

PBR TEAMS FIRST BUCKS EVENT PROPOSAL

JUNE / JULY 2026





AMERICA'S ORIGINAL EXTREME SPORT

WAY BEFORE YELLOWSTONE, THERE WAS PBR

A STUNNING SPORTS + BUSINESS SUCCESS STORY

PBR 101

Professional Bull Riders (PBR) is a great American success story. In 1992, 20 cowboys with a dream broke away from the rodeo to invest \$1,000 each to form a standalone bull riding sport with a clear vision – match the world's best bull riders against the rankest bucking bulls on the planet.

For more than three decades, PBR has consistently delivered on that vision as a mainstream professional sport, riding favorable culture winds to pack arenas coast to coast. The sport is seen on network television in the U.S. and in 300M homes across the globe, recently expanding on the original dream with a new team league ratcheting up the excitement to create millions of new fans.

PBR events are a sports-entertainment hybrid experience like no other, marrying the most unpredictable and thrilling 8 seconds in sports with world-class production values that deliver both family entertainment and an outrageously fun party night out. **There simply is nothing else like it.**

150+
ANNUAL EVENTS

40.5M
UNIQUE BROADCAST
VIEWERS ON CBS

11.9M
SOCIAL MEDIA FOLLOWERS
WORLDWIDE

PBR IS YEAR-ROUND ENTERTAINMENT



November - May



May



May



January - May



May - October



July - October



July - October



October



June



March - April

JOIN A WINNING TEAM

ENDEAVOR

OWNERSHIP GROUP

UFC



IMG

PBR'S FAMILY OF BRANDS



Wrangler



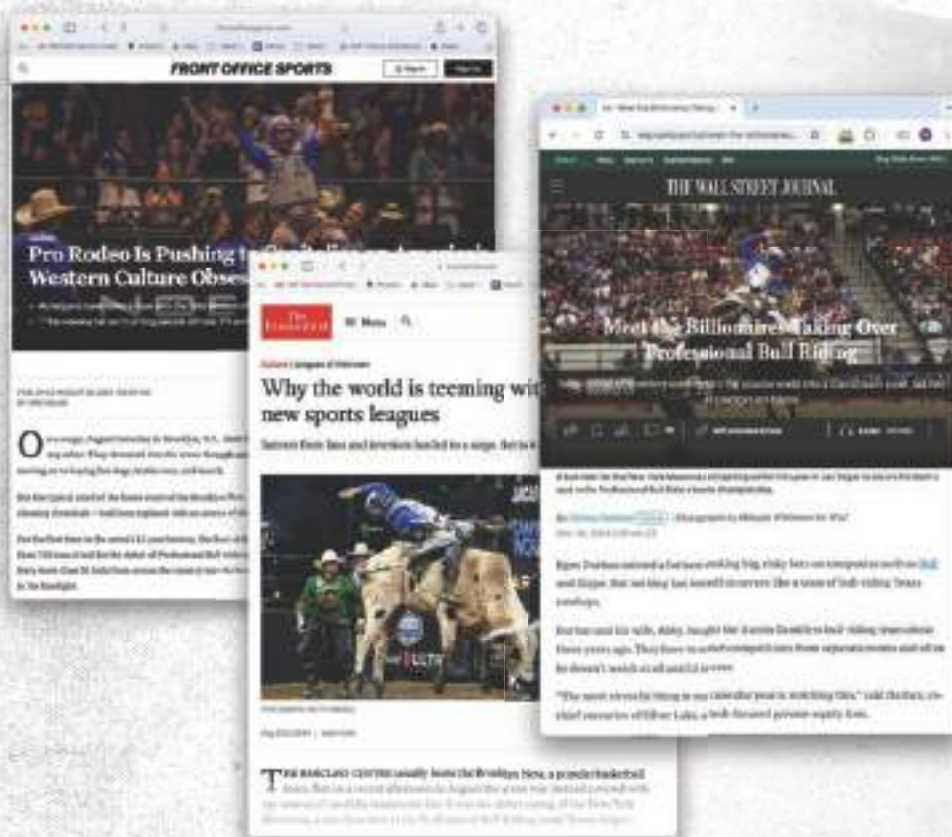
YETI

PENDLETON
WHISKY

PBR'S NETWORK OF PARTNERS



PBR IN THE NEWS



PBR TEAMS HIGHLIGHTS

- This fully “sportified” version of bull-riding is popular, with 14.33M cumulative viewers tuning into CBS during the 2024 PBR Teams season
- Expansion in New York signals the league’s ambitions to lure new, urban fans
- Franchise value is also growing fast: the first eight teams were sold for around \$3M but two new teams making their debut this year sold for around \$23M each



GET READY TO
TAKE
THE
RIDE

AND HOST ONE OF THE TOUGHEST
TICKETS IN PRO SPORTS

PBR'S AUDIENCE + REACH

IN PERSON

1.43M
total 2024 attendance

34
paid ticket record
setting events

45
SOLD OUT
performances

SOCIAL MEDIA

1B+
video views

2.2B+
impressions

47M+
engagements

BROADCAST



40.5M
unique viewers
annually

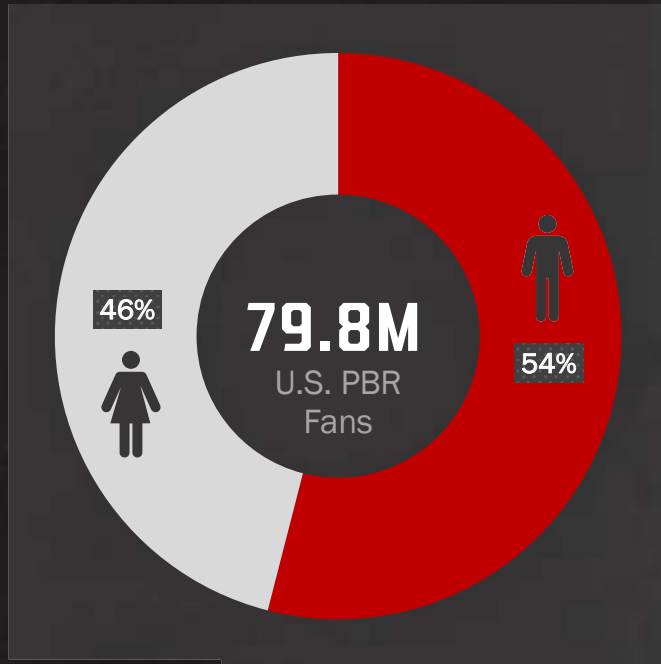


80+M
household
reach



2.5M
unique viewers
annually

PBR FAN DEMOGRAPHICS



13M

Hispanic

11M

African American

HOUSEHOLD INCOME

17M

\$100k+

22M

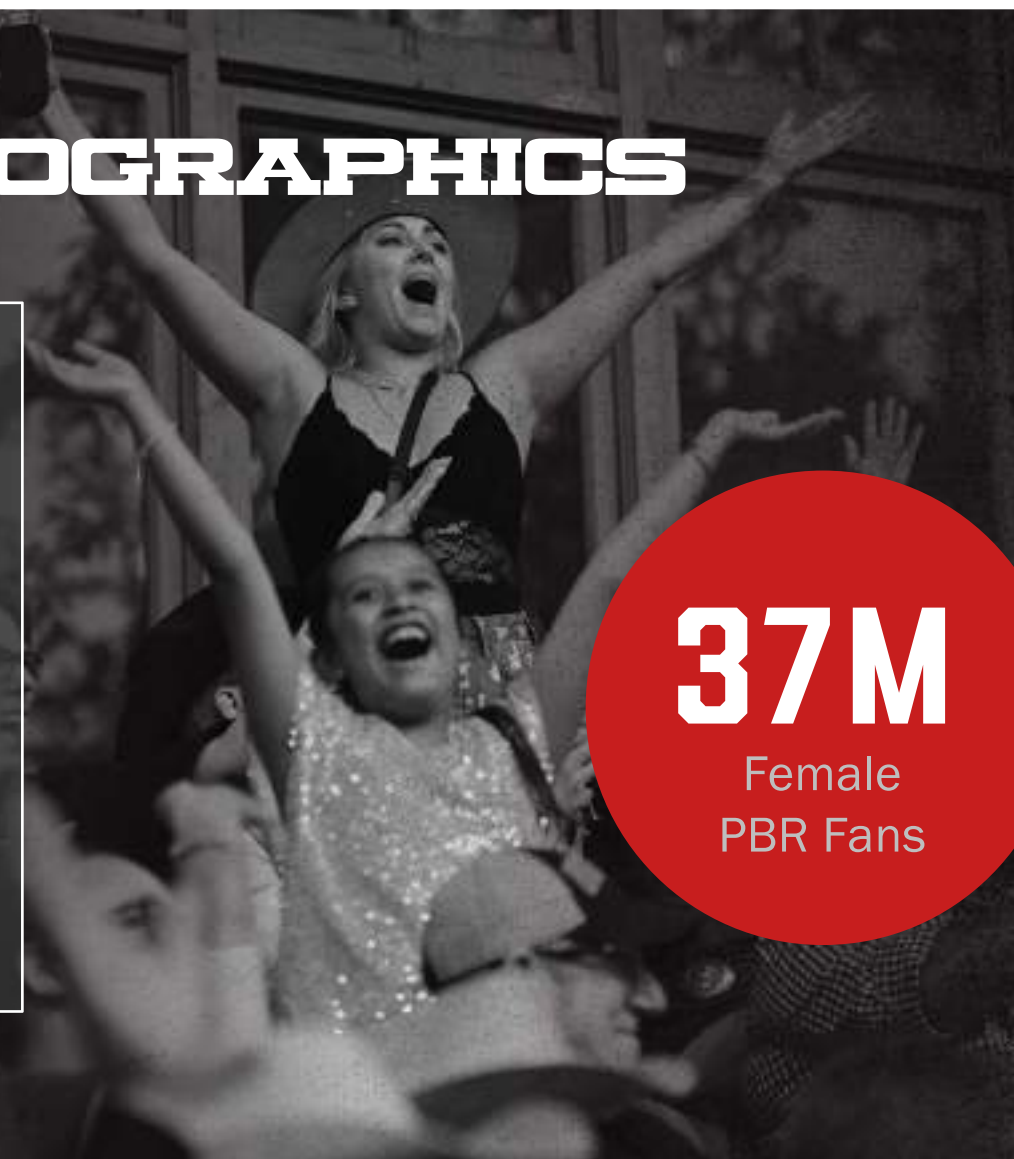
\$80k+

28M

\$70k+

37M

Female PBR Fans



PBR FANS TRAVEL

21%

travel from
200+ miles

28%

travel from
100+ miles

source: Ticketmaster

16%

travel from
500+ miles

2.6

average length of
stay (nights)

6,000

estimated out-of-town
visitors

75%

lodged in a hotel



PBR CAMPING WORLD TEAM SERIES

This first-of-its-kind, team-based bull riding format launched in 2022 with eight teams playing head-to-head matchups in top-tier cities across the United States and within two years expanded to 10 with two new locations – Brooklyn, NY and Fort Lauderdale, FL.

PBR Teams brings relevance, newfound passion, year-round engagement and relevance to sports fans unfamiliar with traditional bull riding. The PBR Teams season culminates with a survive-and-advance Championship Tournament in Las Vegas.

[LEARN MORE](#)

10
teams

13
regional
markets

20K+
average
attendance



PBR UNLEASH THE BEAST TOUR

PBR's nationally-televised Unleash The Beast (UTB) tour features the world's Top 40 bull riders going head-to-head against the fiercest bucking bulls on the planet ending with the two-week PBR World Finals at Cowtown Coliseum in the Fort Worth Stockyards and AT&T Stadium in Arlington, Texas, to crown the ultimate champion.

[LEARN MORE](#)



23

regional
markets

21K+

average
attendance

PBR TEAMS DRAFT

Through this proposal, PBR is offering to bring the PBR Team Series Draft to your city!

All 10 PBR Teams compete to draft the best talent in western sports to complete their rosters and vie for the PBR Teams Championship. Up to 30 of the best new bull riders in the world will be drafted from Australia, Brazil, Canada, and the United States.





A NEW
MARQUEE FAN
EXPERIENCE

LET'S BRING PBR'S NEXT BIG EVENT
TO YOUR CITY

2026 PBR TEAMS "FIRST BUCKS" TOURNAMENT

PBR is creating a new marquee event for a savvy city to take advantage of, which will be hosted over a weekend in June/July 2026. This event will feature three action-packed days of head-to-head PBR Teams competition, following a series of showcase games during the PBR Unleash The Beast season.

In conjunction with the event, the PBR will also be hosting its annual PBR Teams Draft that same weekend.

All 10 teams will be competing, and fans from across the country will converge on a single location to kick-off the 2026 PBR Teams season in a three-day tournament with a Top 5 payout of prize money.

**NEW IN
2026!**

EVENT WEEK SCHEDULE

PBR Teams athletes and fans take over the city leading up to the weekend competition. As the production team rolls in and our fans flood the streets, the bull riders, stock contractors and animal athletes also arrive for pre-competition activities, community service events, and the annual PBR Teams Draft, introducing the top new riders in the league!



WEDNESDAY

Kickoff Event



THURSDAY

Community
Service Event
PBR Teams Draft &
Celebration



FRIDAY

PBR Teams
First Bucks DAY 1



SATURDAY

Event Fan Fest
PBR Teams
First Bucks DAY 2



SUNDAY

Event Fan Fest
PBR Teams
First Bucks DAY 3

THE HYPE STARTS EARLY

Beginning in January and continuing throughout the Unleash The Beast season, all 10 franchises of the PBR Camping World Team Series will compete in a 15-week battle as they play head-to-head games that will determine the seeding of the new tournament.

Several of these games will be broadcasted on CBS Network as fans across the nation enjoy a season-long competition that will ultimately conclude at a new host city. Will it be yours?

VISIBILITY IN MAJOR MEDIA MARKETS

The event host city and partners will receive additional exposure in the weeks leading up to the tournament at iconic venues across the country, including the World's Most Famous Arena – Madison Square Garden.

Events in New York City, Chicago, Houston and a dozen other cities throughout the United States will all feature PBR Teams matchups leading up to the tournament finals.



15 WEEKS

of nationally televised head-to-head match-ups



JAN.

FEB.

MAR.

APR.

**JUNE / JULY
2026**



**“FIRST BUCKS”
CHAMPIONSHIP
IN YOUR CITY**

EVENT IMPACT

ECONOMIC IMPACT

\$3.3M

estimated direct
business sales

21,000

estimated attendance

5,750

estimated room nights

PROMOTIONAL VALUE

193.4M

estimated impressions

\$1M

estimated
promotional value



PARTNER BENEFITS

Event Logo Inclusion

- Host City will be featured in the official event logo

In-Arena Promotion

1.5M
impressions

- Host City will receive promotional mentions during every PBR event leading up to the First Bucks Event

25M
impressions

- Host City will receive a dedicated artwork to promote their destination on the Venue Ribbon Boards at every PBR Unleash The Beast Event

25M
impressions

- Host City will receive inclusion in PBR First Bucks promotional artwork on the Venue Ribbon Boards at every PBR Unleash the Beast Event

10M
impressions

- Host City will receive (2) Lower Bowl Banners at every PBR Unleash The Beast Event

Ticket Driving Promotions

15M
impressions

- Host City will be included in all promotional efforts for the event, including but not limited to (Social Media Advertising, Billboards, TV Commercials, Radio Spots, etc.)



PARTNER BENEFITS

54.4M

impressions

Broadcast Promotion

- Host City will receive verbal and graphic inclusion during each CBS broadcast of the 15 seeding games

33.5M

impressions

- Host City will receive (1) Dedicated Banner in the Rider Walk-Off Area (TV-visible) during each of the 15 seeding games

13M

impressions

- Host City will receive (1) billboard within the broadcast of the event, which includes a branded graphic & :05 voiceover.

13M

impressions

- Host City will receive b-roll footage of the city within the broadcast of the event

2M

impressions

Digital Media Promotion

- Host City will receive a dedicated social media campaign promoting the event

1M

impressions

- Host City will receive dedicated ROS banners on PBR.com to promote their destination



ROOM BLOCKS (projected)

PBR Staff

DAY	Wed.	Thurs.	Fri.	Sat.	Sun.
ROOMS	50	160	210	210	120

Fans / Visitors

DAY	Wed.	Thurs.	Fri.	Sat.	Sun.
ROOMS	150	500	2,000	2,000	350

**TOTAL PROJECTED
ROOM NIGHTS = 5,750**

HOST REQUIREMENTS

A successful host proposal should include an event/host fee, a marketing fee, discounted (or zero-cost) arena rental, official event reception dinner, Wi-Fi at venue, security and EMT/ambulance.

Function Room

Welcome Celebration Dinner & Televised Draft

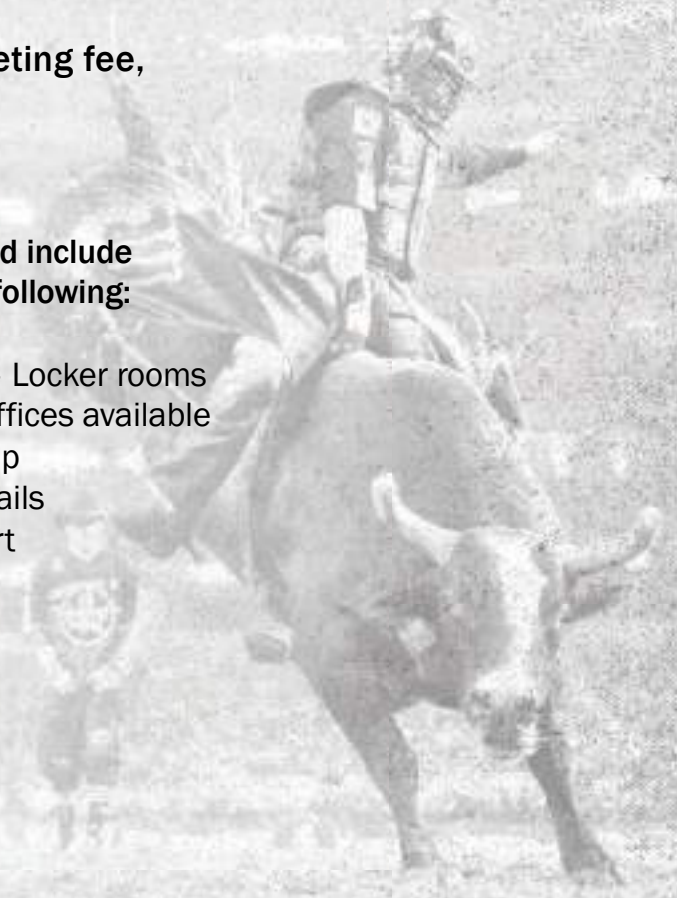
- Expected attendance 350-750
- A/V capabilities
- Full catering and bar service

Arena

- Arena Floor Size (Dirt) - 85' x 150'
- Power requirements include:
 - Three Phase - 200/400/600 amp outlets
- Rigging - Up to 80 rigging points may be required
- Load In - 1 day prior to event competition
- Load Out - Pre-load will commence directly after the last performance and conclude the following day

Your proposal should include (not limited to) the following:

- Seating capacity
- Backstage Map - Locker rooms and production offices available
- Loading Dock map
- Ticketing Box details
- Marketing support



RFP PROCESS

The exact financial arrangements between the host organization and PBR shall be formalized in a contract to be negotiated once the winning proposal has been granted. However, PBR expects the basis of financial arrangements to be as follows:

- 1) PBR shall manage its own budget and shall assume all financial risk for the event unless otherwise designated.
- 2) All income shall be retained and managed by PBR. Including but not limited to ticket sales, sponsorship, merchandise, etc.
- 3) All expenses shall be the responsibility of PBR.

Proposal Process Timeline (subject to change)

- **Wednesday, February 19, 2025:**
Proposals Due
- **February 20, 2025 – March 5, 2025:**
Proposal Review Period

Summary

Years Available for Proposal	Type of Event	Dates Available	Estimated Attendance	Estimated Staff Room Nights	Estimated Fan Room Nights
2026	PBR Teams	June 26-28, 2026 July 10-12, 2026	21,000	750	5000

RFP QUESTIONNAIRE

Please include answers to the following questions in your host proposal:

1. Please indicate which weekend is preferable for your city, if any? Note any annual events /festivals/rodeos, etc. (if any) within a 100-mile radius of your preferred weekend.

- June 26-28, 2026
- July 10-12, 2026

2. Is there sufficient hotel room availability (approx. 2,000 on peak nights – Friday and Saturday) for either weekend? Please list preferred hotels; distance to venue; rates and if hotel(s) will offer discount promotional code to visitors.

3. PBR is expecting a Marketing Fee based on the media value we are providing. Please outline in detail your Marketing budget and additional support you will have available.

4. PBR is expecting a Host Fee for this event. What budget range do you have for this type of event and what expectations do you have from PBR to satisfy this spend?

5. Proposed Venue – Your proposal should include the following information:

- Venue maps – Seating/Back of House/Locker Rooms/Loading Dock and Parking /CAD Rigging Points
- Ticketing / Box office – Include all (if applicable) facility, service fees; ticket rebates.
- Catering options and costs (if applicable) for VIP suites and staff

6. Function Room/Venue – Your proposal should include details outlining suitable properties to host ancillary events – Kick Off Event /PBR Teams Draft & Celebration.

- AV Capabilities
- Catering options and costs
- Capacity

7. Fan Fest area – Outline area space, power outlets, lighting, access points.

8. Please include any additional information that you feel will support your bid.



LET'S RIDE!

LEARN MORE ABOUT HOSTING +
PARTNERSHIP OPPORTUNITIES

Contact: Tyler Hallmann – thallmann@pbr.com