NATIONAL STOCK HORSE ASSOCIATION

BEYOND THE FENCE
A NATIONAL STOCK HORSE ASSOCIATION SERIES

LAS VEGAS SPONSORSHIPS

DECEMBER 2026

BEYOND THE FENCE · NRCHA FENCE WORK

Ten days of world-class fence work, clinics and conversation during rodeo's biggest week in Vegas.

Daily 45–90 minute sessions with four of the best reined cow horse trainers in the game.



BE A FOUNDING PARTNER Vegas partners are our founding class for a bigger 2027: **new events, new stages, first dibs.**

THE LINEUP

RUSSELL DILDAY · **JAKE GORRELL**
CHRIS DAWSON · **SARAH DAWSON**

Fence work showcases · Clinics · Speaking sessions

NSHA REACH

40K+	20K+	30
ACROSS PARTNER CHANNELS	INDUSTRY MEMBERS	COUNTRIES REACHED

PODCAST PARTNER **$750/day**

ARENA BANNER **$1,000**

10X10 VENDOR SPACE* **$1,500**
**Subject to approval*

COFFEE WITH COWHORSE
$3,500

Full Contact Podcast sponsor, all 10 days:

- Daily logo inclusion
- Host read: "Coffee provided by [your brand]"
- Podcast commercial read
- Social post

THE FENCE WORK FEATURE
$5,000

- Arena banner (1) up all 10 days during NSHA only
- **:30 commercial** on the NSHA stream, all 10 days
- "Presented by" sponsor of 1 clinic of your choosing
- Social tags and inclusion on all posts related to your clinic, shared across **NSHA, Dilday Ranch, Russell Dilday Performance Horses, Dawson Performance Horses and Gorrell Performance Horses** (40K+ combined followers)
- **2 VIP tickets per day**

NSHA OFFICIAL PARTNER
$7,500

Everything in The Fence Work Feature, plus:

- **1 dedicated social post**, shared across NSHA, Dilday Ranch, Russell Dilday Performance Horses, Dawson Performance Horses and Gorrell Performance Horses (**40K+ combined followers**)
- Inclusion in **1 NSHA event email**

National Stock Horse Association
nationalstockhorse@gmail.com | 559.789.7007

NATIONAL STOCK HORSE ASSOCIATION

BEYOND THE FENCE — A NATIONAL STOCK HORSE ASSOCIATION SERIES + CODY WEBSTER'S XTREME BULL GAMES

WESTERN SPORTS PACKAGES

NSHA + CODY WEBSTER

SHARING THE ARENA · BOTH EVENTS

CODY WEBSTER'S XTREME BULL GAMES

Our fence work runs in the same tent and arena as the Bull Games, all 10 days. Cody has fought bulls on the biggest stages in western sports for more than a decade, working 25+ PBR events a year. Fans don't just follow Cody, they trust him.



13x PBR FINALS BULLFIGHTER

13x NFR BULLFIGHTER

6x BULLFIGHTER OF THE YEAR

DIGITAL REACH
560K+
COMBINED FOLLOWERS

215K
INSTAGRAM
1.5M views / month

256K
FACEBOOK

91K
YOUTUBE
4.4M views / 28 days

BOTH EVENTS

NSHA fence work + Cody Webster's Xtreme Bull Games

NSHA + BULL GAMES

WESTERN SPORTS SHOWCASE

$12,500

Both events, both audiences.

Everything in NSHA Official Partner, plus:

- Social tags and collabs on **Cody Webster's channels** (560K+ followers)
- Arena banner stays up for **all 10 Bull Games shows***
- **4 VIP tickets per day** (upgraded from 2)

**Subject to current Bull Games sponsor category exclusivity.*

PREMIER PARTNER

PREMIER WESTERN SPORTS PARTNER

$25,000

NSHA fence work, Cody Webster's channels and the Bull Games live stream.

LIMITED AVAILABILITY

Everything in Western Sports Showcase, plus:

- **Commercial in the Bull Games live stream**, airing on the Cowboy Channel stream and the Xtreme Bull Games YouTube channel
- **Dedicated social post** on Cody Webster's channels
- **Highlight reel** on Cody Webster's socials, with your brand in the action

National Stock Horse Association
nationalstockhorse@gmail.com | 559.789.7007

NATIONAL STOCK HORSE ASSOCIATION

AT A GLANCE

DELIVERABLE	FENCE WORK FEATURE $5,000	NSHA OFFICIAL PARTNER $7,500	WESTERN SPORTS SHOWCASE $12,500	PREMIER WESTERN SPORTS PARTNER $25,000
Arena banner, all 10 NSHA days	✓	✓	✓	✓
:30 commercial on NSHA stream, all 10 days	✓	✓	✓	✓
"Presented by" clinic + related social tags	✓	✓	✓	✓
Dedicated NSHA social post	–	✓	✓	✓
NSHA event email	–	1	1	**1**
Tags + collabs on Cody Webster's channels	–	–	✓	✓
Arena banner, all 10 Bull Games shows*	–	–	✓	✓
VIP tickets	2 / day	2 / day	4 / day	**4 / day**
Bull Games stream commercial (Cowboy Channel + YouTube)	–	–	–	✓
Webster dedicated post + highlight reel	–	–	–	✓

**Subject to current Bull Games sponsor category exclusivity.*

READY TO RIDE?

Logo due: ASAP · **Commercials:** [:30 SPECS] · **Payment:** due upon receipt of invoice

Sponsor / Company _____ **Contact Person** _____

Phone _____ **Email** _____

- ☐ Podcast Partner · $750/day
- ☐ Arena Banner · $1K
- ☐ 10x10 Vendor Space · $1.5K
- ☐ Coffee with Cowhorse · $3.5K
- ☐ Fence Work Feature · $5K
- ☐ NSHA Official Partner · $7.5K
- ☐ Western Sports Showcase · $12.5K
- ☐ Premier Partner · $25K
- ☐ Custom

Amount _____ **Date** _____ **Authorized Signature** _____

Sponsors provide their own signage and commercial creative. Custom packages available on request. **Thank you for being a partner of the National Stock Horse Association!**

National Stock Horse Association
nationalstockhorse@gmail.com | 559.789.7007