



NCHA
NATIONAL CIRCUIT
CHAMPIONSHIP



EVENT SUMMARY

RUNNING CONCURRENTLY WITH THE SUPER STAKES, THE NATIONAL CIRCUIT CHAMPIONSHIPS TOOK PLACE IN THE WATT ARENA FROM APRIL 4 - 12, 2025. THIS EVENT HIGHLIGHTED THE LOCAL CHAMPIONS AND RESERVE CHAMPIONS, PLUS THE TOP TEN IN THE YEAR-END STANDINGS FROM 16 DIFFERENT CIRCUITS. THOSE COMING TO COMPETE IN FORT WORTH, TEXAS ENTERED THE SHOWPEN WITH A CLEAN SLATE AND TOOK PART IN A SINGLE GO-ROUND FOLLOWED BY A WORKING FINAL.



Instagram

THESE METRIC COUNTS REACH FROM THE ORGANIC DISTRIBUTION OF OUR CONTENT, INCLUDING POSTS, STORIES AND ADS. IT ALSO INCLUDES REACH FROM OTHER SOURCES, SUCH AS TAGS, CHECK-INS AND PAGE OR PROFILE VISITS.

REACH →

651,473

REELS - 50%
POSTS - 40.2%
STORIES - 9.8%

Total Instagram **1,690,390**

55.8%

NOT FOLLOWERS

44.2%

FOLLOWERS

FOLLOWERS --- **110,762**

GROWTH: 2,132 | PRIMARY: 25 - 34 YO

INTERACTIONS --- **112,949**

FOLLOWERS: 51.4% | NOT FOLLOWERS: 48.6%

INSTAGRAM RACKED UP 1.69M VIEWS, WITH 55.8% FROM NON-FOLLOWERS, HIGHLIGHTING ITS EFFECTIVENESS AT OUTREACH. REELS DROVE 50% OF REACH AND NEARLY 65% OF ENGAGEMENT, CEMENTING THEIR ROLE AS THE TOP-PERFORMING FORMAT.

Facebook

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REACH →

856,949

FOLLOWERS: 5,142
NOT: 853, 078

Total Facebook **3,900,000**

75%

NOT FOLLOWERS

25%

FOLLOWERS

FOLLOWERS

GROWTH: 2,365 | PRIMARY: 25 - 34 YO

--- **163,653**

INTERACTIONS

FOLLOWERS: 46.9% | NOT FOLLOWERS: 50.4%

--- **79,944**

FACEBOOK SAW 856,949 IN ORGANIC REACH—WITH AN OVERWHELMING 99% COMING FROM NON-FOLLOWERS—AND A TOTAL OF 3.9M VIDEO VIEWS, CONTRIBUTING TO 189+ DAYS OF TOTAL WATCH TIME. PHOTO CONTENT DELIVERED THE STRONGEST ENGAGEMENT, WHILE PROFILE ACTIVITY SURGED WITH 36.6K VISITS AND 4.4K LINK TAPS.

Livestream Views

ONLINE PRESENCE

182,000 TOTAL VIEWS

56.9% INCREASE FROM 2024

14 minutes

AVERAGE DURATION

23,000

OPEN FINALS VIEWS

2,310

UNIQUE VISITORS



2024 Summary

OVERALL PAYOUT \$527,790

• **TOTAL ENTRIES: 529**

385 *Horses* **345** *Owners* **376** *Competitors*

SMALLEST CLASS
SENIOR YOUTH
PAYOUT: \$5,520
ENTRIES: 24

LARGEST CLASS
\$15,000 AMATEUR
PAYOUT: \$49,540
ENTRIES: 49





2025 Summary

OVERALL PAYOUT \$634,589

• **TOTAL ENTRIES:** 755  43.4%

505 *Horses* **413** *Owners* **493** *Competitors*

SMALLEST CLASS
JUNIOR YOUTH
PAYOUT: \$8,211
ENTRIES: 33

LARGEST CLASS
\$15,000 AMATEUR
PAYOUT: \$61,720
ENTRIES: 74



DOMESTIC & GLOBAL REACH

UNITED STATES

650

CANADA

21

41 STATES REPRESENTED

ITALY

4

Top States

181 TEXAS

43 ARIZONA

30 COLORADO

28 OKLAHOMA

27 MISSOURI

POLAND

1

SWITZERLAND

1