



## WILD CARD REINING CHALLENGE, LAS VEGAS, NV A BRUMLEY MANAGEMENT GROUP PRODUCTION SPONSORSHIP OPPORTUNITIES

*As a sponsor of the Wild Card Reining Challenge ~ Las Vegas, Nevada your brand name will be in front of the who's who of the Reining Horse industry. In 2014 sponsor banners and logos were seen by over three million online worldwide viewers of Brumley Management Group events. Add to that our extensive local, national and international media coverage, as well as publicity from numerous equestrian publications and web sites, covering all aspects of the event, and you have one of the best available returns on your investment.*

For almost two decades, Brumley Management Group has been producing exciting reining events in premier locations for contestants, owners, equine enthusiasts, and spectators alike. These reining events include the Cactus Reining Classic, Scottsdale, AZ; Reining by the Bay, Woodside, CA; High Roller Reining Classic, Las Vegas, NV. Participants and visitors from all over the world, including Canada, Mexico, Brazil, Italy and Germany, have attended the shows, enjoying the sport of reining offered on all levels. Over the years, these events have grown to draw more participants than ever, with an average annual increase of 28%. Offering classes for all ages of horses and rider abilities, Brumley Management Group continues to work to appeal to the entire Reining industry.

### **As a sponsor there are five ways your brand identity will be seen:**

- Live Broadcast Advertising/Affiliate Advertising
- E-Newsletters in excess of 10,000 direct recipients, and shared by affiliate partners to over 100,000 additional recipients
- Social Media
- Event Web Site Advertising/Affiliate Advertising
- Individual event program print advertising, 1000 distributed at each event
- National event advertising in print publications

## 2014 BMG EVENT STATISTICS

### High Roller Reining Classic, Las Vegas

- NRHA Leading Events Ranked #4
- Entry Info: 608 horses, 2716 Entries
- Spectator participation at event over 2432 people
- Live webcast viewership: 166,618
- Live webcast unique Views: 58,105
- Total Advertising Impressions: 3,389,601
- Live webcast seen in all US states and 87 countries; USA, Canada, United Kingdom and Australia the top 4
- New Visitor viewership: 32.9%
- *36% participation increase over 2014.*

### Cactus Reining Classic, Scottsdale, AZ

- NRHA Leading Events Ranked #9
- Entry Info: 411 horses, 2189 Entries
- Spectator participation at event 1644 people
- Live webcast viewership: 78,133 page views
- Live webcast unique views: 20,505
- Live webcast seen in all US states and 83 countries; USA, Canada, Italy and Germany being top 4
- New viewership: 33.78%
- *31% participation increase over 2014.*

### Reining by the Bay, Woodside, CA

- NRHA Leading Events Ranked #11
- Entry Info: 268 horses, 1156 Entries
- Spectator participation at event 1072 people
- Live webcast viewership: 46,187 page views
- Live web cast unique visits: 18,267
- Total Advertising Impressions: 378,250
- Live webcast seen in all US states and 86 countries; USA, Canada, United Kingdom and Australia being top 4
- New viewership: 32.91%
- *16% participation increase over 2014.*