



2024 Western Heritage Awards

April 12 – 13, 2024

The Western Heritage Awards celebrate the West by honoring individuals for their creative works in literature, music, television and film. Presented by celebrity hosts, this black-tie event also honors individuals who have made significant contributions to Western heritage with their inductions into the Hall of Great Western Performers and Hall of Great Westerners, as well as the presentation of the Chester A. Reynolds Memorial Award, Lifetime Achievement Award and New Horizon Award.



Presenting Sponsor \$75,000 (Limited to one sponsor)

- Up to 30 tickets to the Western Heritage Awards Kick-Off Party on Friday, April 12
- VIP Room access for up to 30 with private bar on Saturday, April 13
- Premier seating for up to 30 guests (3 tables) at the Western Heritage Awards Ceremony on Saturday, April 13
- Banner sponsorship of two Western lifestyle editorial features in Museum publications
- Name listed in the Western Heritage Awards program, website, invitation (must have confirmation by January 19) and sponsor roll displayed throughout the weekend
- Name and/or logo on all event promotional materials, advertising and signage, as well as the opportunity to play promotional video on digital message boards the week leading up to the awards ceremony

Major Sponsors \$50,000 (Limited to two sponsors)

- Up to 20 tickets to the Western Heritage Awards Kick-Off Party on Friday, April 12
- VIP Room access for up to 20 with private bar on Saturday, April 13
- Premier seating for up to 20 guests (2 tables) at the Western Heritage Awards Ceremony on Saturday, April 13
- Naming rights to one of the following: Western Heritage Awards Kick-Off Party, Western Heritage Awards Ceremony, or other mutually agreed upon event element
- Name listed in the Western Heritage Awards program, website, invitation (must have confirmation by January 19) and sponsor roll displayed throughout the weekend
- Name and/or logo on all event promotional materials, advertising and signage

Supporting Sponsors \$25,000 (Limited to eight sponsors)

- Up to 20 tickets to the Western Heritage Awards Kick-Off Party on Friday, April 12
- VIP Room access for up to 20 with private bar on Saturday, April 13
- Premier seating for up to 20 guests (2 table) at the Western Heritage Awards Ceremony on Saturday, April 13
- Naming rights to one of the following: Master of Ceremonies, programs, entertainment, VIP Room, transportation or other mutually agreed upon event element
- Name listed in the Western Heritage Awards program, website and sponsor roll displayed throughout the weekend
- Name and/or logo on select event promotional materials, advertising and signage

Promoting Sponsors \$17,500

- Up to 10 tickets to the Western Heritage Awards Kick-Off Party on Friday, April 12
- VIP Room access for up to 10 with private bar on Saturday, April 13
- Premier seating for up to 10 guests (1 table) at the Western Heritage Awards Ceremony on Saturday, April 13
- Naming rights to one of the following: Panel discussion, workshop, bars or other mutually agreed upon event element
- Name listed in the Western Heritage Awards program, website and sponsor roll displayed throughout the weekend
- Name and/or logo on select event promotional materials, advertising and signage

Inductee Sponsors **\$12,500 (Limited to seven sponsors)**

Sponsor of the Wrangler statues presented to inductees into the Hall of Great Westerners and Hall of Great Western Performers, as well as the Chester A. Reynolds Memorial Award, Lifetime Achievement Award and New Horizon Award recipients.

- Up to 10 tickets to the Western Heritage Awards Kick-Off Party on Friday, April 12
- VIP Room access for up to 10 with private bar on Saturday, April 13
- Priority seating for up to 10 guests (1 table) at the Western Heritage Awards Ceremony on Saturday, April 13
- Sponsor acknowledgement during Induction Presentations
- Name listed in the Western Heritage Awards program, website and sponsor roll displayed throughout the weekend
- Name and/or logo included with Inductee Announcement press release and signage related to the Inductee (must have confirmation by release date)

Wrangler Sponsors **\$10,000 (Limited to twelve sponsors)**

Sponsor of the Wrangler statues presented to the year's outstanding literature, music, film and television and noted in the program.

- Up to 10 tickets to the Western Heritage Awards Kick-Off Party on Friday, April 12
- Seating for up to 10 guests at the Western Heritage Awards Ceremony on Saturday, April 13
- Sponsor acknowledgement during the award presentation and in the program
- Name listed in the Western Heritage Awards program, event website and sponsor roll displayed throughout the weekend
- Name and/or logo included with signage related to award winner

Heritage Sponsors **\$7,500**

- Up to 10 tickets to the Western Heritage Awards Kick-Off Party on Friday, April 12
- Priority seating for up to 10 guests (1 table) at the Western Heritage Awards Ceremony on Saturday, April 13
- Name listed in the Western Heritage Awards program and sponsor roll displayed throughout the weekend

Table Sponsors **\$5,000**

- Up to 10 tickets to the Western Heritage Awards Kick-Off Party on Friday, April 12
- Seating for up to 10 guests (1 table) at the Western Heritage Awards Ceremony on Saturday, April 13
- Name listed in the Western Heritage Awards program and sponsor roll displayed throughout the weekend

Patron Package **\$2,500**

- Up to 2 tickets to the Western Heritage Awards Kick-Off Party on Friday, April 12
- Seating for up to 2 guests at the Western Heritage Awards Ceremony on Saturday, April 13
- Name listed in the Western Heritage Awards program and sponsor roll displayed throughout the weekend

**To view the weekend schedule, visit
nationalcowboymuseum.org/westernheritage.**

Please indicate your level of support and contact information below.

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| <input type="checkbox"/> Presenting Sponsor \$75,000
Limited to one sponsor | <input type="checkbox"/> Promoting Sponsor \$17,500 | <input type="checkbox"/> Heritage Sponsor \$7,500 |
| <input type="checkbox"/> Major Sponsor \$50,000
Limited to two sponsors | <input type="checkbox"/> Inductee Sponsor \$12,500
Limited to seven sponsors | <input type="checkbox"/> Table Sponsor \$5,000 |
| <input type="checkbox"/> Supporting Sponsor \$25,000
Limited to eight sponsors | <input type="checkbox"/> Wrangler Sponsor \$10,000
Limited to twelve sponsors | <input type="checkbox"/> Patron Package \$2,500 |

Payment Information

Please make checks payable to the National Cowboy & Western Heritage Museum. For more information or to be invoiced, please contact development@nationalcowboymuseum.org or (405) 507-2803.

Contact name

Sponsor listing

Phone number

Email

Address/City/State/Zip code

Name on card

Credit card number

Expiration date

Security Code

Billing Address/City/State/Zip code

Guest List (First and Last Names)

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