

New “Futurity Challenge Purse” Aimed to Grow L1-L3 Purses

February 2025 - As part of the effort to grow the NRHA Futurity purse by \$475,000 this year, NRHA has added a new set of classes to the NRHA Futurity. The new Futurity Challenge Purse is a voluntary “add-on” to Futurity entries aimed to enhance the sustainability of purses and provide long-term growth opportunities for the reining, especially to those entering levels 1, 2, and 3. These classes will offer \$172,000 in new added money and are projected to pump more than \$390,000* into the purse.



The new concurrent opportunity provides meaningful payout increases across all divisions in the NRHA Futurity, prioritizing Levels 1 through 3 to drive payout and participation. **If 60% of L1-L3 horses are entered in the Futurity Challenge Purse, NRHA estimates a more than \$260,000 increase to the open L1-L3 purse and more than \$126,000 increase to the non pro L1-L3 payout - in addition to the existing NRHA Futurity purses in those levels.*

The Futurity Challenge Purse will run with the Open Futurity and Non Pro Futurity, with the placing to be determined in the finals (Levels 1-3, Prime Time Open, Prime Time Non Pro, and Youth Non Pro).

The Details:

- The entry fee for the Futurity Challenge Purse is \$650, due with the last payment on October 1.
- 100% of this entry fee goes into the purse for the rider's lowest level of eligibility.
- For example, a L2 rider's entry fee is added in-full to the L2 purse (not split across L2-L4). This builds the purse directly for the most competitive level
- With this entry, the horse/rider will be entered into all levels they are eligible for across Levels 1 through 3.
- Prime Time and Youth riders may also enter those divisions.
- Cross-entry into the Futurity Challenge Purse is not mandatory but is an option available to all those who are competing.

Learn more here.

Find additional information on the Futurity Impact Group that is also driving other increases to the NRHA Futurity purse, with focus on the [Level 4 Open championship purse](#).