



PBR TEAMS ANNOUNCES EXPANSION PLANS

League Intends to Grow to 12 Teams for the 2027 Season

Fort Worth, TX (March 30, 2026) – PBR Teams today announced plans for its second wave of expansion, with the league intending to grow from 10 to 12 teams for the 2027 season. The expansion, approved unanimously by PBR Teams owners, marks a significant milestone in the league’s continued evolution and underscores the strength of its business model, competitive product, and fan engagement.

PBR Teams launched in 2022 with eight teams playing five-on-five bull riding games, leading to an annual championship. In its first wave of expansion, the league expanded to 10 teams ahead of the 2024 season.

“Our second expansion in five years marks the next step in the continued growth of one of North America’s fastest-growing sports leagues,” said Sean Gleason, CEO and Commissioner, PBR. “With strong interest from prospective ownership groups, we’re excited to introduce team competition to two new North American cities.”

Since its inception, PBR Teams has experienced steady growth across key metrics. The league welcomed 272,315 fans during the 2025 season, while broadcasts reached 28 million viewers nationwide. Momentum continues into 2026, with ticket sales for team homestand events pacing ahead year-over-year.

The league’s on-the-dirt performance has also reached new heights. Competitive balance remains a hallmark of elite team bull riding, with four different champions crowned in the league’s first four seasons. The level of competition continues to intensify, fueled by elite global talent and an increasingly challenging roster of bulls.

The league will evaluate several attractive markets in the U.S. and Canada for team locations as part of a structured sales process with decisions to be announced in the future.

About PBR Teams

PBR Teams is an elite league featuring the world’s top bull riders competing on teams in five-on-five games leading to a Team Championship at T-Mobile Arena in Las Vegas. During the 2026 season, the league’s fifth, each of the 10 teams – Arizona Ridge Riders of Glendale, AZ; Austin Gamblers of Austin, TX; Carolina Cowboys of Greensboro, NC; Florida Freedom of Sunrise, FL; Kansas City Outlaws of Kansas City, MO; Missouri Thunder of Springfield, MO; Nashville

Stampede of Nashville, TN; New York Mavericks of Belmont, NY; Oklahoma Wildcatters of Oklahoma City, OK; and Texas Rattlers of Fort Worth, TX – will host a three-day homestand. Neutral-site games in Anaheim, CA and Fort Collins, CO are planned for the 2026 season as well.

PBR Teams, launched in July 2022, builds on the existing structure of professional bull riding with the same basic rules for judging and scoring qualified 8-second bull rides. In events staged in a tournament-style format, all teams compete in head-to-head matchups against a different opponent each day. Each game features five riders per team squaring off against another team. Full team rosters are comprised of seven riders on the Protected Roster and three Reserve Roster riders. The team with the highest aggregate score of qualified rides among its riders is declared the winner of each game.

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