



YELLOWSTONE
DARBY XTREME BAREBACK

June 1-2, 2024

Darby, MT





YELLOWSTONE DARBY XTREME BAREBACK

- **June 1-Yellowstone Darby Xtreme Bareback Qualifier** –Open to all PRCA Bareback Riders- Top 10 will advance to the Darby Xtreme Bareback-**\$10,000 added money**
- **June 2-Yellowstone Darby Bareback Xtreme-** 30 top the Top PRCA Bareback riders in the world compete for **\$50,000 added money** and the coveted Darby Bareback Xtreme Buckle and Capri Trophy.
- **Event will be televised LIVE on the Cowboy Channel-The official Channel of Pro Rodeo/PRCA**
- **Event will also be streamed both days on the Cowboy Channel +**



Darby XTREME Bareback Darby Rodeo Association

- Yellowstone Darby XTREME Bareback - For the fifth consecutive year, the Yellowstone Darby XTREME Bareback (previously the Yellowstone Riggin' Rally) will take place in Darby, MT June 1-2. Attracting the top Professional Rodeo Cowboy's Association (PRCA) riders in the world, competing for \$60,000 in prize money, the XTREME event has quickly become one of the premiere annual events held in the Bitterroot Valley.
- Darby Rodeo Association (DRA) - is a qualified – 501(c)(3) charitable community organization on a mission to preserve and promote the sport of rodeo and our western way of life through the production of quality western entertainment events, support and encouragement of youth rodeo, and investment in building the community.
- In 2009, DRA President, Cal Ruark, embarked on a mission to bring new life to the town of Darby through the restoration of the Richard Cromwell Memorial Rodeo Grounds. Nine years later, and through the labor and support of many volunteers and sponsors, Darby Rodeo Association has given the Town of Darby a first-class facility unlike any other in the state of Montana





COWBOY CHANNEL +

The Cowboy Channel Plus App Viewership Numbers:

- 102,000k paying subscribers (Includes all livestream events & the network's programming)
- 275,000 free subscribers (Includes newsletters, top stories, athletes of the week & event updates – Does not include live events or the networks programming)
- 377,000 subscriber's total

There are over 3 million hours streamed annually through the app.

The Cowboy/Cowgirl Channel network is in over 50 million homes.

- Quick Facts – The Cowboy Channel's "100 Rodeos in 100 Days":
- Persons 18+ Impressions up 64% from 2022
- Nearly 11 Million Impressions Delivered
- Over 300 Different Rodeos Featured
- 764 Individual Rodeo Performances Broadcasted





New Advertising Opportunity with the Cowboy Channel.

Cowboy Channel will be producing two days of the Yellowstone Darby XTREME Bareback event for their network.

Our event will be a LIVE broadcast on the Cowboy Channel, June 1 & 2.

Opportunity to have your commercial play during the LIVE event.

A :30 second commercial that you provide will be \$750 per day.

This is a great and inexpensive way to advertise your brand on a TV Network.

NETWORK VIEWS FROM 2023 EVENT:

Livestream 1.4K playbacks (clicked in and watched)

1.5K hours watched

Cowboy Channel viewership 72K views

Please let us know if you want to have your commercial on the LIVE Feed.

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Sponsorship Opportunities



Yellowstone Darby XTREME Bareback Platinum Presenting Sponsor Package \$25,000

- 12 VIP Tickets to Two-Day Event
- 12 VIP Tickets to Sponsor Party/All VIP Events
- Name & Logo Included on Front Cover of Program
- Banner on Event Chute Gate and Marquee locations throughout venue
- :30 spot to air on the LIVE Cowboy Channel broadcast
- Full Page Ad in the Event Program
- Company Announcer Mentions during live event
- Invite/Participate in scheduled pre and post event press conferences
- PA Announcements
- Sponsor Spotlight Article/Video on FB Page
- Logo on Event Souvenir For Sale Merchandise
- Rider Meet & Greet/Photo Opportunities
- Logo on Scoreboard
- Logo on Calcutta Materials
- Logo on Draw Sheets
- Branding on Logo Staff Shirts*
- Steve Wrubel (Prof Photographer) Photo Deck for Sponsor usage.

*To be provided by your company





YELLOWSTONE Darby XTREME Bareback Gold Sponsorship Package \$10,000

- Recognition in all press, media, signage, program, printed materials, etc
- Name and Logo Included on Inside Front Cover with Presenting Sponsors
- Full Page Ad in the Event Program
- 8 VIP Tickets to Two Day Events
- 8 VIP Tickets to sponsor Party and all VIP Events
- :30 spot to on the Event Jumbotron and Cowboy Channel Event Broadcast* (Dirty feed only)
- Banner in arena, in prime location
- Product Sampling/Trade Show Space
- Announcer Mentions -Thanks to your company during live event
- Sponsor Spotlight Article/Video on FB Page
- Steve Wrubel (Professional Photographer) Photo Deck for Sponsor Usage

**To be provided by your company*



YELLOWSTONE Darby XTREME Bareback SILVER Sponsorship Package \$5,000

- 6 VIP Tickets to Two-Day Event
- 6 VIP Tickets to Sponsor Party and VIP Events
- Half Page Ad in Silver Sponsorship Section
- Recognition in Event Program
- Banner in arena
- :30 Spot to on the event Jumbotron and Cowboy Channel's Event Broadcast* (Dirty feed only)
- Announcer Mentions -Thanks to your company - during live event
- Sponsor Spotlight Article/Video on FB Page
- Product Sampling/Trade Show Space
- Steve Wrubel (Professional Photographer) Photo Deck for Sponsor Usage

*To be provided by your company



YELLOWSTONE Darby XTREME Bareback Bronze Sponsorship Package \$2500

- 4 Tickets to the Two-Day Event
- 4 Tickets to the VIP Sponsor Party
- 1/4 Page Ad in Event Program
- Banner in the arena
- Recognition in Event Program
- Steve Wrubel (Professional Photographer) Photo Deck for Sponsor Usage
- Announcer Mentions –Thanking Your Company



Friends of Darby Rodeo Association Sponsorship Package \$1000

- 2 VIP Tickets to the Two-Day Event
- 2 VIP Tickets to the VIP Sponsor Party
- Business Card Ad in Event Program
- Recognition in Event Program
- Announcer Mention

For more information on supporting the YDXB event.

Contact: Nancy Shearer:
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Special Awards