



EVENT OVERVIEW

this right here is reining

WWW.NRHA.COM



The 46th edition of the 6666 NRHA Derby presented by Markel shattered records yet again. This year's event, held for the 31st consecutive year in Oklahoma City, set new records in prize money, solidifying its status as a premier competition in the reining horse community. The total prize money awarded exceeded \$1.69 million, thanks to the consistent, increasing success of the NRHA Nomination Program, generous sponsor support and the dedication of participants. Contestants ranged from younger than 10 years old to 80, and each of their connections with their equine partners were evident. This year's event focused on telling their stories, along with celebrating wins inside the show pen.



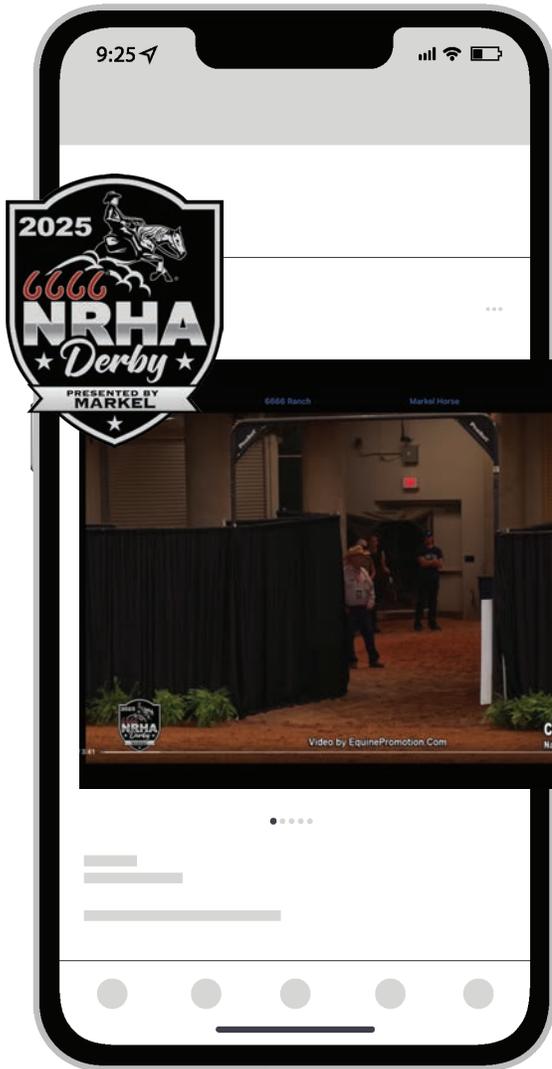
The 6666 NRHA Derby presented by Markel had record-breaking payouts at record-breaking speed. Last year's total payout was a record, and not only was it topped, but competitors received checks the next day, including the non pro finalists. Open finals checks were mailed out three days later.



	2024	2025
ENTRIES	4,362	3923
RIDERS	705	635
HORSES	1,026	1030
STALLS	1,674	1761
NON PRO PAYOUT	\$540,306	\$553,241
OPEN PAYOUT	\$993,081	\$1,021,289
ANCILLARY PAYOUT	\$119,480	\$115,376
TOTAL PAYOUT	\$1,652,868	\$1,689,907



SOCIAL MEDIA ANALYTICS



Facebook

Reach: 618.8K
Page Visits: 62.9K
Follows: 1.9K
Total Followers: 227K

Instagram

Reach: 103.9K
Page Visits: 4.1K
Follows: 1.1K
Total Followers: 5,134

Emails - 2024

21,983 recipients with an average open rate of 41.75%

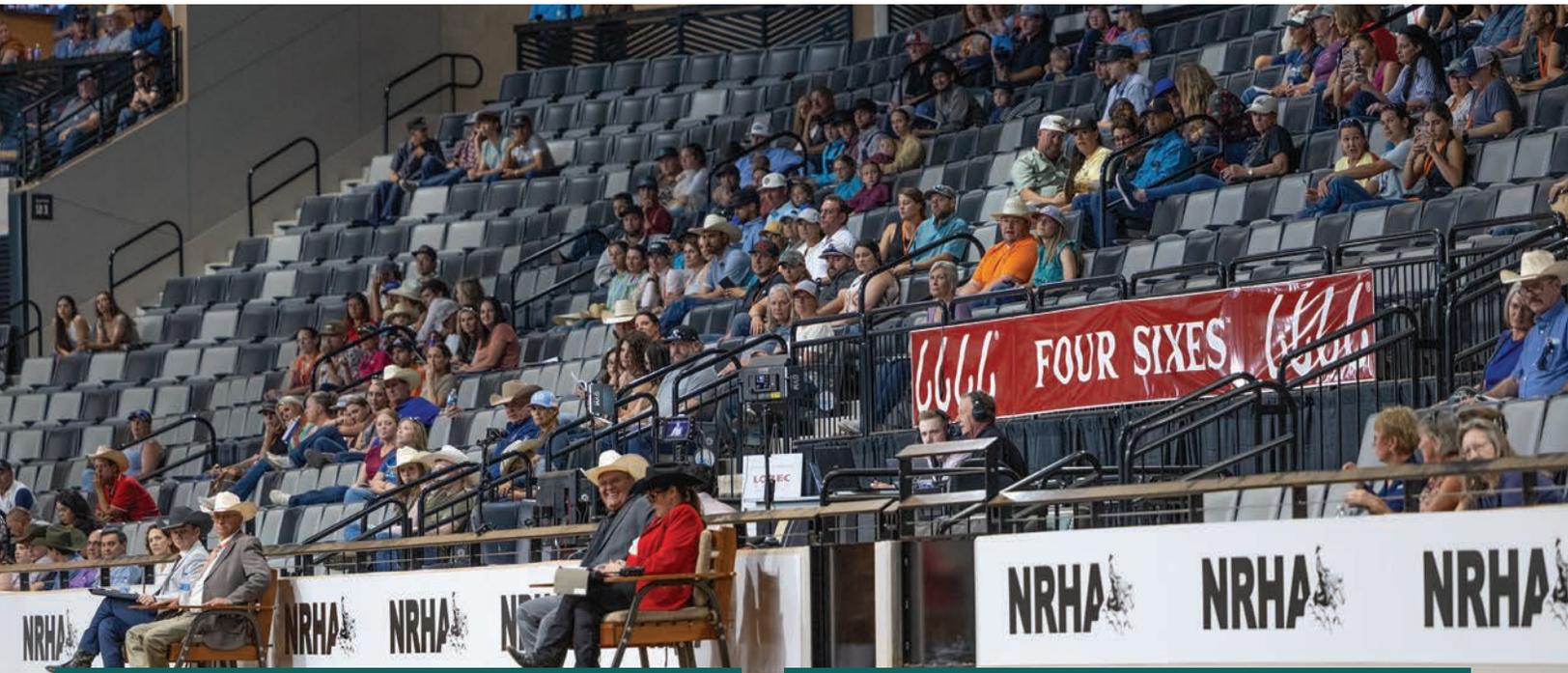
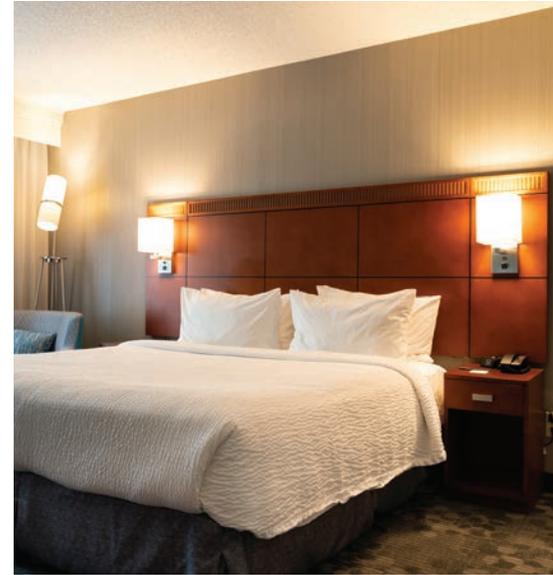
Emails - 2025

24,255 daily recipients with an average open rate of 45.44%

Podcast - 23,317

Our podcast is hosted through Horses In The Morning, allowing us to reach new potential fans, while also engaging with our current membership and fans. More than 30,600 in the first year of production. Listen at nrha.com/podcast.

2025 Media Presence: KOKH Fox 25, KFOR, News 9 and KOCO



2024 Attendees

Hotel Room Nights: 1,785

RV Nights: 1,597

Ticket Sales: 16,192

2025 Attendees

Hotel Room Nights: 1,427

RV Nights: 1,825

Ticket Sales: 16,808

INVITATIONAL FREESTYLE & PARA REINING



In an electrifying demonstration of skill, artistry and sheer passion, reiners gave their all in the \$20,000 added Invitational Freestyle presented by Visit OKC.

Following the Invitational was the Para-Reining Championship presented by Dechra and NRHA Corporate Partner Hart Trailers. Featuring \$2,500-added and a Bob's Custom Saddle, this was a crowd pleasing event!



Visit OKC People's Choice Award





NRH

HA

837

Ormond
PRODUCTIONS

**THIS RIGHT HERE
IS REINING**