

Wild

MUSTANG&BURRO

FINALS

Presented by

Mustang
HERITAGE
FOUNDATION



WILD MUSTANG AND BURRO FINALS

OCTOBER 21-24, 2026 • HOOSIER HORSE PARK •
EDINBURGH, INDIANA

Presented by:



Showcasing America's Wild Mustangs & Burros Across Every Arena





WHO WE ARE

The Mustang Heritage Foundation (MHF) is a 501(c)(3) nonprofit organization established in 2001 with a mission to help America's wild-bred mustangs and burros find lasting, responsible homes.

Since its founding, MHF has partnered with the public to place more than 24,000 wild horses and burros into private care, creating meaningful connections between people and these iconic animals while preserving an important part of America's heritage.



WHAT WE DO

MHF creates clear pathways from adoption to training, competition, and lifelong ownership, expanding education, advocacy, and community engagement along the way.

Through innovative programs and events, the Foundation promotes responsible stewardship. MHF supports federal partners by helping reduce long-term off-range holding costs, ensuring more sustainable outcomes for both animals and public resources.



WHAT WE BELIEVE

At the heart of the Foundation's work is a simple belief: these animals are capable, willing, and deeply deserving of opportunity. Too often, mustangs and burros remain misunderstood, leading to prolonged holding and limited adoption interest.

By showcasing their talent and versatility through performance and competition, MHF is transforming misconceptions into opportunities, as competition changes perceptions and drives adoption.





INTRODUCING THE WILD MUSTANG AND BURRO FINALS

A first-of-its-kind national competition open to all qualified wild-bred mustangs and burros, created to spark excitement, build opportunity, and inspire sustainable ownership.

Purpose of the Finals:

- Demonstrate true versatility across disciplines
- Create a competitive pathway beyond adoption and introductory events
- Build community through performance, training, and shared goals
- Crown champions and elevate the value of mustangs and burros

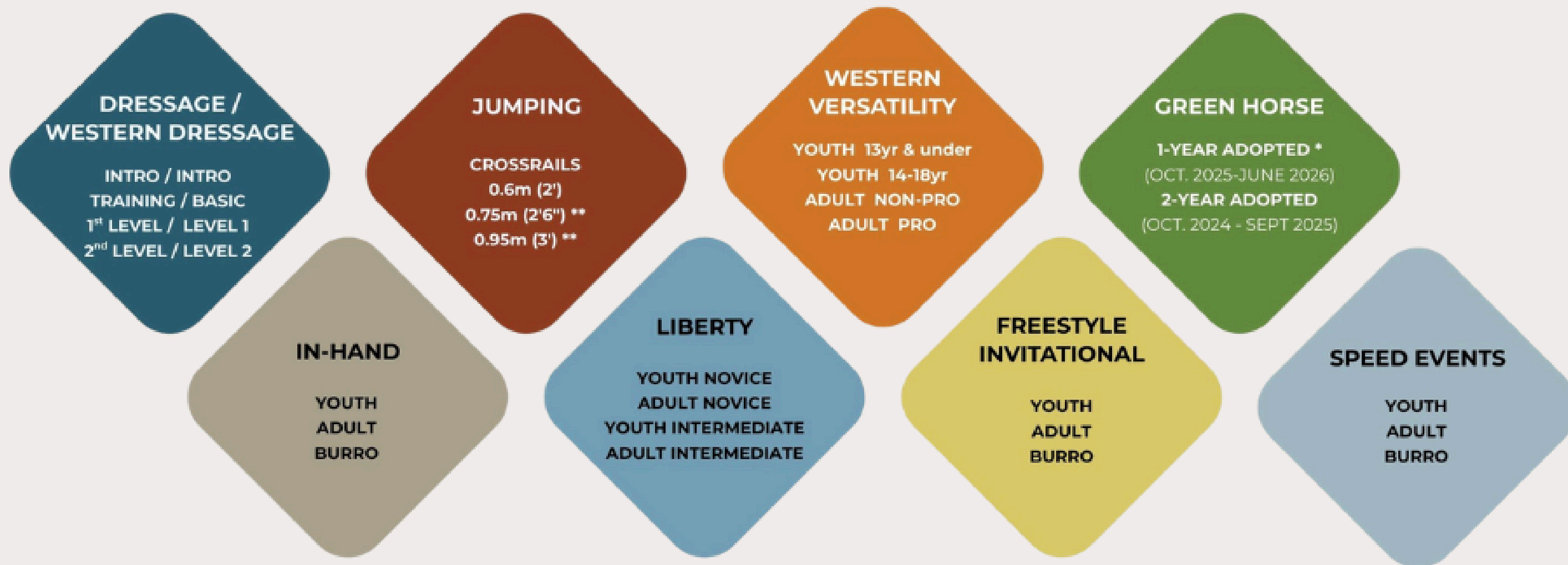
Designed for:

- Riders, trainers, and owners seeking new challenges and long-term goals
- Audiences that extend beyond any single equestrian discipline
- Brands looking for visible, values-based alignment with heritage, performance, and purpose



DISCIPLINES & COMPETITIVE FORMAT

Athletes may compete across multiple divisions featuring skill, speed, athleticism, and partnership, including:



Goal:
Show that wild-bred mustangs and burros can compete, perform, and thrive across disciplines.





WHAT MAKES THIS EVENT SPECIAL

A New Competitive Pathway for Wild-Bred Mustangs & Burros.

Key differentiators:

- Multi-discipline inclusivity: Western, English, Speed, Liberty, Freestyle, In-Hand, Dressage, Jumping
- Performance beyond adoption: Demonstrating trainability at a national competitive level
- High-visibility recognition: Champions crowned in each major division
- Momentum builder: Inspires more sustainable ownership and consistent training progression
- Community expansion: Attracts trainers, riders, families & equestrian spectators nationwide

Through this event, the Mustang Heritage Foundation is building more than a competition; we're creating a pathway forward, inspiring future local shows and qualifiers, and carrying success from adoption into lifelong partnerships.

AUDIENCE AND REACH

Who Engages with the Wild Mustang and Burro Finals:

- Competitive riders and trainers (Western + English)
- Mustang and burro adopters and owners
- Families, spectators, fair-style event attendees
- Western and English equestrian markets across recreational and competitive levels
- Youth riders, local clubs, 4-H/FFA influence
- Animal welfare supporters & advocacy audiences
- Horse and burro enthusiasts



SPONSOR VALUE

Why Partner with the Mustang Heritage Foundation

Sponsorship delivers:

- **Multi-channel brand exposure**

Digital, social, live event, signage, merchandise, collateral

- **Values-based alignment**

Heritage, transformation, animal stewardship, adoption impact

- **High-emotion storytelling**

Compelling before-and-after journeys of horses and riders

- **Community goodwill**

Supports a widely respected 501(c)(3) nonprofit

- **Emerging market opportunity**

Access to a growing and largely underserved community

- **Longevity**

First-year positioning in an event designed to expand nationwide



AUDIENCE REACH & ENGAGEMENT



MHF Facebook

1M Views
21K Interactions
7.2K Clicks
28.3K Visits
33K Followers



Finals Facebook

180.3K Views
3.1K Interactions
71 Clicks
3.1K Visits
142K Followers



MHF Instagram

353K Views
6K Interactions
26K Reach
1.6K Visits
9.2K Followers



Finals Instagram

11.4K Views
56 Interactions
1.4K Reach
175 Visits
11.2K Followers



MHF Email

28,481 Contacts
25% Open Rate



MHF Website

13,074 Sessions
7,872 Visitors

Partnership with the Wild Mustang and Burro Finals places your brand within active digital channels that drive awareness, engagement, and audience growth.

SPONSORSHIP OPPORTUNITIES

Tiered, Flexible Partnership Options





BE PART OF A DEFINING MOMENT FOR WILD MUSTANGS AND BURROS

Help Change the Future for Mustangs & Burros

The Wild Mustang & Burro Finals is more than a competition. It is a pathway to rescue, rehabilitation, and long-term success.

By partnering with Mustang Heritage Foundation, you help:

- Move wild mustangs and burros out of holding and into opportunity
- Showcase what's possible when training meets compassion
- Carry these animals from adoption into lifelong partnership

Be there at the beginning.

Let's connect and explore how you can be part of this life-changing mission.

LET'S CONNECT

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