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## 2025 Show Season Statistics 10 Shows and 18 Educational Clinics

- ❖ Shows or Clinics held in Abilene, Amarillo, Bryan, Dripping Springs, Fredericksburg, Hamilton, Henderson, Lubbock, Sunset, Stephenville, Sweetwater, Tatum, Wichita Falls, and Guthrie, Oklahoma
- ❖ Avg of 302 horses at each show  
(smallest 195 horses; largest 406 horses)
- ❖ Total entries 13,017 (SHTX, VRH, & Ranch Riding)
- ❖ Stock Horse Derby with payout and prizes of more than \$50,000
- ❖ World Show with payout and prizes of more than \$85,000
- ❖ Year End awards program totaling more than \$100,000 in awards



### Typical # of riders per division

- Open / Level 1 Open: 25-50 riders
- Junior Horse: 30-40 riders
- Non Pro: 20-30 riders
- Limited Non Pro: 35-45 riders
- Non Pro Boxing: 10-20 riders
- Intermediate Non Pro: 20-30 riders
- Novice: 30-40 riders
- Level 1 Novice: 25-35 riders
- Youth: 15-25 riders
- Novice Youth: 25-45 riders



Email marketing:  
5,924 contacts  
47% open rate



Facebook: 1.9M  
organic views

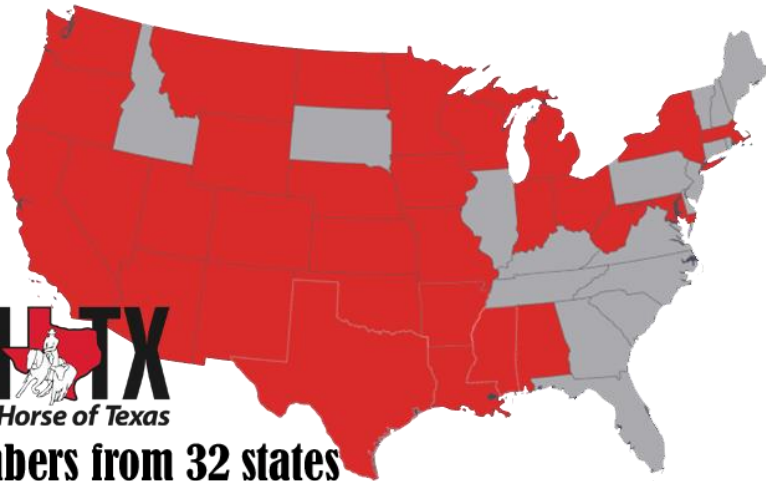


Instagram  
reach: 219,000  
organic views

# Membership Statistics



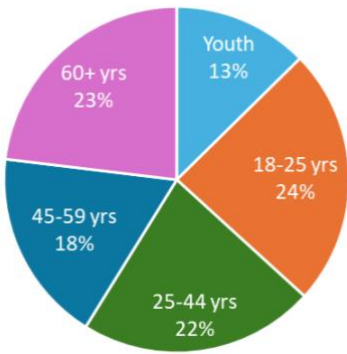
Members from 32 states



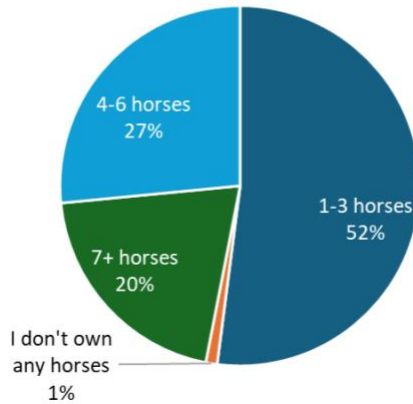
1,800 Members

- 73% female
- 27% male

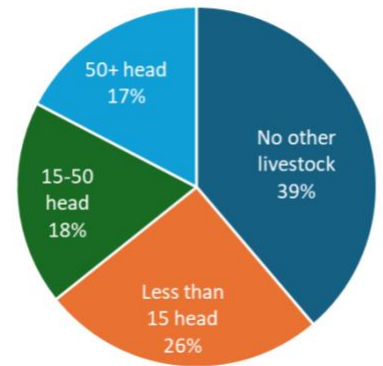
Age of Members



Average # of horses owned or purchasing decisions are made for



Other livestock cared for



Have purchased or plan to purchase

