Invitational Ranch Rodeo

2025 Recap

The Invitational Ranch Rodeo, a cherished tradition steeped in ranching heritage and family legacy, drew a sold-out crowd to kick off the National Western Stock Show on January 11, 2025. Seven premier teams from Colorado, New Mexico, Nebraska, and Oklahoma competed for the coveted championship title and prize money totaling over $24,000. The competition highlighted ranching skills through events inspired by daily ranch work: Cut & Brand, Team Sorting, Double Mugging and Wild Cow Milking.

The arena buzzed with excitement as the reigning National Western champions battled it out against other talented teams. Rising above the fierce competition, Jolly Ranch clinched the overall victory. Team members Jesse Jolly, Luke Kelley, Luke Meier and Austin Crist showcased exceptional teamwork, earning the highest combined score across all four events.

Jolly Ranch set the pace in the first event, Cut and Brand, stopping the clock at 1:05. Sooner Cattle Company followed closely behind, dominating in the Team Sorting with a fast time of :56 seconds. The inaugural National Western champions Crutch Ranch of Lovington, NM, claimed victory in Double Mugging, finishing in :57 seconds, and Haythorn Land & Cattle of Arthur, NE, took the top spot in Wild Cow Milking with a :31 second run.

Sage Haythorn of Haythorn Land & Cattle received the prestigious Top Hand award while also earning the Top Horse honors with Add Two and Two. These awards recognize outstanding cowboy skills and the essential roles of well-trained working ranch horses. The Excellence in Animal Care award, a hallmark of the National Western, was presented to our overall winners of the night Jolly Ranch. Their exemplary commitment to ethical animal husbandry practices earned them the title and

a custom watercolor by Coors Western Art artist Kathy Harder.

NWSS Horse Show events
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Official Photos

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