



WHY CHOOSE NEXTGEN?

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Presented By:
Denny Count

NextGen is more than a rodeo league; it's a launchpad for young people to discover discipline, courage, teamwork, and resilience.

Through professional mentorship and real-world leadership opportunities, we're shaping tomorrow's athletes, ranchers, and community leaders.

With the right partners, NextGen will redefine what youth rodeo can be, and who gets to ride.

EXECUTIVE SUMMARY

Develop the Next Generation of Bull Riding Youth

MISSION

To develop young athletes and future rodeo professionals through team-based training, mentorship, and high-quality competitive experiences.

VISION FOR 2026

To become the nation's premier youth bull riding development league and the official feeder system to the Professional Bull Riders (PBR).

THE 2026 GOAL

Launch 5 regional pilot teams, partner with PBR for co-branded development events, and host the first National Finals in Reno, NV.

THE LEADERSHIP

Denny Count founded Next Generation Bull Riding (NextGen) with a vision to create a mentored environment where young riders can develop their skills and gain the experience needed to excel in the sport. After traveling across the country, he recognized a gap in bull riding—nobody is mentoring the youth into the professional levels. Now he is on a mission to bring youth bull riding into partnership with the PBR to create a path for youth into the professional levels.

MARKET ANALYSIS

The U.S. youth rodeo industry has grown steadily, with increased participation in junior bull riding, barrel racing, and rodeo camps. Organizations like IMBA and MYTRA show there is demand for structured, competitive youth rodeo, but few offer team-based development with pro mentorship.

TARGET MARKET

- Youth aged 6–17 with an interest in bull riding and rodeo roles
- Parents seeking mentorship, structure, and leadership training for their youth
- Sponsors aligned with youth development, western sports, and rural America

BRAND POSITION

Rodeo's Future Starts Here!



UNIQUE VALUE PROPOSITION

What sets NextGen apart is its holistic and structured approach to youth development within the sport of bull riding.

Importantly, NextGen’s development platform is **inclusive of all rodeo industry roles**.

In addition to bull riders, youth can train and compete as announcers, judges, safety men, stock contractors, and bullfighters—making it one of the only programs that provides a full-spectrum rodeo education.



TEAM BASED FORMAT

At the core of its model is a team-based format, where each region forms a team of eight youth riders—two in each age division, along with four alternates to ensure continuity and safety in the event of injuries. This approach fosters camaraderie, accountability, and strategic development.



PROFESSIONAL MENTORS

Each team is partnered with one or two professional bull riders, who mentor the youth through an intensive 2–3 month training period. These professionals are more than coaches—they are role models committed to instilling skills, confidence, and discipline.



REGIONAL CLINICS

To further enhance learning and visibility, NextGen hosts 3-day regional clinics featuring top-tier rodeo professionals such as World Champion Cody Custer. These clinics culminate in a dynamic pro-am event, where youth and pros compete side by side.



FORMAL PATHWAY TO THE PBR

And finally, NextGen is actively building a formal pathway to the PBR. Top-performing teams earn the chance to ride at PBR events, with the long-term vision of becoming the official youth feeder league, launching careers at the highest level of professional bull riding.



GROWTH PLAN

This section outlines how teams are formed, how events are run, and how the program will scale nationwide and internationally.

2025

NATIONWIDE TEAM FORMATION

- Identify regional stock contractors aligned with NextGen's mission to host team practices
- Build 5 teams comprising 8 youth (2 per age division, 4 alternates) and 1–2 pro mentors
- Launch branded apparel
- Increase media presences through social media sites, livestreaming of events and enhanced marketing
- Finalize PBR ride-off logistics

2026

BUILD THE STRUCTURE

- 2–3 months of team training locally with pros
- 3-day clinic hosted by NextGen, ending in a competitive team event
- Top 2 teams qualify for ride-offs at PBR events
- National Finals hosted in Reno, NV with full-scale production and international invitations
- Secure long-term sponsors & expand marketing reach

2027

PHASE 1 EXPANSION PLAN

- Expand to 10–15 teams across the U.S.
- Professional media partnerships
- Add international teams & qualifiers (Canada, Mexico, Australia)

2028

PHASE 2 EXPANSION PLAN

- 30+ team network
 - Formal PBR affiliation
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FINANCIAL ANALYSIS

A financial engine will need to be built that will sustain and grow the NextGen program.

BASELINE INCOME

NextGen's revenue model is being built on multiple pillars designed to ensure both short-term funding and long-term sustainability.

Annual membership fees collected from each rider provide baseline operational funding and help cover the costs of insurance, materials, and access to training clinics.

Each regional team is also expected to secure **sponsorships** from interested parties or businesses, supporting travel and equipment expenses and connecting the community with the youth involved in the program.

GENERATED INCOME

NextGen will generate income through a variety of streams beyond membership and sponsorships. **Event entry fees and ticket sales** from public spectators will contribute significantly, particularly at live experiences held alongside professional rodeo events, which draw families and fans seeking meaningful engagement.

National sponsorship partnerships are a growing focus and will be bolstered by increased media coverage and digital reach. With **content and stream sponsorship opportunities** expanding, NextGen is positioned to tap into one of the primary pillars of the professional rodeo economy: sponsorships amplified by visibility.

Leveraging the organization's **innovative approach to youth development**, NextGen integrates media and marketing opportunities into its revenue strategy. As live streaming and online content consumption grow, so do the opportunities for **media rights partnerships**. Whether through branded livestreams, sponsored content, or behind-the-scenes series, NextGen is creating new value channels that benefit both youth riders and brand partners.

EVENT FUNDING

To ensure sustainable growth, NextGen actively pursues event funding to support youth development, team expenses, and partnerships with stock contractors. These investments are essential to **building a strong talent pipeline** and increasing participation in the sport.

Merchandising also represents a meaningful revenue stream, with branded apparel and gear promoting team pride and expanding the visibility of the NextGen brand at events and in everyday life.

