

COMING IN 2024!

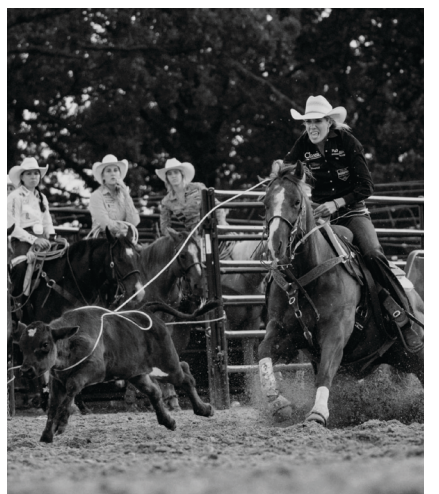
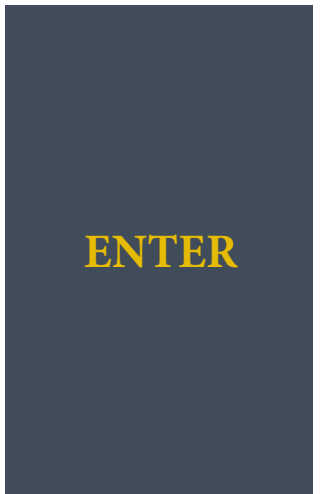
LEGENDARY STAKES

REVOLUTIONARY
PLATFORM

THE GAME HAS CHANGED

STALLIONS | COMPETITORS | BREEDERS

BE LEGENDARY



LEGENDARY STAKES . COM

LEGENDARY

STAKES

*Revolutionary platform for the
Western Performance Horse Industry*

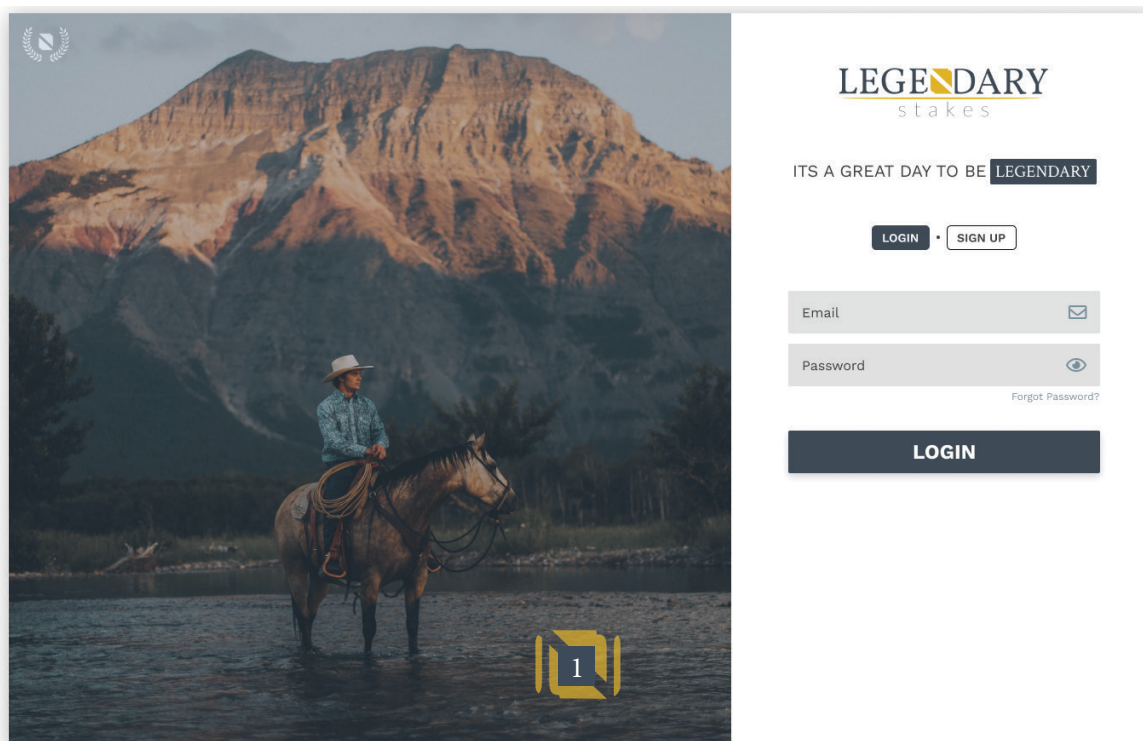
WHO : Competitors, Owners, Breeders and Show Producers

WHAT : Piggybacking off the 14 largest western disciplines by way of entrants, Legendary Stakes has created an exciting add on functionality never before dreamed of for all involved.

WHY : Increase earning power for horses, royalty sharing for stallion owners and breeders, diversify a horse's ability to win.

WHEN : Platform roll out Winter 2023 and events starting 2024!

HOW : Download the Legendary Stakes app on the Apple App Store or Google Play Store. Visit www.legendarystakes.com. Create an account, enter all of your horses information. Notifications will begin once entries are ready to be accepted. If your horses sire is not subscribed, CALL THEM TODAY!



INCENTIVES ARE A DIME A DOZEN NOWADAYS.
 YOU'VE HEARD OF "SUPER" OR "STALLION STAKES", "INVITATIONAL" FOR
 BREEDERS AND A FEW COLORFUL BUCKLE INCENTIVES.
COME AND SEE WHAT WILL ENHANCE & SURPASS THEM ALL!

**This is a compare and contrast table:*

| | OTHER | LEGENDARY STAKES |
|--|--------|------------------|
| Revolutionary Software Interface for active participation | ✗ | ✓ |
| Stallion Owner Annual Fee/Enrollment | ✓ | ✗ |
| Lifetime Enrollment | ✗ | ✓ |
| Entry Fee | ✗ | ✓ |
| Number of Performance Disciplines | 1 | 14 |
| Annual Events/Discipline | 1 to 3 | 50 |
| Total Annual Events | 1 to 3 | 700 |
| Annual Royalty to Stallion Owner for each Stallion Offspring Entry. Annual Royalty to Breeders for each Stallion Offspring Entry. | ✗ | ✓ |
| Continued Active Participation in foal performance, for life: Stallion Owner, Breeder and Dam Owner | ✗ | ✓ |

FOURTEEN

WESTERN PERFORMANCE HORSE DISCIPLINES

Diversification leads to opportunity, expands marketplace, creates demand and allows for a horse's performance life to be prolonged, which that creates real options for horse owners!

Source EquiStat 2022

*Ranch Sorting National Championship Site

| EVENT | # OF SHOWS | # OF ENTRIES |
|------------------|------------|------------------|
| BARREL RACING | 1865 | 453,899 |
| BREAKAWAY ROPING | 115 | 4816 |
| CUTTING | 2621 | 155,006 |
| HEADING | 206 | 7421 |
| HEELING | 285 | 9172 |
| POLE BENDING | 174 | 6057 |
| RANCH HORSE | 73 | 9461 |
| RANCH RODEO | 91 | 4729 |
| RANCH SORTING | *4500 | *30,000 Memebers |
| REINING | 272 | 226,500 |
| REINED COW HORSE | 157 | 32,708 |
| STEER WRESTLING | 954 | 4770 |
| TIE-DOWN ROPING | 173 | 6018 |
| WESTERN PLEASURE | 55 | 19,487 |

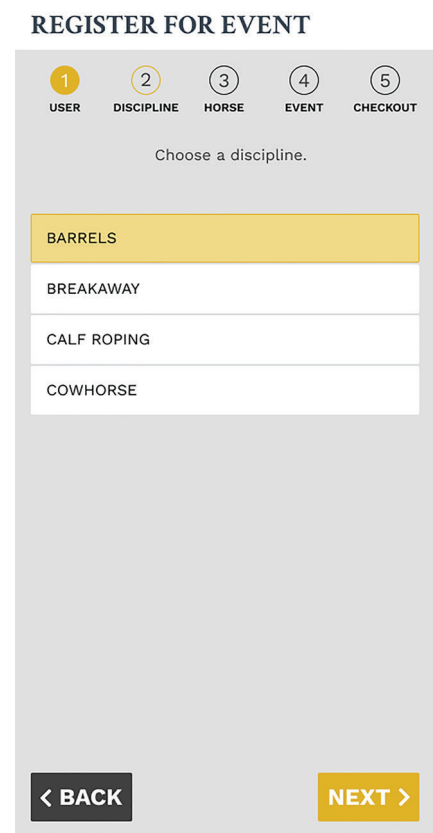
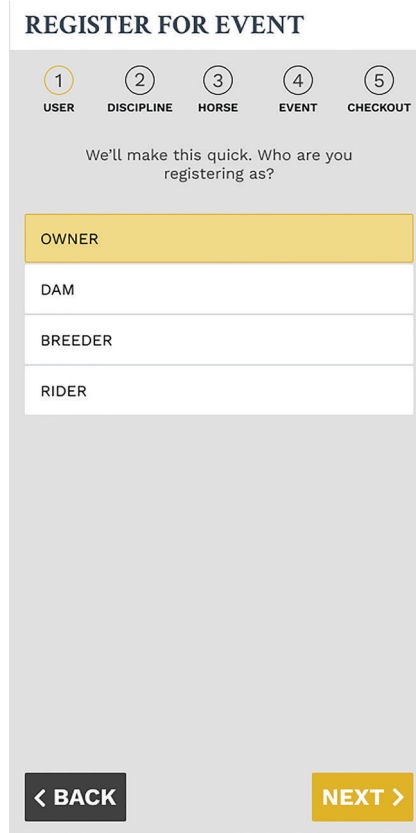
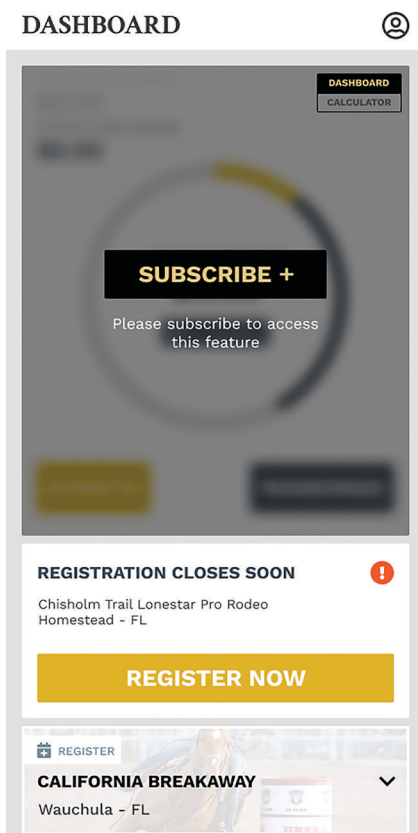
HOW IT WORKS...

Legendary Stakes is a REVOLUTIONARY SOFTWARE PLATFORM to win money in ways that has never existed. The platform gives a roadmap to compete for prize money within the Legendary Stakes program.

The platform goes far beyond just events. It is also gives stallion owners, real-time data and connection to foals by their stallions, and to engage with foal owners. **Most importantly, a royalty on each entry associated to that foal by their stallion.** In today's competition, how much money does a stallion owner get from a foal entered in an event? The answer is, \$0. Nothing. **Legendary Stakes changes all of that!**

Just as it gives real time data to stallion owners, it does the same for breeders. Breeders will stay connected to foals they have bred and participate through the life of the foal's performance career. What does a breeder currently get when one of the foals they have bred competes? The answer is, \$0. Nothing. **Legendary Stakes changes all of that!**

MOBILE SCREENSHOTS







HOW BIG CAN THIS GET? HOW HIGH IS THE SKY?

The Legendary Purse has serious potential. **Millions, Tens of Millions, if not 9 figures.**
How high is the sky or how far is the future? WE SHALL SEE!

Through our model and using known data in our Industry with number of stallions and their registered foals, we have some exciting projections.

We chose 534 known stallions enrolled in various Stallion Incentive Programs and these data points yield a substantial purse in the Legendary Stakes:

- 138,940 Registered Offspring (AQHA)
- 260 Registered Offspring per Stallion

Some data *ASSUMPTIONS* using our model and software:

- 25% performance rate of offspring registered
- 10 events per horse per year
- 2 out of 4 entries per Performer/Event
- 694,200 total entries annually
- x \$150 per entry to the purse

With these “ASSUMPTIONS” from these data points, Legendary Purse for one year:

\$104,130,000

**ONE HUNDRED FOUR MILLION ONE HUNDRED
THIRTY THOUSAND DOLLARS.**

YES... 9 FIGURES!





HOW DID WE GET THERE? SEEMS TOO GOOD TO BE TRUE?
TRY IT FOR YOURSELF...

LEGENDARYSTAKES.COM/CALCULATOR

MOBILE VERSION

DASHBOARD



Discipline Allocations
\$442,226.10
Event Allocations
\$22,113.17
Legendary Royalties
\$34,688.72

DASHBOARD
CALCULATOR



Legendary Stallions

How many stallions are you enrolling?

534 Enrolled stallions

Offspring

Potential registered offspring produced by stallion?

260 Registered offspring per stallion

Annual Events

Events participated in each year by performer?

10 Events per year



DESKTOP VERSION

Home FAQ Calculator

ITS A GREAT DAY TO BE LEGENDARY
STUD OWNER CALCULATOR • BREEDER CALCULATOR

| | |
|---|-----|
| LEGENDARY STALLIONS How many stallions are you enrolling? | 534 |
| OFFSPRING Potential registered offspring produced by stallion? | 260 |
| ANNUAL EVENTS Events participated in each year by performer? | 10 |
| AVERAGE ENTRIES PER EVENT Owner Rider Dam Breeder | 3 |
| PERFORMANCE RATE Percentage of offspring competing | 25% |

2024 LEGENDARY PURSE
\$104,130,000

DISCIPLINE ALLOCATIONS
\$442,226.10
EVENT ALLOCATIONS
\$22,113.17
LEGENDARY ROYALTIES
\$34,688.72

REGISTER NOW



MANY WAYS TO WIN.

A Legendary Stakes entry fee is \$250. Each horse can be entered a total of four times at an event. The four entries can be paid by:

HORSE OWNER

RIDER (could be same person as the horse owner)

BREEDER

DAM OWNER

On the prior page, we pointed out in our assumptions that 2 out of 4 entries per Performer/Event. What that means is, 2 of the 4 possible entries named above were made on that horse, at a specific event. If all four pay in, \$1,000 in entry money is allocated into the Legendary Stakes.

For every entry fee collected, 60% of it goes into the Legendary Purse. The other 40% is allocated, 10% stallion owner royalty, 10% breeder royalty and 20% stays in the Legendary Stakes for overhead, management, and improvements.

The synergy between the Legendary Stakes platform; partnership with Elite Stallions, whose owners get annual royalties, and breeders getting annual royalties; incentivizes them to select stallions in the Legendary Stakes. This synergy fuels opportunities and earning potential for horses, competitors and their owners in amazing ways!

The many ways to win for a horse in Legendary Stakes is one of the special things about the program. This brochure can not outline all opportunities. Visit our website for more details. The program is engineered to place opportunities and decision making capabilities to everyone involved in revolutionary ways. It is only the beginning too.

FIRST STEP, THE STALLIONS. STALLION OWNERS MUST ENROLL.



STALLION OWNERS...

The conventional stallion enrollment program consists of two main factors, which funds the prize money on an annual basis.

1 – Annual enrollment fee – most range between \$5,000 - \$7,500 and some as high as \$25,000 – PER YEAR!

2 – If a stallion owner stops paying the annual enrollment fee, that stallion is out of the program. For good.

A stallion owner most likely chooses to participate in these programs because they wish to increase demand for their stallions to mare owners. The more mares bred, conventional wisdom tells them they will generate more revenue. Some programs even pay a percentage of foal winnings from their events to the stallion owner. That is a good thing of course. Having said that, how many stallions foals will end up making the pay window at those events, to then earn the bonus money? History shows it to be a very small percentage.

These programs generally offer a website to show which stallions are enrolled and contact details for the public to reach out to said stallions. Also a good thing.

What else does a stallion owner get for participation? Something to think about.

NOTHING COMPARES TO LEGENDARY STAKES:

- Annual Royalty Share per entry.
- Legendary Stakes Platform for real-time data on stallion offspring.
- Engage with horse owners by your stallion.

Legendary Stakes also requires stallion enrollment but the major difference is, it is a one-time fee.

That's right, a onetime fee for a LIFETIME ENROLLMENT! Once a stallion is in, he is in for life.

LIFETIME Enrollment Fee: \$25,000.

****If enrolled in 2023 by December 31st, LIFETIME Enrollment Fee: \$0. NOTHING!**



***If enrolled in 2024 by December 31st, LIFETIME Enrollment fee: \$12,500.**

DIVERSIFICATION

One of the most important and a key difference with Legendary Stakes and other stallion incentives is, DIVERSIFICATION. We have 14 disciplines and that opens a lot of doors! More doors, equals greater opportunities for a whole world of possibilities!

Have you ever trained a Cutting Horse that ended up as a Rope Horse? Or perhaps a Barrel Horse who ended up in Ranch Horse Competitions? Of course you have and that isn't a bad thing. Having options for every horse born is a very good thing.

Legendary Stakes has created a system for stallion owners to unlock incentives for foals by their stallions to compete wherever the horse's strengths may be. You will end up seeing through our platform, horses competing in multiple disciplines at once!

A stallion owner must unlock a discipline for foals to be able to enter. Each year, Legendary Stakes will assign 50 events per 14 disciplines where foals can compete. As long as a stallion has unlocked the discipline, the horse can be entered. On our website and on yours, you will have the Legendary Stakes logo, showing eligibility . If you have unlocked four disciplines, the logo will have an X4 on it .

Stallion Owners are key to unlocking the earning potential for their stallions offspring. For this, Legendary Stakes is paying an annual 10% royalty for every offspring entry sired by enrolled stallions. You can see in our calculations, this can be tens of thousands if not hundreds of thousands of dollars, PER YEAR! What is the ROI (Return On Investment) for enrollment in Legendary Stakes compared to the other programs? **BETTER.**

| | |
|------|----------|
| 2023 | \$5,000 |
| 2024 | \$10,000 |
| 2025 | \$15,000 |

*Stallion owner responsibility per discipline

**Unlock as many as you want, whenever you want.
MORE DISCIPLINES, MORE ENTRIES!**

BREEDERS..

Without Breeders, there wouldn't be any foals. Breeders are the risk takers. Making money with horses is hard. There are plenty of hopes and dreams, they do actually come true! Having said that, there must be a better way with more opportunities for breeders to continue on with their foal's journey through life.

Legendary Stakes has created just that. Our platform and technology will allow you as the breeder to follow along with the competition life of your bred foals. When a horse is entered into a Legendary Stakes designated event, you will get a notification that you too can enter. You do not have to if you don't want to, but as you will see in the information to follow, the platform will grow into a lucrative revenue source which you will love engaging with on a regular basis! You won't be waiting for information or have to hunt for it either. You login in and boom, you will see exactly where the foals are showing and if you want to participate. You'll see what much the earning potential is for each event. It will similar to fantasy football or stock portfolio management, but with horses you have bred. You think you loved them before, you just wait till you experience being a breeder through Legendary Stakes!



HORSE OWNERS & COMPETITORS...

There is an entry fee for every event. That entry fee is \$250. Once a horse has been entered by its owner, a notification goes out to the Competitor, the Breeder, and the Dam owner of the foal if they are subscribed in the Legendary Stakes. So for example:

A horse named: “A Cool Breeze” is entered by her owner named Jane Doe

➤ **1. OWNER:** JANE DOE FEE: \$250

Jane listed John Smith as the rider in the event entered. John is going to get a notification and he can also enter.

➤➤ **2. RIDER:** JOHN SMITH FEE: \$250

The original Breeder, a guy named Bob got notified that this horse has been entered and he can also enter.

➤➤➤ **3. BREEDER:** BOB FEE: \$250

Bob sold the mare that this foal is out of years ago or perhaps, the mare is now deceased. The current owner or last owner of record is a lady named Julie and she receives notification the horse entered and she too can enter.

➤➤➤➤ **4. CURRENT/LAST OWNER :** JULIE FEE: \$250

So from this one example, this horse, “A Cool Breeze”, had four entry fees totaling \$1,000 for one event. As long as the first entry is made by the horse owner, the other three can join in, if they want to.

These entry fees will fuel amazing sums of money to compete for. Those purses will be spread across the country and diversified through multiple disciplines.

The Legendary Stakes platform will show data to all parties in real-time so they can make descions.

****IMPORTANT NOTE: Each category is competing against that category at each event.**

Registration Calculator



MOBILE APPLICATION

REGISTER FOR EVENT

1 USER 2 DISCIPLINE 3 HORSE 4 EVENT 5 CHECKOUT

Select an event(s).

You Could Win Up To: **\$104,736.45**

↓DESC ↑ASC • EVENT LOCATION DATES

- Barrels • Owner • A Cool Breeze ♂
CALIFORNIA CF BREAKAWAY
Wauchula - FL
05/20/2024 • 05/21/2024 • 05/22/2024 • 05/23/2024
- Barrels • Owner • A Cool Breeze ♂
STARKVILLE BREAKAWAY
Harrisburg - PA
05/20/2024 • 05/21/2024 • 05/22/2024 • 05/23/2024
- Barrels • Owner • A Cool Breeze ♂
CINCH WORLD'S TOUGHEST RODEO
Starkville - MS
07/01/2024 • 07/02/2024 • 07/03/2024 • 07/04/2024 • 07/05/2024

< BACK NEXT >

REGISTER FOR EVENT

1 USER 2 DISCIPLINE 3 HORSE 4 EVENT 5 CHECKOUT

Review and proceed to checkout.

You Could Win Up To: **\$104,736.45**

TOTAL: **500.00 USD**

| | |
|-----------------|---------------|
| HORSE | A Cool Breeze |
| SIRE | CC Running |
| REGISTRANT TYPE | Owner |
| DISCIPLINE | Barrels |
| EVENT(s) | |

- CALIFORNIA CF BREAKAWAY**
Wauchula - FL
05/20/2024 • 05/21/2024 • 05/22/2024 • 05/23/2024
- STARKVILLE BREAKAWAY**
Harrisburg - PA
05/20/2024 • 05/21/2024 • 05/22/2024 • 05/23/2024

< BACK CHECKOUT >

Stud Owner Calculator



MOBILE APPLICATION

IT'S A GREAT DAY TO BE **LEGENDARY.**

[STUD OWNER CALCULATOR](#) • [BREEDER CALCULATOR](#)

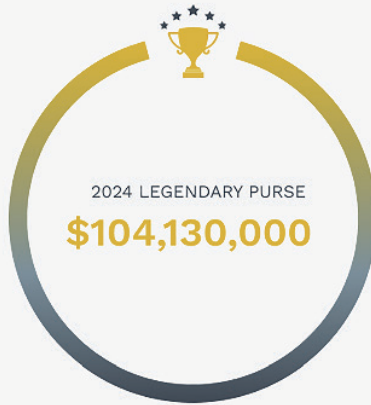
LEGENDARY STALLIONS 534
How many stallions are you enrolling?

OFFSPRING 260
Potential registered offspring produced by stallion?

ANNUAL EVENTS 10
Events participated in each year by performer?

AVERAGE ENTRIES PER EVENT 2
Owner | Rider | Dam | Breeder

PERFORMANCE RATE 25%
Percentage of offspring competing



DISCIPLINE ALLOCATIONS

\$442,226.10

EVENT ALLOCATIONS

\$22,113.17

LEGENDARY ROYALTIES

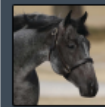
\$34,688.72

REGISTER NOW

MY BARN



Search...



BOONIFIED

♂ Once In a Blu Boon ♀ Lil Autumn Splendor

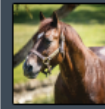
SEX: STALLION
COLOR: BROWN ROAN
EARNINGS: \$101,256



HYDRIVE CAT

♂ High Brow Cat ♀ Ruby Tuesday DNA

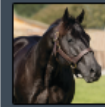
SEX: STALLION
COLOR: SORREL
EARNINGS: \$416,709



CATS MOONSHINE

♂ High Brow Cat ♀ Genuine Moonshine

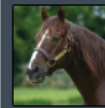
SEX: STALLION
COLOR: CHESTNUT
EARNINGS: \$143,580



ONCE YOU GO BLACK

♂ Hydrive Cat ♀ RG Sugar Lena

SEX: STALLION
COLOR: BLACK
EARNINGS: \$197,118



THIRD CUTTING

♂ Boonlight Dancer ♀ Crab Grass

SEX: STALLION
COLOR: CHESTNUT
EARNINGS: \$545,146



NEXT STEPS NEXT STEPS...

ENROLL STALLIONS. Tell everyone! 2023 is FREE!!!! 2024 is discounted, \$12,500. Beyond, normal fee of \$25,000 to enroll.

Stallion owners unlock disciplines. 2023 - \$5,000/Discipline, 2024 - \$10,000/Discipline and 2025 - \$15,000/Discipline. Unlock one or all, at your pace.

Visit: legendarystakes.com to see the growing list of enrolled stallions and the disciplines unlocked for their foals. This list will grow from dozens to hundreds, we believe thousands!

Full platform rollout to the public will be Winter 2023, for show season beginning January 2024! Create a Legendary Stakes account. Place your horse in the platform to unlock its earning potential! Every Competitor, Breeder and Dam Owner will want an account as well to be able to enjoy this ride and win!

Legendary Stakes will adapt and grow, there are no limits or boundaries. How high is the sky or how far is the future? **WE SHALL SEE!**

DOWNLOAD THE LEGENDARY STAKES APP SEPTEMBER 2023:
APPLE APP STORE OR GOOGLE PLAY STORE



NEXT
STEP

WHAT DO YOU DO NEXT? CHECKLIST

- ENROLLMENT:

| 2023 | 2024 | 2025 |
|------|----------|----------|
| \$0 | \$12,500 | \$25,000 |
- UNLOCK PER DISCIPLINE:

| 2023 | 2024 | 2025 |
|--------|----------|----------|
| \$5000 | \$10,000 | \$15,000 |
- Notify all of my breeders and foal owners to register in the Legendary Stakes.
- In, 2024 Monitor and manage real-time data from your stallion's foals, their owners and your breeders.
- ENJOY THE RIDE!

A REVOLUTIONARY PLATFORM

TAKING COMPETITORS & EARNING POWER TO

Legendary Status

CONTACT INFORMATION:

INFO@LEGENDARYSTAKES.COM

LEGENDARYSTAKES.COM





LEGENDARY
STAKES

COMPETE IN ONE DISCIPLINE OR IN ALL FOURTEEN!

ENTER | COMPETE | WIN

LEGENDARYSTAKES.COM