56th Annual Western Heritage Awards®
April 22, 2017
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The year’s best in Western movies, television, literature, and music are recognized with the Museum’s Western Heritage Award presented by celebrity hosts. This black-tie affair also honors the recipients of the prestigious Chester A. Reynolds Memorial Award, named in honor of the Museum’s founder, and inductees into the Hall of Great Westerners, and the Hall of Great Western Performers. Nearly 1,500 weekend guests representing numerous states and countries are present for this spectacular celebration of the Western way of life.

$75,000 Presenting Sponsor
All of the benefits of Major Sponsorship, plus
• Speaking presence for an executive during the awards banquet or short video to be played prior to the awards banquet
• Banner sponsorship of two western lifestyle-related editorial features in Museum publications
• Logo included on event program, signage, and digital message boards
• Name listed in press releases with preferred placement

$50,000 Major Sponsor
All of the benefits of Supporting Sponsorship, plus
• Opportunity to play promotional video on digital message boards
• Three tables (versus two) to Western Heritage Awards

$25,000 Supporting Sponsor
Corporate name listed on select event advertising/promotion
• Two tables to Western Heritage Awards
• Ten tickets to the Western Heritage cocktail reception
• Corporate name listed on event programs, press releases, and signage
• Listing in Museum publications, catalogs, programs, website, and donor wall (200,000 visitors) for one year
• Listing on gift passes given to 70,000 Museum event guests yearly

$1,500 Wrangler Award Sponsor
At the heart of the Western Heritage Awards is presentation of bronze Wrangler statuettes to the year’s outstanding literature, music, film, and television entries in the Western genre. Sponsor the prizes for these award-winning creative works!
• Two tickets to attend the Western Heritage Awards banquet
• Two Western Heritage Awards cocktail reception tickets available upon request
• Sponsor acknowledgement in award presentation
• Name listed in Western Heritage Awards program
• Name listed on screens during Western Heritage Awards in the Sam Noble Special Events Center

For more information, contact Todd Branson at (405) 478-2250 ext. 243 or tbranson@nationalcowboymuseum.org
Event Sponsorship Opportunities

2017 Hall of Fame Inductees

Hall of Great Western Performers
- Patrick Wayne
- Alan Ladd (1913 – 1964)

Hall of Great Westerners
- Harold T. Holden

Chester A. Reynolds Award
- Johnny Trotter

$5,000 Inductee Sponsor
Sponsor one of the awards honoring inductees into the Hall of Great Westerners, Hall of Great Western Performers, and recipient of the Chester A. Reynolds Memorial Award
- Ten tickets to attend the western heritage awards banquet
- Ten Western Heritage Awards cocktail reception tickets upon request
- Sponsor acknowledgement in awards presentation and advertising
- Name listed in museum publications
- Name listed in Western Heritage Awards program
- Name listed on screens during Western Heritage Awards in the Sam Noble Special Events Center

$3,000 Table Sponsor
One table for ten at the Western Heritage Awards Banquet
- Ten tickets to attend the western heritage awards banquet
- Ten Western Heritage Awards cocktail reception tickets available upon request
- Name listed in museum publications
- Name listed in Western Heritage Awards program
- Name listed on screens during Western Heritage Awards in the Sam Noble Special Events Center

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- Name listed on screens during Western Heritage Awards in the Sam Noble Special Events Center

$1,000 Event Sponsor
- Two tickets for the Western Heritage Awards banquet
- Two tickets to the Western Heritage Awards cocktail reception upon request
- Name listed in the Western Heritage Awards program

For more information, contact Jan Taylor at (405) 507-2813 or jtaylor@nationalcowboymuseum.org
First presented in 1961, the National Cowboy & Western Heritage Museum Western Heritage Awards were established to honor and encourage the legacy of those whose works in literature, music, film, and television reflecting the significant stories of the American West. Each honoree receives the Wrangler, an impressive bronze sculpture of a cowboy on horseback.
Yes, I want to be a Western Heritage Awards Sponsor!

Please indicate your level of support below. Return this form in the enclosed envelope or call Jan Taylor at (405) 507-2813.

- $75,000 Presenting Sponsor
- $50,000 Major Sponsor
- $25,000 Supporting Sponsor
- $5,000 Inductee Sponsor
- $3,000 Table Sponsor
- $1,500 Wrangler Award Sponsor
- $1,000 Event Sponsor
- I cannot attend but would like to make a tax deductible contribution of $ __________

Please specify how you would like your name listed: ______________________________________________________
_________________________________________________________________________________________________

Company Name: ______________________________________________________________________________________
Contact Name: _______________________________________________________________________________________
Address: _____________________________________________________________________________________________
City: __________________________________ State: _______ Zip: __________________
Email: _____________________________________________________________________________________________
Best Phone Contact: _________________________________________________________________________________

Please make checks payable to National Cowboy Museum

☐ Check Enclosed  ☐ Please bill me

☐ I authorize you to charge my:  ☐ Visa  ☐ Mastercard  ☐ American Express  ☐ Discover
Card No. __________________________________________________________________________________________
Exp. Date: ___________ V-Code: ____________________
Cardholder Signature: _________________________________________________________________________________