



THE WORLD'S RICHEST REINING EVENT OVERVIEW



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RESILIENCE TESTED. A NEW ERA BEGINS.

The 2025 NRHA Futurity® stands as a defining moment for the association and the sport. In the days leading up to the event, an EHV-1 outbreak required NRHA to make the difficult decision to **postpone the Adequan® North American Affiliate Championships** and proceed with the Futurity only, limited to 3-year-old competition. **While the scope narrowed, the significance did not.**

The event also marked the **first NRHA Futurity held in the state-of-the-art OG&E Coliseum**, ushering in a new era for reining's premier event. Despite unprecedented challenges, the Futurity **delivered elite competition and exceptional audience engagement across in-person, digital, and livestream platforms - underscoring the strength of the NRHA brand and its highly committed fanbase.**

Even under constrained conditions, the **2025 NRHA Futurity delivered nearly \$4 million in payouts and record-setting digital and livestream performance**—reinforcing its position as the sport's most powerful competitive and media platform.

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THE WORLD'S RICHEST REINING, DELIVERED

Year over year, the **NRHA Futurity® continues to raise the bar for total payouts**—and in 2025, it did so with greater speed and efficiency than ever before. This marked the **first year NRHA issued payouts via direct deposit**, streamlining the payment process while maintaining its commitment to timely delivery.

Adding to the momentum, 2025 introduced the **inaugural Futurity Challenge Program**, generating additional **payouts for Levels 3-1 in both the Open and Non Pro divisions to a tune of an additional \$325K**. Together, increased prize money, expanded payout opportunities, and faster distribution reinforced NRHA's focus on rewarding competitors while modernizing its operations.

| | 2024 | 2025 |
|-----------------------|-----------------------|-----------------------|
| TOTAL ENTRIES | 4,470 | 3,281 |
| TOTAL HORSES | 1,292 | 623 |
| TOTAL STALLS | 1,896 | 930 |
| NON PRO PAYOUT | \$1,019,662 | \$995,733 |
| OPEN PAYOUT | \$2,311,774 | \$2,632,097 |
| TOTAL PAYOUT | \$3.35 MILLION | \$3.95 MILLION |

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VISIBILITY EARNED. GROWTH ACCELERATED.

Social media was a primary growth engine for the 2025 NRHA Futurity®, driving discovery, engagement, and audience **expansion across every major platform.** With video leading performance, social channels delivered both reach and depth—**introducing new fans to the sport while reinforcing high-intent engagement from existing audiences.**

While Instagram growth occurred on a newly launched account following the loss of access to the previous profile, performance across TikTok, Facebook, and YouTube was built on established audiences and still achieved significant gains. **Platform-specific results highlighted short-form video as the dominant driver of reach and engagement, while long-form content on YouTube continued to attract high-intent viewers.** Collectively, these results reinforce social media as a critical entry point into the NRHA ecosystem and a scalable driver of future growth.

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REACH DELIVERED. GROWTH MEASURED

FACEBOOK

DELIVERED THE LARGEST RAW NUMBERS

6.0M Profile Views (+27.6%)
933.7K Viewers
21.7K Link Clicks (+875.9%)
4.2K New Followers (+30.2%)

INSTAGRAM

WELL ABOVE INDUSTRY STANDARDS

1.2M Views
172.3K Reach
52.7K Interactions
3.5K New Followers
11.7K Profile Visits

*all +100% because no benchmark existed - still well above industry standards

YOUTUBE

SUBSTANTIAL LIFT IN VISIBILITY AND LONG FORM CONTENT VALUE

119.7K Total Views
3.6K Hours of Watch Time
+751 New Subscribers
901.1K Impressions
5.2% CTR (industry average: 4-5%)

TIKTOK

SUCCESSFULLY HIT THE ALGORITHM, INDICATING VALUE OF SHORT FORM VIDEO

158K Video Views
148K Reached Audience
1.6K Profile Visits
431 Share Count - MAJOR Indicator
15K Likes
+725 New Followers

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REACH DELIVERED. GROWTH MEASURED BIGGEST WINNERS

7.4M+ Total Video Views - Video drove discovery, engagement, and algorithmic momentum across all platforms, serving as the primary entry point for new fans and the membership funnel.

Instagram: +3.5K Followers - Achieved on a newly launched account, with 1.2M views and 172K reach-performance well above western sports benchmarks.

TikTok: +973% Video Views - An algorithmic breakout with 547% follower growth and 431+ shares, signaling the platform's strongest future growth opportunity.

Facebook Reels: 928K Views - The top-performing format; just 19 reels generated nearly one-sixth of total Facebook views.

YouTube: +751 Subscribers - 98K views above baseline and strong watch time confirmed sustained demand for long-form, high-intent content.

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WHERE ATTENDANCE
WAS IMPACTFUL.

TOTAL ATTENDENCE

17,017

HOTEL ROOM NIGHTS

1,371

RV NIGHTS

395

TICKETS SOLD

6,802

EXHIBITOR/VIP

10,215



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LIVE COVERAGE. LASTING IMPACT.

The 2025 NRHA Futurity® was broadcast via the **ThorSport Livestream**, accessible directly through the **NRHA Futurity website**, delivering seamless, **real-time coverage** to **viewers around the world**. This global livestream extended the reach of the event far beyond the arena, allowing fans, competitors, and industry stakeholders worldwide to engage with premier reining competition as it unfolded.

BIGGEST WINNERS

131,445 total hours of watch time on a direct-to-consumer platform - signaling a **high-intent audience** and strong content pacing and production quality.

Average watch time reached 18 minutes, with **Finals peaking at 24 minutes** - well above the **10-minute industry benchmark**.

Prelims performed like destination programming, delivering **45K-50K views with a 20-minute average watch time**.

Open Finals delivered peak engagement, surpassing **74K views** and retaining a **24-minute average watch time**.

70-80% conversion of impressions to viewers, confirming clear demand and effective promotion.

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RUN GUESS: INTERACTIVE FINALS EXPERIENCE



Run Guess, presented by Spooks Gotta Whiz, is an interactive fan game that puts reining enthusiasts in the judge's chair, allowing them to predict scores in real time during the **2025 CINCH Level 4 Non Pro Finals** and the **MS Diamonds TX Level 4 Open Finals**. Players earned points for accurate score predictions, with **prizes awarded to the top three participants at the conclusion of each finals**.

Fans across the **Oklahoma City Fairgrounds**—and worldwide via the **ThorSport Livestream**—**played along**, driving meaningful in-venue and digital engagement. On a peak night at a premier western event, **Run Guess typically attracts 100–250 players**; during the **NRHA Futurity**, participation exceeded **683 players**, demonstrating exceptional fan interaction at scale.



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L4 OPEN CHAMPION: MS DIAMONDS TX

L3 OPEN CHAMPION: PRO FIT EQUINE

L2 OPEN CHAMPION: TURNAROUND MINISTRY

L1 OPEN CHAMPION: AGAVA SHOW PADS

PRIME TIME OPEN CHAMPION: CLASSIC CANYON RANCH

L4 NON PRO CHAMPION: PRO FIT EQUINE

L3 NON PRO CHAMPION: SPOOKS GOTTA WHIZ

PRIME TIME NON PRO CHAMPION: DON BELL | ICON GLOBAL REAL ESTATE

YOUTH NON PRO CHAMPION: SPOOKS GOTTA WHIZ

MASTERS NON PRO CHAMPION: CR PERFORMANCE HORSES

L4 OPEN RESERVE CHAMPION: CHAPPELL HORSE SALES

L3 OPEN RESERVE CHAMPION: OO7 REINING

L2 OPEN RESERVE CHAMPION: SPOOKS GOTTA WHIZ

L1 OPEN RESERVE CHAMPION: AGAVA SHOW PADS

L4 NON PRO RESERVE CHAMPION: SPOOKS GOTTA WHIZ

L3 NON PRO RESERVE CHAMPION: SPOOKS GOTTA WHIZ

L2 NON PRO RESERVE CHAMPION: SPOOKS GOTTA WHIZ

YOUTH NON PRO RESERVE CHAMPION: SPOOKS GOTTA WHIZ

MASTERS NON PRO RESERVE CHAMPION: HAWK RIDGE RANCH

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