



OUTLAW

2025
SUMMER
EVENTS
IMPACT
REPORT



EVENTS IMPACT REPORT 2025

Outlaw Partners' 2025 summer events season featured **18 days** of event programming in Big Sky, Montana at the Big Sky Events Arena. Signature events included a mix of rodeo, professional bull riding, world-class music and charity fundraisers that brought in visitors from around the world and generated a **record-breaking \$2,100,000+** for local and regional non-profits.



\$2,163,175

RAISED FOR CHARITIES
through Outlaw Partners events

\$863,175

BIG SKY PBR

\$1,300,000

WILDLANDS

Economic Impact Report produced by third party, Circle Analytics.



ECONOMIC IMPACT - SOUTHWEST MONTANA

BIG SKY, BOZEMAN AND
GALLATIN COUNTY

\$43.3M

Gross Economic Impact

\$25.1M

Directly Retained in Gallatin County

\$2.9M

Indirect Business Taxes and Fees

587

Full & Part Time Jobs Created

50,000



EVENT
ATTENDEES

2.6 DAYS



AVERAGE
VISITOR STAY



\$5.9M

DIRECT DINING,
DRINKS &
RESTAURANTS

\$7.8M

DIRECT STORE
RETAILERS



\$7.6M

DIRECT HOTELS
& LODGING



\$7.1M

GASOLINE
STATIONS



TICKET BUYER AUDIENCE



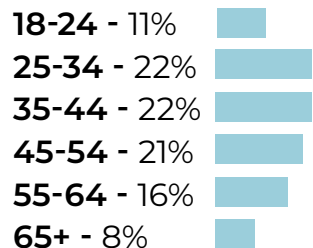
TOP 14 STATES

- | | |
|---------------|--------------------|
| 1. Montana | 8. Colorado |
| 2. California | 9. New York |
| 3. Texas | 10. Idaho |
| 4. Florida | 11. Utah |
| 5. Washington | 12. Georgia |
| 6. Illinois | 13. North Carolina |
| 7. Minnesota | 14. Pennsylvania |

MONTANA TOP AUDIENCE

- | | |
|---------------------|---------------------|
| 1. Bozeman | 8. Great Falls |
| 2. Big Sky | 9. Livingston |
| 3. Gallatin Gateway | 10. Ennis |
| 4. Billings | 11. Butte |
| 5. Belgrade | 12. Kalispell |
| 6. Missoula | 13. Whitefish |
| 7. Helena | 14. Idaho Falls, ID |

AGE:



50%
MALE



50%
FEMALE

