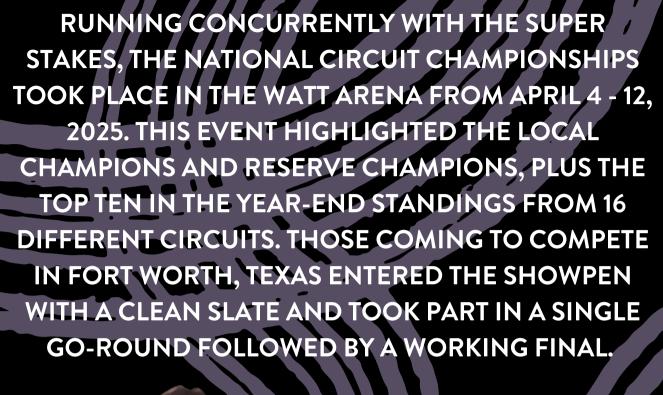


EVENT SUMMARY





## Mustougnoum

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



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

Total Instagram [] 690,390

55.8%

NOT FOLLOWERS FOLLWERS

FOLLOWERS --- IJOJGC 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.



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REACH



856,949

FOLLOWERS: 5,142

NOT: 853, 078

Total Facebook 39 **75% NOT FOLLOWERS FOLLWERS** 

FOLLOWERS -- 163,653

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

INTERACTIONS

FOLLOWERS: 46.9% | NOT FOLLOWERS: 50.4%

799944

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

2,370
UNIQUE VISITORS





### OVERALL PAYOUT \$527,790

• TOTAL ENTRIES: 529

385 Horses 345 Queners 376 Competitors

SMALLEST CLASS

SENIOR YOUTH

**PAYOUT: \$5,520** 

**ENTRIES: 24** 

LARGEST CLASS

\$15,000 AMATEUR

**PAYOUT: \$49,540** 

**ENTRIES: 49** 







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

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

# DOMESTIC & GLOBAL REACH

UNITED STATES

650

CANADA

21

4 STATES REPRESENTED

ITALY

4

Top States

181 TEXAS

43 ARIZONA

30 COLORADO

28 OKLAHOMA

27 MISSOURI

POLAND

1

SWITZERLAND

1