

DW

WCRA
OUTH
RODEO



WHO WE ARE

Division Youth (DY) is a branch of the World Champions Rodeo Alliance (WCRA), built for the athlete and created by rodeo people, working to revolutionize the way youth participate in the sport of rodeo.

WCRA DY administers a virtual, qualification-based rodeo platform, mirroring the opportunity provided to adult rodeo athletes.

Division Youth understands the importance of preserving our heritage, which begins with building the next generation of rodeo athletes.





WHAT WE DO

WCRA DY mentors youth athletes through an annual, qualification-driven World Championship race. Our youth athletes are challenged through high stakes competition, developing them as our future of professional rodeo.

DY offers tiered rodeo competition with two divisions: Junior (19 and under) and Youth (13-15 years old).

DY is the only Youth rodeo platform with a true World Championship considering all youth rodeo competition.

WCRA DY is the most lucrative youth rodeo platform, offering groundbreaking earning potential for youth athletes while leveraging the most progressive media strategy.

WHY IT MATTERS

WCRA DY believes that our youth are the future. We build better athletes through high level competition with the most advanced media strategy in youth rodeo.

WCRA DY offers athletes additional opportunities outside of the traditional systems to build confidence as they compete at the highest levels of youth rodeo.

DY rodeo presents athletes with the ability to grow in a variety of areas, like media training and high-level competition, which encourage both personal and athletic development.





OUR REVOLUTIONARY QUALIFYING PLATFORM

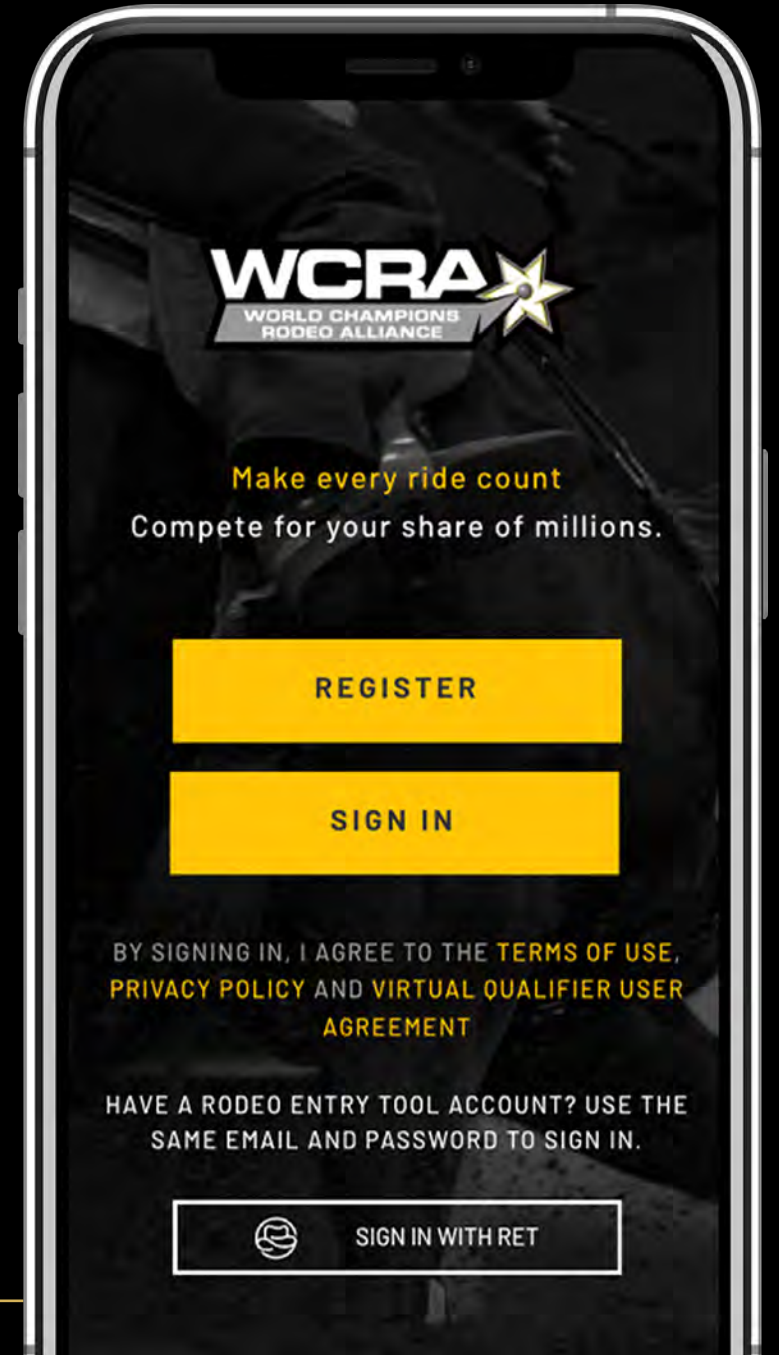
27,500
ACTIVE USERS OF THE VRQ APP

+15,000
RODEO EVENTS IN DATABASE

**ATHLETES NOMINATE EVENTS AT WHICH
THEY WANT TO BE RECOGNIZED.**

WCRA manages its leaderboards based on points earned by athletes in each discipline.

+4,000
YOUTH VRQ USERS



Make every ride count
Compete for your share of millions.

REGISTER

SIGN IN

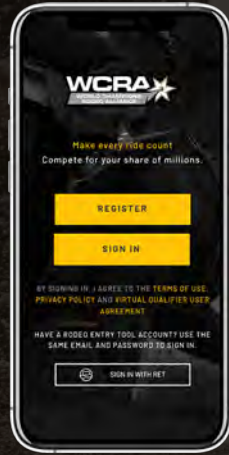
BY SIGNING IN, I AGREE TO THE **TERMS OF USE,**
PRIVACY POLICY AND **VIRTUAL QUALIFIER USER**
AGREEMENT

HAVE A RODEO ENTRY TOOL ACCOUNT? USE THE
SAME EMAIL AND PASSWORD TO SIGN IN.

 SIGN IN WITH RET

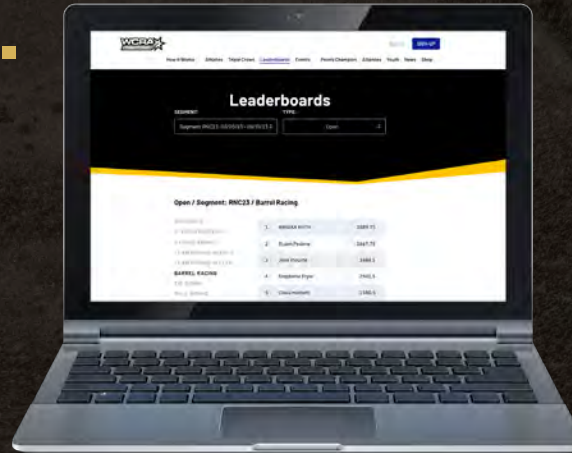
OUR PHILOSOPHY -

1.



Athletes nominate events at which they want to be recognized.

2.



The real-time data WCRA collects allows us to better understand the nature of our athletes.

3.



These insights will ultimately help influence the future of the sport.

- DATA LEADS TO INSIGHT, INSIGHT LEADS TO BETTER DECISIONS.

INTRODUCING THE QUALIFIER SERIES

Throughout the DY rodeo season, WCRA works with a variety of Youth Rodeo organizations and independent producers of youth rodeo events to host “Qualifier Series” events.

Qualifier Series events provide youth athletes an opportunity to nominate through the Virtual Rodeo Qualifier [VRQ] and earn a “Generic Qualification” to the World Championship Junior Rodeo.



WE LIVE IT EVERY DAY



JULY 21-26, 2025

Lazy E Arena | Guthrie, OK

Total Event Payout: \$400,000+

WCRA DY PLATFORM SUMMARY



OUR PROGRESSIVE MEDIA STRATEGY

Our athletes and events receive optimal exposure through our unique collection of media platforms, which reach millions of viewers annually via television and online streaming. This is yet another way in which we at the WCRA put our athletes first.

★ LIFESTYLE CABLE ★
DISTRIBUTED INTO **42M HOMES**

24-HOUR WESTERN SPORTS TELEVISION NETWORKS

3 MILLION ★ LIVE SPORTS STREAMING ★
MONTHLY USERS

OFFERS AN ARRAY OF GENRES, LANGUAGE, AND CATEGORIES





OUR REACH



219,932
FOLLOWERS



18,514
FOLLOWERS



125,683
FOLLOWERS

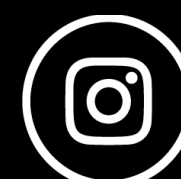


606
FOLLOWERS

DIVISION YOUTH



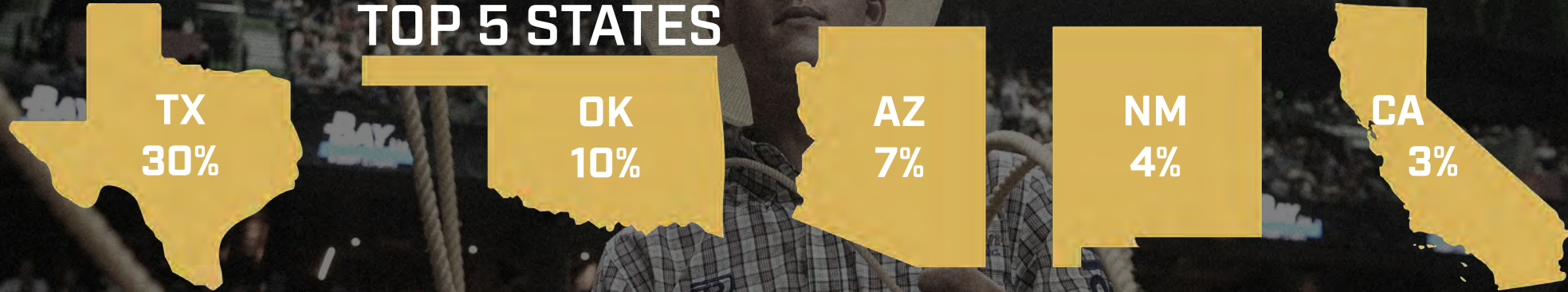
7,200
FOLLOWERS
/WCRADivisionYouth



2,580
FOLLOWERS
@dy_rodeo

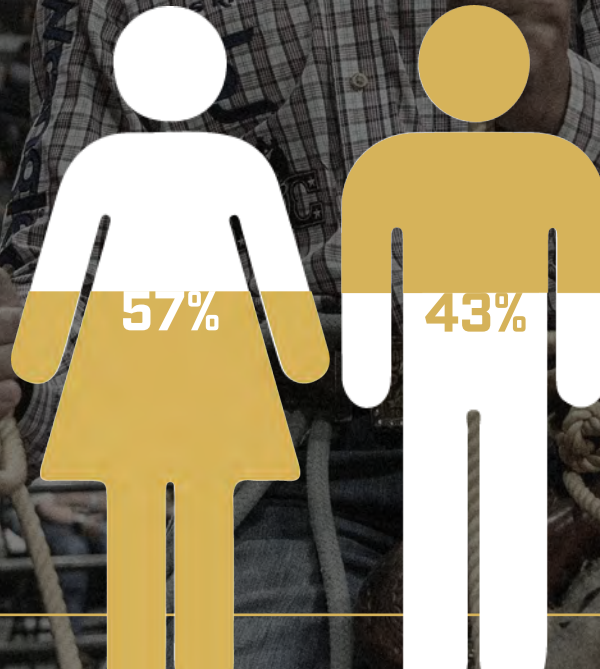
OUR ATHLETE DEMOGRAPHICS

TOP 5 STATES



3,200 ATHLETES

**DY Youth Athletes
account for OVER 28%
of the total market**

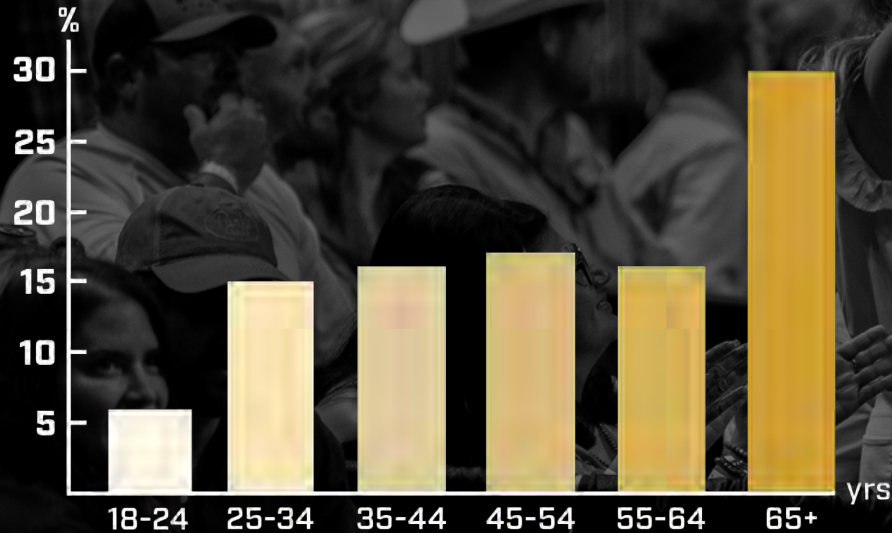


TOP 3 DISCIPLINES

**24% Team Roping
22% Barrel Racing
19% Breakaway Roping**

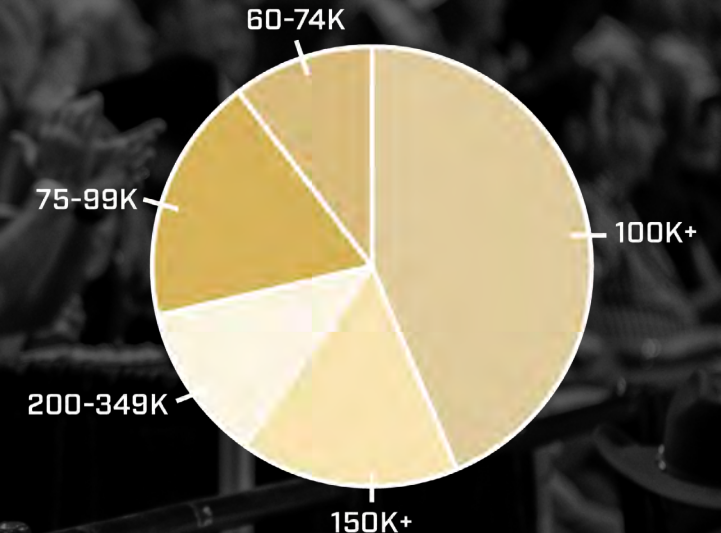
OUR FAN DEMOGRAPHICS

Age Demographics



Gender

Average Household Income



An estimated 41.4 million people identify as western sports fans in the United States.

MRI-Simmons Winter 2023 USA



THANK YOU

BRITTNEY PHILLIPS

Director, Sponsorships

World Champions Rodeo Alliance

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