH

6 ADDITIONAL HOURS OF COVERAGE

+2 HOUR HIGHLIGHT SHOW FOR
NATIONAL BROADCAST.

18 HOURS TOTAL EVENT PROGRAMMING.



SPORT ACTION DAY 1



MARCH 8, 2024

**THE GREATEST SEAT
IN THE WEST**

**WESTERN EQUINE PERFORMANCE SPORTS
MADE FAMOUS BY YELLOWSTONE**

**RIDERS FACE OFF FOR
A MILLION DOLLAR PRIZE POOL**



SPORT
ACTION
DAY 2



MARCH 9, 2024

THE SUPER BOWL OF RODEO

THE WORLD'S TOP RODEO **CHAMPIONS**
GO HEAD-TO-HEAD AGAINST THE **CONTENDERS**
CHASING THE BIGGEST PRIZE IN RODEO HISTORY
ONE MILLION DOLLARS





**THE
MUSIC**

concerts west

AEG

PRESENTS

**WORLD LEADERS IN MUSIC
AND ENTERTAINMENT**

ROLLING STONES, COACHELLA, TAYLOR SWIFT,
STAGECOACH, CELINE DION, KENNY CHESNEY,
GEORGE STRAIT, LUKE COMBS



MUSIC
ALL WEEKEND

THE BIGGEST COUNTRY MUSIC ARTISTS

2024 HEADLINER
LUKE BRYAN

MORE TO BE ANNOUNCED

2023 LINE UP
CODY JOHNSON
DARIUS RUCKER
SHERYL CROW
GHOST HOUNDS
MAREN MORRIS



MAJOR MEDIA PARTNER

ENGAGING WESTERN SPORTS FANS THROUGH COMPELLING COVERAGE
AND STORYTELLING

2 HOURS OF
The American Rodeo

FOX

9 HOURS OF
COVERAGE

FS1

LIVE STREAM OVER 21 HOURS TO A
USER BASE OF 60,000



**TETON
RIDGE**



THE AMERICAN RODEO SOCIAL CHANNEL PERFORMANCE DATA

★ FACEBOOK

41.6M Total Impressions

48.5M Facebook Total Reach (+159%)

235.3k Total Facebook Followers (+7.64%)

770.2k Total Engagements (+263%)

660.6k Likes/Reactions (+282%)

9.4M Facebook Views (+159%)

★ INSTAGRAM

3.07M Total Impressions

153.5k Total Followers (+35%)

40.1k New Followers (+35.3%)

853k Total Engagements (+377%)

7.37% Engagement Rate (+27.2%)

9.4M Instagram Reel Plays (+278%)

★ TIKTOK

110.9k Total Followers

1.18M Total Engagements

14.15% Engagement Rate

8.32M TikTok Video Reach

1.18M Total Engagements

10.1M TikTok Video Views

GLOBAL REACH OF EVENT NAME & CONTENT

ACROSS ALL PLATFORMS

★ **301.41M** POTENTIAL REACH ★



*Based on 9/1/22-8/31/23



THE
AMERICAN
WESTERN
WEEKEND

LIQUOR PARTNERSHIP PROPOSAL



THE AMERICAN

★ RIGHTS

EVENT IP & TRADEMARKS

- Official Sponsor of The American Western Weekend and The American Contender Tournament
- Rights to use IP and trademarks subject to event's approval
- Rights to create sweepstakes; program subject to Teton Ridge's approval.
- Rights to create in-store promotions using official American Western Weekend images; promo subject to Teton Ridge's approval.



THE AMERICAN

★ EVENT INTEGRATION

ACTIVATION SPACE

- 10x20 concourse activation space.
- Rights to capture data within activation
- Rights to capture non-performance content within activation site
- Ability to sell products within activation space

DIGITAL & SOCIAL

- Dedicated social media post
- Brand included on website wherever family of sponsors is promoted

ON-SITE LOGO BRANDING THROUGHOUT TAWW

- Branding on jumbotron
- Inclusion in PA reads
- Branding on Ribbon Board

PREMIUM SPACE INTEGRATION

- Bottle display and product served in all premium areas (suites, Lexus Club)
 - Suites: 3,190 people cap / per night
 - Lexus Club: 600 people / per night
- Custom cocktail in Lexus Club



THE AMERICAN

★ HOSPITALITY

HOSPITALITY AND TICKETS (The American Western Weekend)

- Value of tickets up to 10% of sponsorship fee
- Ability to use tickets for promotional use
- Tickets to ancillary weekend events

SPONSOR INVESTMENT - \$75,000



APPENDIX



AUDIENCE REACH

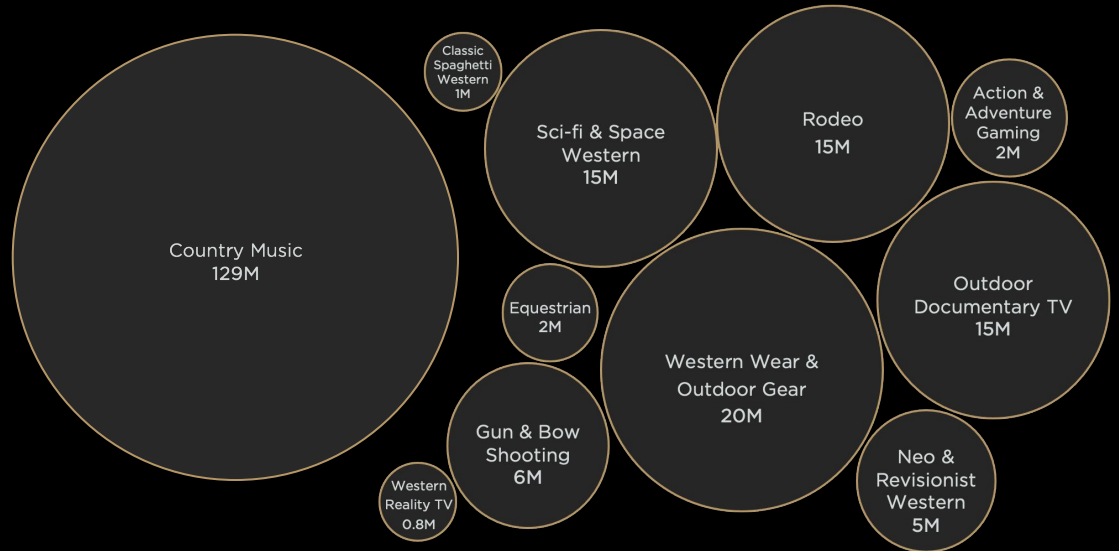
MASSIVE MARKET OPPORTUNITY & APPEALING INDUSTRY DYNAMICS

LARGE U.S. POPULATION IDENTIFIES AS PART OF THE WESTERN CULTURE

CORE AUDIENCE IS WELL-DEFINED AND ENCOMPASSES A BROAD RANGE OF AGES AND ALL GENDERS

PASSIONATE AUDIENCE SPENDS A DISPROPORTIONATE AMOUNT OF DISPOSABLE INCOME AND TIME PURSUING A SELF-DEFINING LIFESTYLE

U.S. AUDIENCE SIZES¹



¹Audience sizes are not entirely distinct and some audience groups may overlap

Data Source: • Meta Insights Engine • Audience (Twitter Insights) • Equifax Custom Audiences



THE FANS



104K MEDIAN HH INCOME*

54% FEMALE **46%** MALE*

67% OF FANS ARE MORE LIKELY
TO PURCHASE PRODUCTS FROM A
BRAND WHO IS A SPONSOR*

*ASI Primary Research

HIGHLY ENGAGED & ACTIVE FANDOM

★ **68.4 MILLION REACH**

★ **53.8M IMPRESSIONS**

★ **208.6K** NEW FOLLOWERS

★ **28M** VIDEO VIEWS/PLAYS

★ **499K**
FOLLOWERS ACROSS AMERICAN RODEO CHANNELS

★ **2.8M** Engagements

 **theamericantv**
Feb 15, 2023

She's no stranger to The American Rodeo and competing in the big lights against the world's best. Now, 9-year-old Dusky Lynn Hall is back for redemption after coming up just short to a trip to the Big Show in 2022.

[#TheAmericanRodeo](#) [#AmericanRodeo](#) [#tetonRidgePlus](#) [#TetonRidge](#) [#rodeo](#) [#Cowboys](#) [#cowgirls](#) [#bareback](#) [#saddlebronc](#) [#breakaway](#) [#barrelracing](#) [#bullriding](#) [#steerwrestling](#) [#teamroping](#) [#TieDown](#)



Total Engagements	308.3K
Post Likes And Reactions	273.4K
Post Comments	2.3K
Post Reach	1.5M
TikTok Video Views	1.7M

 **The American Rodeo**
Mar 13, 2023

It's been 8 years since [Lisa Lockhart](#) last stepped into the winner's circle at The American Rodeo. But on Saturday, the inaugural American Rodeo champion returned to the top and took home a \$100k payday.

[#TheAmericanRodeo](#)



Total Engagements	32.1K
Engagement Rate	2.71%
Facebook Post Engagements	72.6K
Post Reach	1.2M



*Based on 9/1/22-8/31/23

KEY INFLUENCERS DRIVE ENGAGEMENT

16 CONTENT CREATORS, OVER HALF DELIVER A NON-WESTERN AUDIENCE

JA'DAYIA KURSH

"SUCH A FUN DAY ON THE DIRT WATCHING THE TOP COMPETITORS IN THE INDUSTRY" -

@JADAYIAKURSH (47,300 FOLLOWERS)



NATALIE KOVARIK

"HOLEY MOLEY I WASN'T PREPARED FOR HOW AMAZING IT IS. ABSOLUTELY COMING BACK WITH LUKE NEXT YEAR.

@NATALIEKOVARIK (117,000 FOLLOWERS)



LARRY JAMEL

"IF YOU'VE NEVER BEEN TO A RODEO, IT'S TIME TO CHANGE THAT!"

@LARRYJAMEL (269,000 FOLLOWERS) AVERAGE 5% ENGAGEMENT • AVERAGE 16K VIEWS PER VIDEO

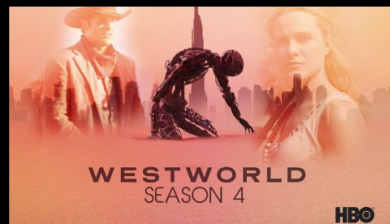


CULTURAL

WESTERN CULTURE IS POP CULTURE

THE AMERICAN WEST IS BEING
RE-INTERPRETED AND **RE-IMAGINED** BY A
WHOLE NEW GENERATION OF FANS

SHAPING WHAT'S NEXT THROUGHOUT
FASHION, ART, MUSIC, ENTERTAINMENT
AND **SPORT.**



The New York Times

AUG. 24, 2023 BY EMMA GOLDBERG

We're Having a Cowboy Moment

A cultural mash-up brings together Barbie, Beyoncé and the gang from "Yellowstone."

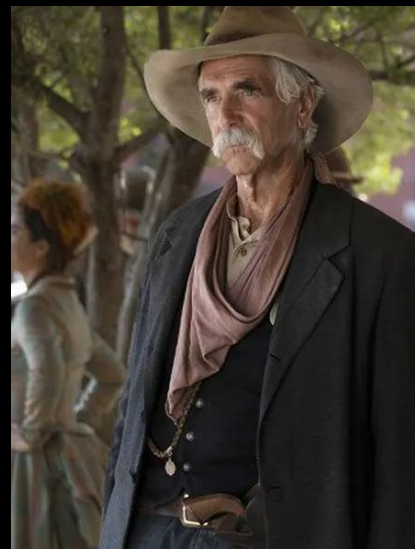
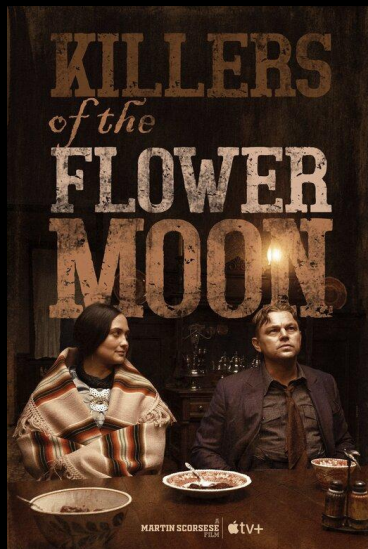
CULTURAL

THE WEST IS HAVING A MAJOR MOMENT

YELLOWSTONE DELIVERED OVER 10M VIEWERS WEEKLY, SPAWNING 9 DIFFERENT SPIN-OFF SERIES.

OSCAR-CHASING FILMS LIKE **KILLERS OF THE FLOWER MOON** AND **THE POWER OF DOG** ENGAGE NEW AUDIENCES

OLD TOWN ROAD BY LIL NAS X REACHES NUMBER ONE ON THE BILLBOARD HOT 100.



THANK YOU

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