



2025 ANNUAL REPORT

TETON VALLEY SKIJORING



MISSION

OUR MISSION IS TO HONOR THE WESTERN TRADITIONS OF BOTH HORSES AND WINTER SPORT RACING FOR THE PURPOSE OF INCREASING LOCAL RURAL BUSINESSES' REVENUES AND CREATING A FAMILY-FRIENDLY, EXCITING COMMUNITY EVENT.

LETTER FROM THE EXECUTIVE DIRECTOR

As I wrap up my first year as Executive Director of Teton Valley Skijoring, I'm both proud and energized. The 2025 event and planning period was a season of tremendous growth and forward momentum. We welcomed nearly 5,000 attendees to the Grand Showdown, saw visitors from 34 states and Canada, and achieved a 1.7x increase in attendance over the previous year. Spectators and competitors alike rated the experience highly, and 92% of competitors plan to return — a testament to the quality of the event and the sense of belonging it fosters.

Behind the scenes, we made significant progress, too. This year, we implemented key systems and operational improvements that streamlined our planning, strengthened our partnerships, and laid the groundwork for sustainable growth. These changes not only improved the experience for participants and volunteers, but also created space to dream even bigger.

We couldn't have done any of it without the incredible support of our sponsors and the 150+ community volunteers who helped bring it all to life. This event is a massive production, requiring months of planning, hundreds of hands, and the generous backing of businesses and donors. From course building and start gate wrangling to competitor registration and ring setting, every detail was powered by people who believe in what this event means for Teton Valley and for the sport of skijoring. That spirit of collaboration is what makes this more than a race; it makes it a community tradition.

Looking ahead, we're excited to continue this work. Our goal is to make the sport of skijoring even bigger, better, and more accessible to everyone in the valley. Whether you're a longtime fan or new to the sport, there's a place for you at the starting line and we can't wait to welcome you!

With gratitude,

Bridget Sweeney

Executive Director, Teton Valley Skijoring



2025 KEY EVENT METRICS

THE GRAND SHOWDOWN SKIJORING COMPETITION & COMMUNITY EVENT

4,946

ATTENDEES

42%

RETURN ON
INVESTMENT

1.7X

YEAR-OVER-YEAR
ATTENDANCE
GROWTH

94%

OF SPECTATORS WOULD RETURN TO OR
RECOMMEND THE EVENT

89%

OF SPECTATORS FELT THE TICKETS WERE A
GOOD VALUE

92%

OF COMPETITORS PLAN TO RETURN

150+

VOLUNTEERS MADE THE EVENT POSSIBLE



ATTENDEES FROM 34 STATES AND CANADA

969

OVERNIGHT
STAYS

81%

OF SPECTATORS
TRAVELED TO
TETON VALLEY
SPECIFICALLY FOR
THE EVENT

\$2,969

RAISED FOR
HAPI TRAILS
HORSE RESCUE

3

COMMUNITY
PRACTICE DAYS
OFFERED

COMMUNITY
IMPACT



2025 PRACTICE DAYS

We offered three community practice days this season, open to anyone curious about or experienced in the sport. These inclusive, intergenerational events provide locals in Teton Valley and beyond a chance to try skjoring, improve their skills, and stay active during the long winter months, while building community and encouraging outdoor connection.

Generously hosted by HAPI Trails horse rescue, all participant donations supported the facility's operational costs.



FY24 REVENUE

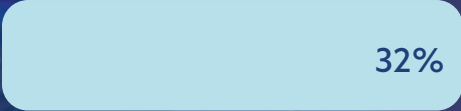
SPONSORSHIPS



PRIVATE DONATIONS, GRANTS, & FUNDRAISING



EVENT OPERATIONS



FY24 OPERATING EXPENSES

ADMINISTRATIVE



MARKETING



PROGRAMMING



THIS UNFORGETTABLE COMMUNITY EVENT IS ONLY POSSIBLE BECAUSE OF GENEROUS SUPPORTERS LIKE YOU.

On behalf of our competitors, spectators, volunteers, and Board of Directors, thank you for helping make skijoring in Teton Valley more than just a race. Your support fuels connection, celebration, and economic vitality throughout our community each winter.

TITLE DONORS

\$15,000 and Above

- Frontier Credit Union
- Grand Teton Brewing
- Kelsy Kopak
- Yellowstone Teton Territory

- Folsom Skis
- HAPI Trails
- Idaho Traffic Safety
- Kuhl
- Montucky Cold Snacks
- Pace Family
- Pinnacle Wealth Management
- Potts Family
- RAD
- Ridgeline Log & Timber
- Royal Throne
- Russo Family
- Smithey Ironware
- Teton Valley Foundation
- Teton Women’s Health Center

Gold \$10,000 - \$14,999

- Strong Excavation / Mountain Strong Homes
- Teton Valley Health Care
- Valley Lumber
- Wade Kaufman (Ambient Green / Horizon Landscape Services)

Silver \$5,000 - \$9,999

- B&D Builders / Bauen Unlimited
- Cisco Services
- Diamond X Construction
- Donovan Family
- Iron Horse Design-Build
- No Mercy No Quit
- OPEN Creative
- Pine Needle Embroidery
- Teton Ridge Ranch
- Tom Lawrence
- Tributary
- Watkins Distributing

Bronze \$2,500 - \$4,999

- Allen Family
- Broulim’s
- CISCO Group

Saddle Up \$1,000 - \$2,499

- B&D Enterprises
- bell+bly
- Brice McKeever
- Bronze Buffalo Ranch
- Chiller Ice
- Circle S Veterinary
- Dan & Lucy Shefter
- Engel & Volkers (Anne Fish)
- Fran & Joe Rogers
- Frank & Maryann Russo
- Furvor Dog Bone Broth
- Go Clear Window Cleaning
- Grand Teton Distillery
- Heimerl Beard St. Clair Attorneys
- Jackson Hole Snow Devils
- JH Builders

Mike Meador
Murphy Family
Pro Rentals & Sales
Rick Miles
SilverStar
Swan Valley General Store
Teton Equine

Gap Jump \$500 - \$999

Andy Daniels
Charleton Family
Festive Living
Flying S Title & Escrow
Gaylan Hellyer
Highpoint Cider
Mathews Plumbing
New West Building Co.
Teton Gravity Research
Teton Horse Experience
Thomas Crowell
Wilkinson Montesano Builders

Start Gate \$1 - \$499

Ben Winship & Caroline Herter
Carlos & Hilary Ordonez
Denise Groth
Donald & Elizabeth Moseley
Jackie Riley
Jeffrey Scott Taylor & Kris Jamieson
Julie Martin
Lina Marquis & Linda Swope



LOOKING AHEAD

As we build on the momentum of this past season, we're already planning for an even more impactful year ahead. We're excited to welcome back the Teton Valley Skijoring Grand Showdown, scheduled for February 21–22, 2026, with a continued focus on enhancing the experience for both competitors and spectators. Behind the scenes, we'll be working to improve on-site logistics—from traffic flow and signage to volunteer coordination and spectator amenities.

We also remain committed to offering our community practice days, which are donation-based and open to all skill levels. These gatherings not only help grow the sport of skijoring, but also provide a fun, inclusive way for locals to stay active and connected during the winter months. With your continued support, we look forward to making next season even more exciting, accessible, and community-driven.

THANK YOU FOR YOUR SUPPORT!



THE TETON VALLEY SKIJORING LEADERSHIP TEAM

From left to right:

Sean Riley, Board Member
Kathy Cisco, Board Treasurer
Scott Kelley, Board Member
Jenny Wade, Board Member
Betsy Marsh, Board Secretary
Julie Martin, Event Committee Member
Bridget Sweeney, Executive Director
Aaron Cisco, Board Member
Neal Stobaugh, Board President

Not pictured:

Hunter Hill, Board Member
Kelsy Kopak, Board Member



**SAVE
OUR
DATES**

FEB. 21-22, 2026