



# McFARLAND

PRODUCTIONS

MARKETING & CREATIVE AGENCY

COMPANY PROFILE

[McFARLANDPRODUCTIONS.COM](http://McFARLANDPRODUCTIONS.COM)



# MARKETING &

We believe in a community-centric approach to marketing and creative, cultivating true fans through storytelling and encouraging long-term, two-way human relationships.

CREATING CONNECTIONS BETWEEN  
THE BRANDS AND ORGANIZATIONS  
OF THE WESTERN AND AGRICULTURE  
INDUSTRIES AND THEIR COMMUNITIES.

EST. 2014



# CREATIVE AGENCY.



# WHO WE'RE FOR.

At the heart of our approach is a deep-rooted commitment to the preservation and integrity of the agricultural industry and Western way of life. This focus allows us to serve a wide variety of companies and organizations within different sectors of the industry. We have had the opportunity to work with ranches, farms, rodeos, festivals and events, musicians, brands, makers, designers, product manufacturers, and other agriculture-based businesses and organizations over the years. The common thread of all our clients is a love for the western way of life and agriculture.





# WHO WE ARE.

We are a marketing and creative agency that serves as an extension of the Western way of life.

The entirety of the McFarland Productions team understands the indispensable role of the agricultural industry and Western lifestyle in our world yesterday, today, and tomorrow. McFarland Productions is made up of the RIGHT people, not those who happen to live in the most convenient places. That is why we have pulled together a team of die-hards for the McFarland Productions brand and the brands we serve. Our team believes in the agriculture industry and Western lifestyle and lives it every day. The strength of working with our team is “we get it.” We are geographically spread across the United States with offices in Oregon, Texas, Virginia, and a few places in between.

Our team is just that; a team.





# PEOPLE FIRST.

We believe in a people-first mentality in our marketing strategies and with our clients. Internally, we have mastered the art of remote work, and our company culture is strong and built on friendship. We approach relationships with our clients in the same way; while we are not physically in our client's locations at all times, we are 100% dedicated to being an extension of the brand. We pride ourselves in truly knowing our clients as individuals and knowing their fans, customers, or clients with the same people-first mentality. Below are some of the faces that make up the McFarland Productions team. Not shown here are the valuable partners we work with to make it all happen. While not shown below, those partnerships play a key role in the success of our team.



**NATALIE MCFARLAND**  
Founder & President



**KEVIN MCFARLAND**  
VP of Operations



**SCOUT FOSTER**  
Outreach Marketing Manager



**KATIE CONNOR**  
Post-Production Editor/  
Camera Operator



**STEPHANIE FURLONG**  
Camera Operator



# HOW WE HELP.

The power of human connection is unrivaled. We believe stories, emotions, and experiences are truly what connects companies and brands to their customers. Our people-first approach means we prioritize human interest in everything we do from creating content that resonates with your audience through creative digital assets making your brand relatable and approachable. Our focus, no matter the platform, is always on the people who your company is for, rather than your products and features. Giving people a “why” they shop or interact with your company rather than just a “what” creates a true connection.





# WHAT WE DO.

A background image showing two cowboys on horseback in a rodeo arena. The cowboy in the foreground is wearing a black hat and a blue shirt, riding a white horse. The cowboy in the background is wearing a white hat and a light blue shirt, riding a brown horse. They are both holding lasso ropes. The arena floor is dirt, and there are wooden fences in the background.

**FILMS.**

**VIDEO PRODUCTION.**

**STRATEGY PLANNING.**

**EVENT CREATIVE  
& MARKETING.**

**CAMPAIGN PLANNING  
& EXECUTION.**

**BRANDING &  
GRAPHIC DESIGN.**

**EMAIL MARKETING.**

**COPYWRITING.**

**PUBLICATIONS.**

**INFLUENCER MANAGEMENT.**

**PHOTOGRAPHY.**

**BRAND COLLABORATIONS.**



OFF YOUR

## END TO END FILM PRODUCTION.

Off Your Rocker Films, a division of McFarland Productions, specializes in producing long-format films with a story to tell. Just like all things at McFarland Productions, we believe in the power of community, storytelling, and human relationships. Each film is a reflection of our love for western entertainment, documentary films, agricultural advocacy, and the people who make up this great industry.



ROCKER FILMS.



# TROPHY CASE.

Cowgirl Magazine's  
Cowgirl On the Radar

Best of the West Awards  
Western Runway  
Category: Creatives

Cowgirl Magazine's  
30 under 30 Awards

Oregon Festivals &  
Events Assoc.  
Ovation! Award  
Unique Marketing  
Campaign  
Featuring JamCam  
Video Series

Art of the Cowgirl  
Master of Videography

IAFE Awards  
Hall of Communications  
Big Sky Country State Fair  
1st - Digital Advertising Video  
2nd - Social Media  
2nd - Out of the Box  
Marketing

Dude Ranchers Association  
Convention Speaker

NFR Open  
Contract Photographer

The Telly Awards  
Bronze Winner  
Montana Silversmiths  
Great to Gold  
2023 National Finals  
Rodeo Commercial  
Voiceover & Narration  
Produced & Written by  
McFarland Productions  
Voice of Bob Tallman

The Telly Awards  
Bronze Winner  
Nice Job, Cowgirl: The  
Judy Wagner Story  
Documentary

The Telly Awards  
Bronze Winner  
Nice Job, Cowgirl: The Judy  
Wagner Story  
Under \$100K

The Telly Awards  
Bronze Winner  
Rodeo Legends: Benny  
and Rooster Reynolds  
Culture & Lifestyle

2019

2020

2021

2022

2023

2024

2025

## PUBLICATIONS & MEDIA

McFarland Productions and our work has been highlighted and/or published in a wide variety of publications and media outlets. Some of them include (in alphabetical order):

- Ag Mag
- Angus Journal
- AQHA Journal
- Backroads Productions Podcast
- Branded in Ink
- Breaking Western Podast
- Business Insider
- Cattle Mag
- Cavy Savvy
- Cowboy Channel
- Cowboy Lifestyle Network
- Cowboys and Indians Magazine
- COWGIRL Magazine
- Dude Ranchers Association
- ESPN
- FOX News
- Leaders of the West Podcast
- National Finals Rodeo
- Newsmax
- Off Farm Income Podcast
- Oregon Wheat Magazine
- Pro Rodeo Sports News
- Prime Video
- Shout Out DFW
- That Western Life Podcast
- The Stockman Magazine
- True Wealth Podcast
- Western Conservative Summit
- Western Horseman Magazine & Calendar
- Western Runway
- Working Ranch Magazine
- Wrangler Network

The Telly Awards  
Silver Winner:  
Pendleton Whisky  
Stories of Pendleton  
General Branded Content  
and  
Craft Branded Content  
in association with French  
West Vaughn

The Telly Awards  
Silver Winner:  
Pendleton Whisky  
Stories of Pendleton  
General Branded Content  
and  
Craft Branded Content  
in association with French  
West Vaughn

The Telly Awards  
Silver  
Year of the Cowgirl  
in association with French  
West Vaughn  
Craft-Videography &  
Cinematography

The Telly Awards  
Silver  
Year of the Cowgirl  
in association with French  
West Vaughn  
Craft - Editing



# WHAT THEY SAY



## VALUED

It is with full confidence and appreciation that I recommend McFarland Productions as a passionate advocate for the western lifestyle and brands.

Since our first meeting in the summer of 2018 as Montana Silversmiths Chief Marketing Office and now as Montana Silversmiths Brand Champion and Western Lifestyle Advocate, I have experienced their teams' efforts to understanding our brands mission, demographic segments, and the creation and implementation of storytelling assets to support messaging and brand connection through the story.

McFarland Productions is purposeful in their efforts, and they continue to repeatedly capture our brands feel, personality, values, and celebrated customer experiences with unique value added perspectives.

From their full-service team there was not an idea, project, or task, that they would not support through their expertise, staff or in research to back.

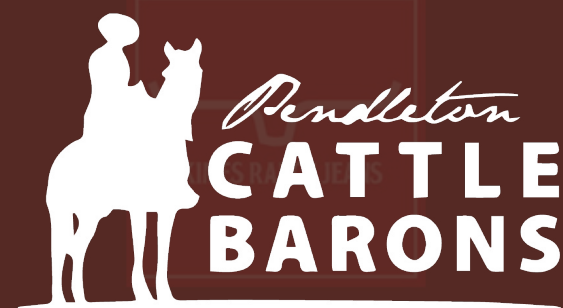
I am forever grateful. I call them friends.

Judy Wagner  
Montana Silversmiths



The professionalism, marketing knowledge, attention to detail and client communication make McFarland Productions superior in their field. We highly recommend McFarland Productions for all aspects of business marketing.

Paje Turner  
Turner Performance Horses



Over the past several years I have experienced the work of McFarland Productions either directly or through secondary association to projects and direct assistance to companies. McFarland's ability to capture and represent the western way of life is demonstrated over and over through what they produce whether it be an overall marketing strategy or a specific project for a western lifestyle business. They "Get It" and I would not hesitate in recommending consideration of their services to any business involved in the western way of life that is looking for future successes!

Carl Culham  
Pendleton Cattle Barons & Beyond



The Oregon Jamboree began working with McFarland Productions in 2019 for photo and video work for Oregon's premier northwest camping and country music festival. While a strenuous and exciting job, working with the top country music artists in the world takes an attention to detail and legalities, while also combining our artistic vision to the content produced. They do all of this and beyond! Whether it's shooting on the lake, running through the campgrounds, doing pop up surprises, or working with the artists on stage - McFarland Productions has allowed us the opportunity to visually capture and tell the story of the Oregon Jamboree to fans across the globe!

Katie Schrock  
Oregon Jamboree & Western Insights Media



McFarland Productions has been wonderful to work with over the years! From photography and video to design and advertising they are the complete package. Highly recommend them for your business needs.

Miranda McIntire  
McIntire Saddlery



BUSINESS  
INSIDER



# HOW TO PARTNER.

## ONGOING RETAINER OR PROJECT-BY-PROJECT.

We love working together on a long-term basis so we become familiar with your company and can represent you on the marketing front as though we are part of the full-time staff. This type of relationship allows us to collaborate regularly, stay up to date on current and upcoming internal efforts at your company, and best assist you in connecting to your target audiences and marketing pillars. Ongoing retainers are customizable to select the services that complement your internal and any additional external marketing capabilities.

For those seeking flexibility and needing specific services, our project-by-project based services are designed to deliver tailored solutions. Just as we do in our retainer offerings, we customize the work to align with your needs. We'll work closely with your team to develop a plan that delivers results.



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