



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

51%

PRIVATE DONATIONS, GRANTS, & FUNDRAISING

17%

EVENT OPERATIONS

32%

FY24 OPERATING EXPENSES

ADMINISTRATIVE

21%

MARKETING

11%

PROGRAMMING

68%

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

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

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

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)
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

Thank you also to all of our generous anonymous donors whose quiet support makes a big impact.



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