

THE
SPIRIT OF THE WEST
HAS NEVER BEEN
CORRALLED... UNTIL NOW

Welcome, and thank you for being here.

I know your time is valuable, which is why I want to personally share something different.

Something authentic. Something needed.

The spirit of the West has never been fully captured online. It's lived in the dirt, in the saddle, in the stories —

The spirit of the West has never been corralled-UNTIL NOW....



Dedicated Cowboy

...WHERE THE WEST CONTINUES....



.... I PRESENT DEDICATED COWBOY!!

TRULY WHERE THE WEST CONTINUES.... I created this platform to bring together the full richness of the Western lifestyle — ...It's not just a marketplace. It's the digital home for everything Western , items, events and businesses...and just like a DEDICATED COWBOY this platform was built with purpose, pride, and polish.



Dedicated Cowboy

...WHERE THE WEST CONTINUES...

THE MISSION...

**TO UNITE AND PROMOTE THE
WESTERN LIFESTYLE
IN ONE
AUTHENTICALLY CURATED
DIGITAL SPACE-
FOR THOSE WHO
LIVE IT, LOVE IT, AND LEAD IT**



Dedicated Cowboy was built to unite and promote the Western lifestyle in one authentically curated digital space. Not a trend. Not a gimmick. A real platform — for those who live it, love it, and lead it.

THE PROBLEM...



NO CENTRALIZED MARKETPLACE TO BUY AND SELL
NO WAY TO EASILY FIND EVENTS OR SERVICES
NO UNIFIED SPACE FOR WESTERN BRANDS TO GROW



THE WESTERN WORLD IS THRIVING—
JUST ALL OVER THE PLACE

The Western world is thriving—but it's scattered.
Sellers are buried on Facebook. Events get lost in hashtags and flyers.
Small Western businesses have no central stage.
There's no go-to platform to *promote listings, share events, or connect communities*.
It's disconnected. It's underserved.
Dedicated Cowboy Brings it All Together



...WHERE THE WEST CONTINUES...

3 COMPONENTS OF THE INDUSTRY SECTOR

E-COMMERCE

GLOBAL E-COMMERCE
PROJECTED TO REACH
\$34.7 TRILLION BY 2026

BY 2040, 95% OF PURCHASES
WILL HAPPEN ONLINE

WESTERN NICHE MARKET

\$96B IN WESTERN APPAREL

\$122B U.S. HORSE ECONOMY

SUSTAINABLE LIFESTYLE MARKET

SPANNING RANCHING, LIVESTOCK,
VEHICLES, HOME DÉCOR,
LEGACY DRIVEN BRANDS

RESALE ECONOMY

RESALE APPAREL WILL
GROW BY 127% BY 2026

GROWING 3X FASTER THAN
GLOBAL APPAREL INDUSTRY

DRIVEN BY GEN Z,
SUSTAINABILITY AND NICHE
CURATION



DEDICATED COWBOY BRINGS THE 3 FORCES TOGETHER IN ONE PLATFORM BUILT FOR A MODERN WESTERN WORLD

3 SECTORS OF THIS MARKET

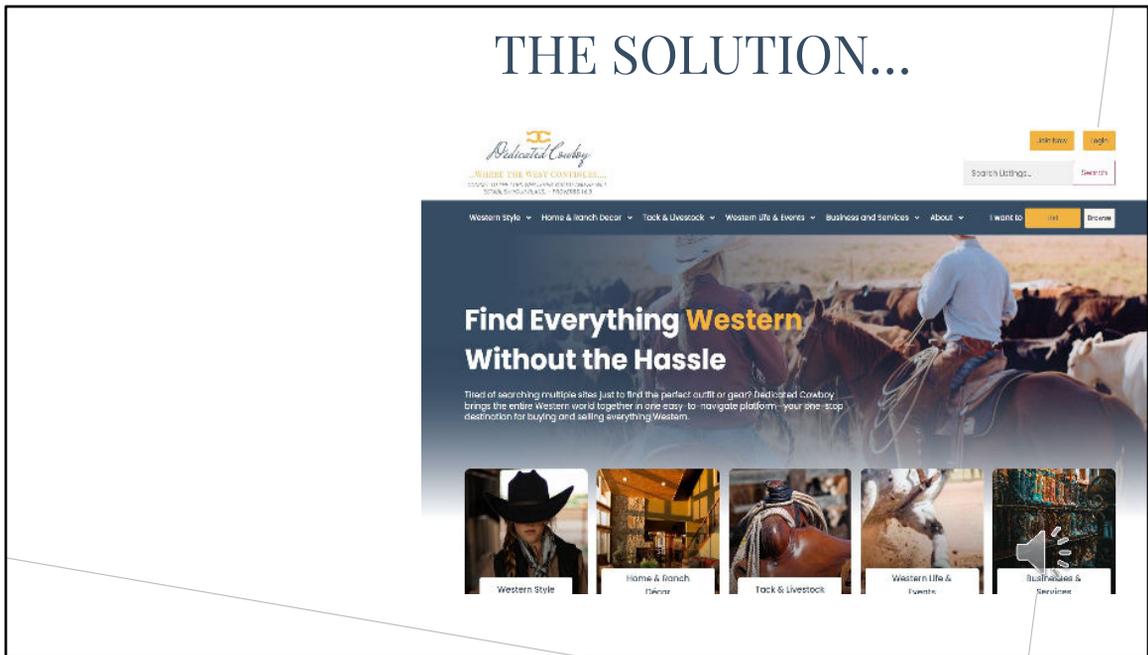
E-commerce is projected to reach \$34.7 trillion by 2026.

WESTERN WORLD

Western apparel alone is a \$96 billion industry. The U.S. horse economy adds another \$122 billion.

RESALE It's growing 3x faster than the global apparel market. Dedicated Cowboy sits at the intersection of all three — Western lifestyle, e-commerce, and resale. It's a modern solution to a timeless way of life.

THE SOLUTION...



Dedicated Cowboy is your digital headquarters — beautifully built, easy to use, and boldly Western.

It's one central place to **promote goods, share and discover events, or locate Western businesses.**

With powerful keyword, category, and location search, it's more than convenient —

it's curated, connected, and crafted to grow the Western world.

Dedicated Cowboy

LIVES WESTERN

Listings

Events

Businesses



Western Style



Tack & Livestock



Home & Ranch
Décor



Western Life &
Events



Businesses &
Services

WESTERN LIVES IN

Dedicated Cowboy

Dedicated Cowboy is for the rancher selling tack, the boutique owner sharing her latest drop, the event producer planning a roping, and the cowboy roping. It's for those living Western — and those keeping it alive.— if it lives or loves Western, it belongs here.



SAW A NEW FRONTIER—THEN BUILT IT.

NOW IT'S TIME TO BRING IT TO LIFE.

WE'RE LAUNCHING THIS PLATFORM INTO THE WESTERN WORLD—ONE LISTING, ONE EVENT, ONE BUSINESS AT A TIME.

NOW WE NEED THE RIGHT AGENCY TO CORRAL THE AUDIENCE.

SO HERE'S YOUR CHALLENGE:

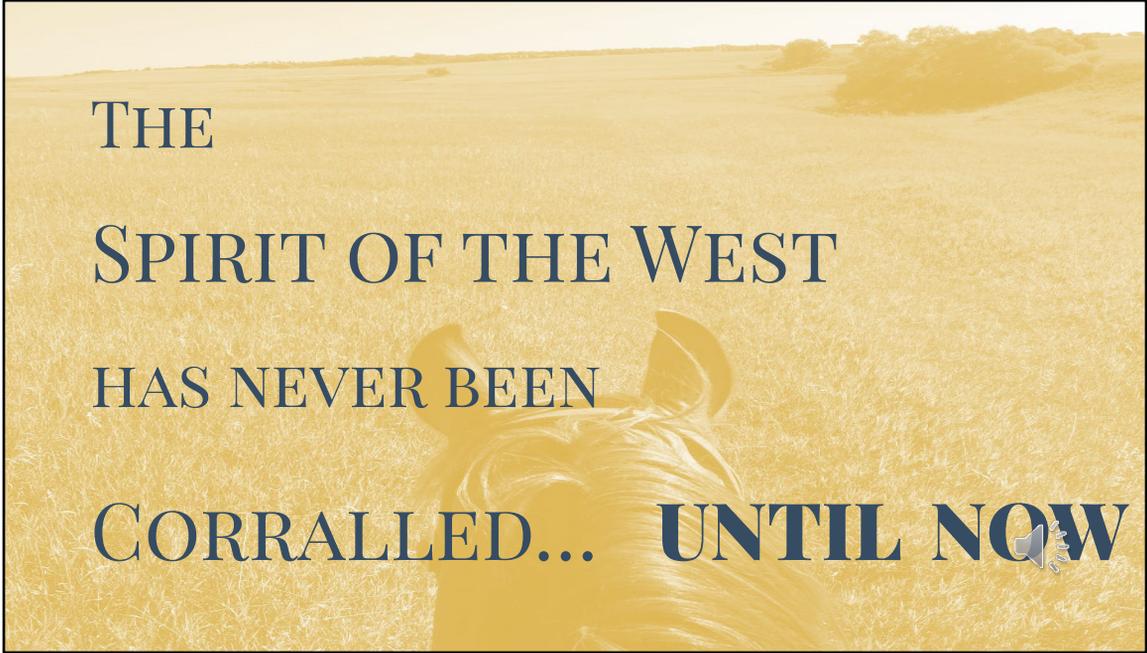
WHAT CAN YOU BRING TO THE TABLE TO MAKE SURE DEDICATED COWBOY CLAIMS ITS RIGHTFUL PLACE AS THE GO-TO PLATFORM FOR THE WESTERN WORLD? 

Dedicated Cowboy saw a new frontier — and built it.

Now it's time to bring it to life. We're launching this platform into the Western world, one listing, one event, one business at a time.

But we need the right agency to corral the audience.

So here's your challenge: What can you bring to the table to ensure Dedicated Cowboy becomes the platform the Western world deserves?



Dedicated Cowboy isn't just a platform — it's a movement.

One that honors our roots, powers our present, and drives the Western way into the future.

The Spirit of the West has never been corralled... until now.