

2026 TOUR SEASON

TOUGH DRAW TOUR

Now Raising Capital for Season One

\$1.5M

RAISING

125%

TARGET RETURN

80M

DIE-HARD FANS NATIONWIDE

— EXECUTIVE SUMMARY

BUILT BY THE SPORT. BUILT FOR THE RIDER.

The Tough Draw Tour is bull riding -- and nothing else. Every matchup is built to test the best riders against the ranked bulls, inside arenas that honor the culture and deliver for a modern audience.

Raising **\$1.5M** with a **125% target return**. Sixty cents of every profit dollar goes straight to investors.

\$1.5M

CAPITAL RAISE

125%

TARGET RETURN

60%

PROFIT TO INVESTORS

4

SEASON ONE EVENTS



— WHO WE ARE

ARENA-TESTED. RIDER-PROVEN.

Tough Draw is led by people who have lived this sport -- from the production truck to the back pens.

We exist to put the rider first, honor the culture, and bring bull riding to every screen and every arena it deserves to be in.



AUTHENTIC WESTERN PRODUCTION

Arena-grade production that hits as hard on screen as from the front row.



ATHLETE REPRESENTATION & SUPPORT

Riders come first. Better pay, better conditions, a league that fights for the sport.



MODERN FAN ENGAGEMENT

Content built to turn viewers into diehards -- raw, real, everywhere.



BRAND INTEGRATIONS THAT WORK

Sponsor integrations woven into the sport -- not slapped on.



— MARKET OPPORTUNITY

80 MILLION FANS. ONE OPEN LANE.

Western culture is not niche anymore. The audience is younger, more diverse, and spending harder than ever. There is no premium bull riding league built to capture it -- until now.

80M

BULL RIDING FANS (AS OF 2025)

55

MALE

45

FEMALE

EXPANDING DEMOGRAPHICS

Younger fans, urban audiences, and diverse demographics driving record growth.

SURGING BRAND INVESTMENT

Fortune 500 brands chasing this audience. Fans are fiercely loyal -- and they spend.

LIVE EVENT DEMAND

Nothing fills an arena with raw energy like bull riding -- eight seconds of pure chaos.

— TOUR FORMAT

FOUR EVENTS. ONE CHAMPIONSHIP.

Season One puts **\$275,000** on the line across four events. Three regular-season stops building to a Championship Event.

REGULAR SEASON

EVENT ONE

\$50,000 Added Purse

The Tour opens. First whistle. First statement rides.

REGULAR SEASON

EVENT TWO

\$50,000 Added Purse

Standings tighten. Rivalries form.

REGULAR SEASON

EVENT THREE

\$50,000 Added Purse

Last chance to punch a ticket to the Championship.

CHAMPIONSHIP

CHAMPIONSHIP EVENT

\$125,000 Purse

Everything on the line. One night. One champion crowned.

WHAT SETS US APART

- ✓ A league built around the riders
- ✓ Major-league arena production
- ✓ Content engine reaching millions of new fans



MULTIPLE PATHS TO REVENUE

PRIMARY REVENUE

Core revenue channels driving the business

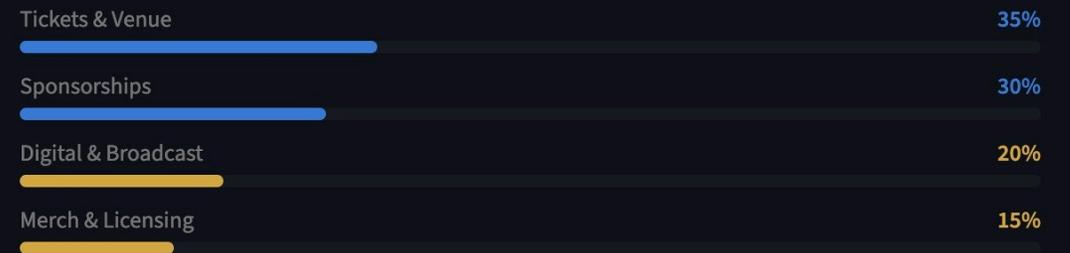
- Ticket sales & strategic venue partnerships
- Sponsorships (tour-wide and event-specific)
- Digital & broadcast rights
- Merchandise & licensing
- Local activation & community partnerships

DIGITAL EXPANSION

Scalable digital growth opportunities

- Live event streaming
- Reruns, highlights, shoulder programming
- Data-driven fan engagement & membership

REVENUE MIX POTENTIAL



— INVESTMENT MODEL

BUILT FOR INVESTOR RETURNS

The model prioritizes investor returns while fueling long-term growth. Initial funding supports production, talent, marketing, logistics, and all operational needs.



● 60% Investor Pool ● 25% Reinvested ● 15% Operations

125%

TARGETED RETURN

Payments continue until 125% of the initial investment is reached, distributed pro rata within 60 days of final season accounting.

NON-EQUITY STRUCTURE

Investors participate in a contractual profit-sharing model. No ownership or voting rights -- designed to deliver meaningful returns while keeping the Tour's vision aligned.

WHERE THE CAPITAL GOES

Production, talent acquisition, marketing & content, logistics, staffing, venue deposits, and all operational needs for a world-class Season One.

— INVESTOR BENEFITS

ELEVATED ACCESS & VISIBILITY

As a founding investor, you receive elevated access and visibility across every stop of the Tour.



VIP ALL-ACCESS CREDENTIALS

Full access to every Tour event with premium credentials and priority entry.



BEHIND-THE-SCENES ACCESS

Exclusive access to the chutes, production areas, and athlete staging.



RECOGNITION ACROSS PLATFORMS

Acknowledgment across Tour broadcasts, social media, and event materials.



HOSPITALITY ACCESS

Premium hospitality suites and exclusive event-day experiences.



ATHLETE MEET-AND-GREETS

Personal introductions and exclusive time with competing athletes.



FOUNDER'S BUCKLE

A custom-crafted Founder's Buckle -- a lasting symbol of your role.

\$250K+ EXCLUSIVE

MARKETING STRATEGY

PROVEN REACH, TRUSTED BRAND

An established Western brand with proven digital reach and industry credibility.

01 ATHLETE-LED SOCIAL
Campaigns with athletes and key influencers.

02 VIDEO CONTENT
Storytelling capturing grit, culture, excitement.

03 LEAGUE COVERAGE
Standings, profiles, behind-the-scenes.

04 COMMUNITY
Fans become ambassadors.

05 BROADCAST PORTAL
Dedicated platform for every screen.

SPONSORSHIP OPPORTUNITIES

BRAND INTEGRATION AT EVERY LEVEL

Brands engage fans across every touchpoint -- in person and through our digital audience.

TOUR-WIDE
Presenting Sponsor, Arena Branding, Broadcast Integration

MARKET-SPECIFIC
Local venue activations, in-arena assets, community alignment

DIGITAL EXTENSIONS
Social packages, content series, prize sponsors

CUSTOM PACKAGES
Tailored to each brand for maximum impact

TOUGH DRAW TOUR

— GET INVOLVED

BECOME PART OF THE TOUGH DRAW TOUR

Join us in building the next era of Western sports. This is your opportunity to be at the ground floor of something real.

CONTACT US



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*Note: all information and offerings included in this presentation are based on projections and subject to change.