



## The Premier Barrel Racing Event in West Texas!

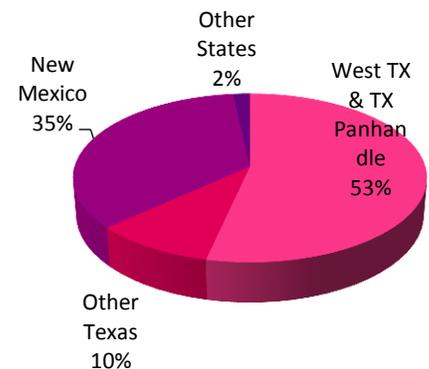
With **823** entries run over three days for a total payback of **\$64,359**, plus prizes in 2016, Live Life to the Fullest is the **RICHEST BARREL RACING EVENT** west of the Colorado River!

The **6<sup>TH</sup> ANNUAL LIVE LIFE TO THE FULLEST BARREL RACE** will take place **September 22-24, 2017**, at **The Horseshoe Arena** in **Midland, Texas**. This multi-award winning venue is conveniently located right on Interstate 20, halfway between Fort Worth and El Paso, providing easy access for barrel racers and their families.

### Why advertise with LL2F?

- ⌘ 823 entries in 2016 is equivalent to **231 individual barrel racers**, plus family and friends, which equates to over **400 attendees** (80% adult female barrel racers)
- ⌘ **Unique demographic** outside the Waco-OKC barrel racing hotspot corridor means you can market your product/services to competitors who do not attend the supershows
- ⌘ Facebook social media presence with over **1,500 followers** which allows your product/service to reach an ever growing number of potential customers
- ⌘ Up-to-date **website with sponsor listings** providing a direct link to your own webpage: [www.ll2fbarrelrace.com](http://www.ll2fbarrelrace.com)
- ⌘ **Live webcast** where friends and family and other barrel racing enthusiasts will tune in to watch the action *and* commercials
- ⌘ High traffic vendor area provides you with a **consistent stream of prospective clients**
- ⌘ **Maximum visibility** for banner ads will ensure that every attendee has the opportunity to see your name
- ⌘ 100% of the proceeds of LL2F benefit the **Kelsey Mae Davis Memorial Scholarship Fund**. The Kelsey Mae Davis Memorial Scholarship provides funds for graduating high school seniors pursuing either academic or vocational degrees/certifications as well as scholarships for adults wishing to obtain higher education. To date, over **\$90,000 has been awarded in five years**.

  
Where do they come from?



*Contact us today to learn more about Live Life to the Fullest and our sponsorship packages!*

### 6<sup>th</sup> Annual Live Life to the Fullest Barrel Race

Jeanette Scott  
(432)448-7027  
ll2f@outlook.com