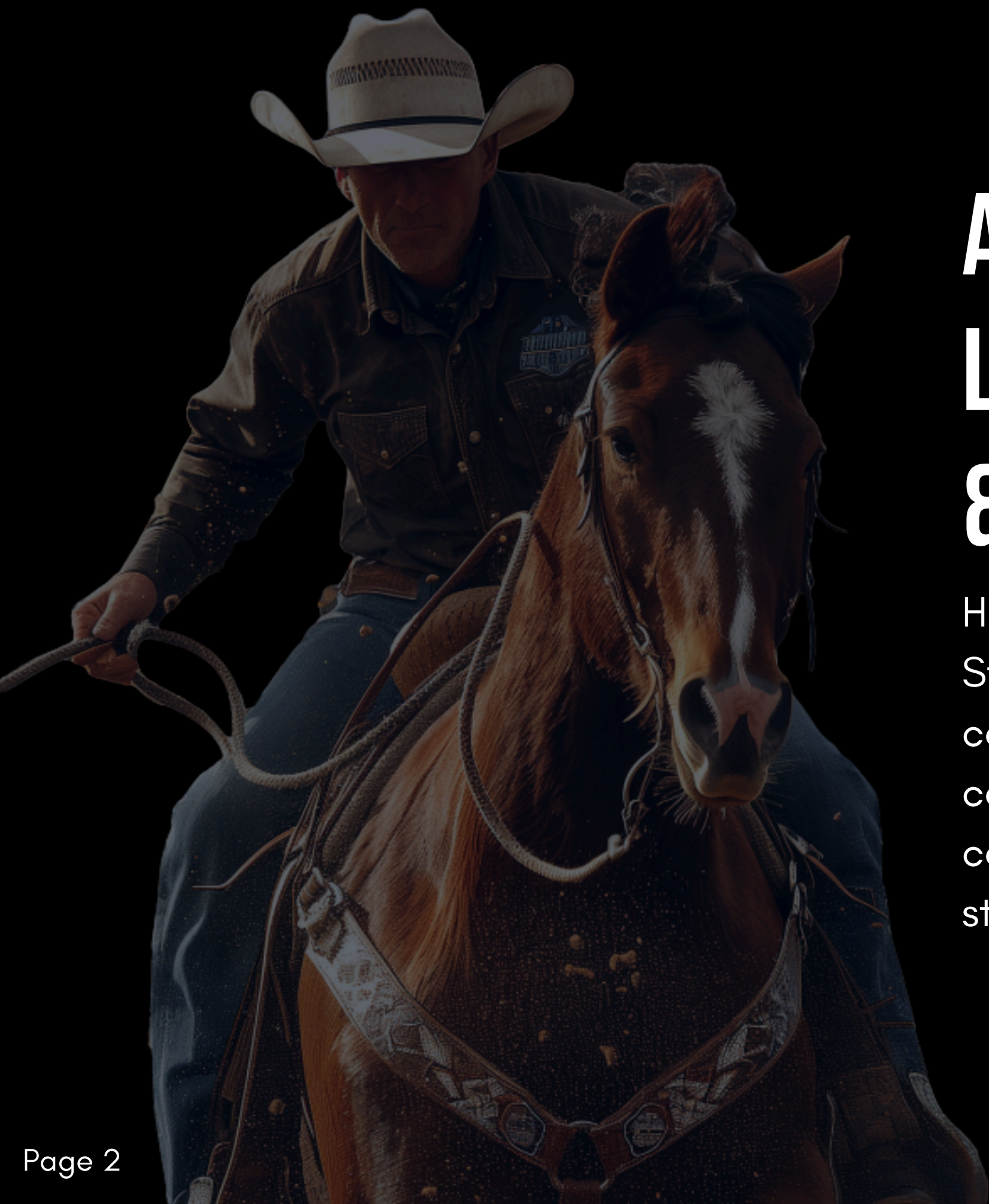


LEGENDARY STAKES

THE FUTURE OF RODEO & WESTERN PERFORMANCE

Investment Opportunities

Enter → Compete →  **Win** 



A NEXT GENERATION SPORTS LEAGUE FOR AMERICA'S LARGEST & GROWING HORSE EVENTS.

Having begun with western performance sports, Legendary Stakes is building the first unified sports league for rodeo—connecting owners, riders, and fans through year-round competition, fantasy play, event sponsorships, and broadcast coverage. Think NFL structure, FanDuel engagement, and ESPN storytelling—all for the future of rodeo competition.

HIGHLIGHTS

- Western performance horse sports **generate billions of dollars annually**.
- Legendary Stakes launched **league-level competition** in 2024 and has now completed two full seasons.
- Entries represent thousands of horses competing in the league, with \$1M+ revenue across 2024-2025.
- Western Performance **draws millions of fans** per year with no centralized content organization.
- A \$1M investment today targets a **10x+ return in royalties** by year 10, with interim buyout options. (IRR 25.9% ANNUALLY)
- Backed by \$2M in founder capital, funds will unify content and grow year-round engagement across fans, owners, and competitors.
- \$475K already paid out through the platform **at just ~0.1% participation**

Private equity investment fueled a record 2024-2025 as sports **M&A activity jumped 44%**.

In July, MotoGP **sold for \$4.9B** for its league of competitions, sponsorship and fantasy/betting properties, and broadcast content.

In August, ESPN **acquired the NFL Network**, largely for its fantasy sports division and online gambling opportunities.

PBR (Professional Bull Riders) **sold to endeavor for \$100M in 2015**, and is now worth multiples of that.

SPORTS INVESTMENT

HIGHLIGHTS

1

Unify Western Performance Competition

Create a season-long narrative in a variety of western performance competitions by uniting horse owners, competitors, and sponsors in a digitally-managed competitive arc.

2024



2

Sponsor-Ready Rodeo Storytelling

Centralize independent rodeo content into sponsor-ready channels, combining sports footage with season-long storylines and personal narratives.

2025



3

Scaling The Sport

Integrate hundreds of entire rodeo events into a mobile first, broadcast-friendly platform that drives competition, sponsorship, and fantasy/fan gaming revenue year-round.

2026
(In Progress)

2028+

4

Rodeo, Unified

Transform thousands of events, tens of thousands of competitors, and millions of fans into a unified league with the management power of the NFL and the commercial reach of ESPN and FanDuel.

THE FUTURE OF WESTERN PERFORMANCE COMPETITION

Legendary Stakes unifies a fractured industry into one national platform – offering rankings, real-time results, and digital fan engagement for every major Western discipline.



CENTRALIZING THE OPPORTUNITY OF A SPORT THAT GENERATES BILLIONS ANNUALLY

Fantasy leagues and interactive content drive year-round participation.

Curated storytelling attracts national audiences and top-level advertisers and partnerships.

Centralized event management and gamified competition create new revenue opportunities.

Cross-media platform scales performance, narrative, and monetization

Integrated broadcasts and sponsorships maximize fragmented opportunities.

Analytics unlock targeted sponsorships, marketing, and optimization.

THE FUTURE OF RODEO COMPETITION

Capital Raise Snapshot:

Now Raising: \$2.5M (Seed/Round A)

Use of proceeds: *Technology build, event integrations, audience acquisition*

Future Rounds:

Round B: Up to \$5M (scaling events, sponsorship, fantasy platform)

Round C: Up to \$10M (broadcast rights, international expansion)

Exit Strategy: *League consolidation, media rights, sponsorship expansion (MotoGP / PBR Comps)*

Traction to date: \$1M+ Revenue | \$475K paid out | \$2M founder-invested | 54,532 eligible horses

THE TEAM



Shane Plummer

Co-Founder & SDP Buffalo Ranch owner

Shane is a second-generation horseman and entrepreneur with success in equine sales, real estate, and tech. He's sold millions in horses, renovated 400+ properties, and now leads Legendary Stakes to modernize Western Performance Horse sports. He's guided by faith, family, and community.



Logan Alley

Co-Founder & Investment Advisor/Managing Director

Logan is a fourth-generation cattle rancher from southeastern Colorado, grounded in family and community values. With a finance degree from Colorado State University, he blends agriculture roots with financial expertise. He now serves as managing director at an investment advisory firm.



Jonathan Sasse
Chief Operating Officer

Jonathan is a proven executive leader with 20+ years driving early-stage growth at Rio, iriver, Slacker Radio, and First Orion. He partnered with Tesla, Ford, Samsung, Disney & more, delivering startup success and innovative strategies across multiple industries.



Aric Marshall
Chief Product Officer

Aric's ability to launch products that re-write markets, competition, and behaviors began with 15 year in Apple hardware, software, and services. He has since expanded his craft, delivering ambitious roadmaps across sectors and growth stages.




Alec Marshall
Chief Marketing Officer


Alec is a media and brand leader who helped shape Apple, Roku, and Livongo, also building sports & entertainment audience with UFC, MLB, NBA, MotoAmerica—even the Grateful Dead—that drive engagement, value growth, and commercial impact.

THANK YOU!

LETS SCHEDULE A CALL TO WALK THROUGH THE OPPORTUNITY!

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