

# FREEBORN LEATHER CO. HOUSTON LIVESTOCK SHOW AND RODEO 2026 CAMPAIGN

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[PLACE FREEBORN LEATHER CO. LOGO HERE]

[PLACE HOUSTON LIVESTOCK SHOW AND RODEO 2026 LOGO HERE]

## CORE TONE REFERENCE

Watch a master leatherworker in action, live at the Houston Livestock Show and Rodeo.  
Customized wearable art, crafted by hand, right in front of you.

## CAMPAIGN FACTS

Owner: Chad Matheny

Brand: Freeborn Leather Company

Location: In front of Hall B

Dates: Thursdays–Saturdays, March 2–22

CTA: Enter raffle to win 1 of 5 customized belts (valued at \$200+ each)

Raffle Mechanics: QR code → landing page → email signup (Limit 1 per household)

Drawing: Held on the last day of the rodeo, when the last bull leaves the building and the trailers are locked and loaded.

Contact Link: <https://www.facebook.com/CDMLeatherworks/>

# LANDING PAGE

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## HERO HEADLINE

**Watch a Master Leatherworker in Action at the 2026 Houston Livestock Show and Rodeo.**

## SUBHEAD

Customized wearable art, crafted by hand, right in front of you. Belts, boots, rifle slings, gun holsters, and more. Nothing girly here; only leather goods for hard-working, whiskey-drinking, outdoor-loving Texans.

## BODY COPY

Chad Matheny, the owner and craftsman behind Freeborn Leather Co., has created hundreds of custom leather pieces for collectors, hunters, and men and women who work hard and play even harder.

Chad doesn't outsource. He doesn't rush. And he doesn't do mass production. What you see is what you get: hand-cut, hand-tooled, hand-finished leather.

If you live in the greater Houston area, you've probably seen his work. Even former Astros legend Craig Biggio, owns one of Freeborn Leather Company's customized rifle slings.

**[PLACE PHOTO: Craig Biggio with custom sling here]**

And if you're thinking ahead, yes, he is already booking Christmas orders. The cutoff is August 1st. That's how in-demand his work is. His booth will be stocked with customized items, but once they sell out, that's it. You'll have to get in line and place an order.

## ENTER TO WIN A CUSTOM BELT

**Enter the raffle to win 1 of 5 customized belts, each valued at over \$200.**

Enter now or scan the QR code at the booth to enter. One entry per household. Winner will be announced on the last day of the rodeo, when the last bull leaves the building and the trailers are locked and loaded.

**> CALL TO ACTION: ENTER TO WIN A \$200+ CUSTOMIZED BELT**

## LOCATION & DATES

In front of Hall B, Thursdays–Saturdays, March 2–22

*No purchase is necessary to enter. One entry per household. Must be 18 or older to enter. Winners will be selected on the final day of the Houston Livestock Show and Rodeo and notified via email. Prizes are non-transferable. This raffle is not affiliated with or endorsed by the Houston Livestock Show and Rodeo.*

# EMAIL

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## SUBJECT LINE

Watch a Master Leatherworker at Work at the 2026 Houston Livestock Show and Rodeo.

## EMAIL BODY

This March, grab a whiskey and stop by the Freeborn Leather Company's booth at the 2026 Houston Livestock Show and Rodeo to see master leatherworker, Chad Matheny, as he customizes belts and rifle slings as you watch. If the line is too long, you can still buy one of his custom designed slings, belts, shoes, boots, holsters, and more. And he won't say no if you bring him a beer. He prefers whiskey, but it won't get you a discount.

Just stop by the booth in front of Hall B to watch him work live, buy one of his uniquely Texan creations, and enter the raffle to win one of five customized leather belts, each valued at over \$200.

> **CALL TO ACTION: ENTER TO WIN A \$200+ CUSTOMIZED BELT**

## FACEBOOK POST

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Watch a master leatherworker in action, live at the Houston Livestock Show and Rodeo.

Chad Matheny, owner of Freeborn Leather Co., will be customizing leather goods by hand, while you sip your whiskey and watch. Belts, boots, rifle slings, gun holsters, and more. He's created hundreds of custom pieces, including a gun sling for former Houston Astros legend Craig Biggio.

Visit the booth in front of Hall B on Thursdays–Saturdays, March 2–22, and enter the raffle to win 1 of 5 customized leather belts, each valued at over \$200.

**> CALL TO ACTION: ENTER TO WIN A \$200+ CUSTOMIZED BELT**

## **X POST**

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Watch a master leatherworker live at the Houston Rodeo.

In front of Hall B, Thursdays–Saturdays, March 2–22.

Win a custom belt.

## LINKEDIN POST

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Leatherwork that feels like hard work, whiskey, and Texas.

This March, Freeborn Leather Co. brings live leatherworking to the 2026 Houston Livestock Show and Rodeo. Owner Chad Matheny will be customizing leather goods by hand, live, in-person. And he won't say no to a beer.

From rifle slings and holsters to belts and boots, every piece is customized to look good and built to last.

> **CALL TO ACTION: ENTER TO WIN A \$200+ CUSTOMIZED BELT**

## TIKTOK POST

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HOOK (ON SCREEN): Watch leather come to life.

Caption:

No factory. No shortcuts. Just one tattooed Texan and his master craft.

This is Chad of Freeborn Leather Co., crafting custom leather by hand, live at the 2026 Houston Rodeo.

Belts. Boots. Rifle slings. Holsters.

In front of Hall B. March 2–22.

> **CALL TO ACTION: ENTER TO WIN A \$200+ CUSTOMIZED BELT**

## YOUTUBE VIDEO

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### TITLE

Watch a Master Leatherworker Work Live at the Houston Rodeo

### DESCRIPTION

Freeborn Leather Co. is live at the Houston Livestock Show and Rodeo.

Watch Chad customize leather goods by hand, right in front of you. From belts and boots to rifle slings and gun holsters, this is craftsmanship that looks like art and smells like sweat, whiskey and Texas.

Visit the booth in front of Hall B, Thursdays–Saturdays, March 2–22.

Enter the raffle to win one of five \$200+ customized belts.

> **CALL TO ACTION: ENTER TO WIN A \$200+ CUSTOMIZED BELT**

## QR LANDING PAGE

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**Watch a master leatherworker at work. Walk away with a custom belt.**

Chad Matheny, owner of Freeborn Leather Company, is working live at the 2026 Houston Livestock Show and Rodeo, crafting custom leather by hand right in front of you.

Belts. Boots. Rifle slings. Gun holsters. Wearable art built to be used and smells like Texas.

You're standing here anyway. You might as well enter.

### **WIN 1 OF 5 CUSTOMIZED BELTS, EACH WORTH OVER \$200**

Chad has created hundreds of custom leather pieces, including a custom rifle sling for former Houston Astros legend Craig Biggio.

He's in demand for a reason. And this is your shot to own a piece of his work. Speaking of shots, he wouldn't say no to a whiskey.

### **HOW TO ENTER**

- Enter your email below
- One entry per household
- Winner are announced on the final day of the rodeo, when the last bull leaves the building and the trailers are locked and loaded.

[ EMAIL ADDRESS FIELD ]

### **ENTER TO WIN A \$200+ CUSTOM BELT**

In front of Hall B

Thursdays–Saturdays, March 2–22

If you want to place a custom order for Christmas, do it early. Orders cut off August 1st. That's how in-demand his work is. I own a custom-designed wristband but am on the waiting list for a pair of customized Converse.

### **STAY CONNECTED**

Follow Freeborn Leather Company on Facebook to see more of Chad's work, finished pieces, and future events.

<https://www.facebook.com/CDMLeatherworks/>

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