

NATIONAL WESTERN
HORSE
SHOW

WEEK OF
JANUARY 20
NATIONAL
AMPHITHEATRE

EQUESTRIAN CENTER



HONORING THE LEGACY
BUILDING THE FUTURE

a campaign for the National Western Center



The National Western Center's new Equestrian Center will be one of the nation's premier centers for year-round horse shows and events.

THE EQUESTRIAN CENTER

The National Western Center's new Equestrian Center will be one of the nation's premier centers for year-round horse shows and events. It will also provide for a greatly improved National Western visitor and exhibitor experience and a vastly enhanced capacity to host a wider range of equestrian shows and activities. The Equestrian Center will include:

- Up to 4,500 seat Equestrian Events Center, large enough to host indoor festivals, equine shows and much more
- 500 seat, multi-use Equestrian Arena
- Colorado State University Equine Sports Medicine Facility
- Colorado State University Community Outreach and Trials Clinic
- 220,000 square-foot horse barn with 750 permanent 12 X 12-foot horse stalls
- Two 24,000 square-foot indoor practice areas
- Two 20,000 square-foot covered outdoor practice areas



The new National Western Center represents a visionary transformation of the National Western Complex into a year-round destination that will not only provide a home to the incomparable National Western Stock Show for the next 100 years, but also will expand and enhance this regional asset into a world-class hub for agriculture, education and innovation.

We invite you to be a part of this transformation. We have many naming opportunities available in the Equestrian Center and would be pleased to talk with you and provide more information about any of the following:



NAMING OPPORTUNITIES IN THE EQUESTRIAN CENTER

1. Equestrian Center Building
\$35 MM
2. Equestrian Center Show Arena
\$10 MM
3. Horse Stall Barn
\$6 MM
4. Equestrian Events Center
\$5 MM
5. Covered Warmup Paddocks (2 available)
\$2.5 MM
6. Denver Police Equestrian Unit Space
\$2.5 MM
7. Enclosed Warmup Paddocks (2 available)
\$2 MM
8. Seats (4,500 – 5,000 to be sold in sections)
\$250k/section
9. Horse Stalls (750 available)
\$10k-25k





ABOUT OUR CAMPAIGN

The Honoring the Legacy campaign focuses on four core National Western facilities: The Legacy Building, the Yards, the Livestock Center and the Equestrian Center. The expansion and development of these new facilities will greatly enhance the visitor experience, provide the capacity to host a wider array of events throughout the year, and support increased attendance at other National Western Center facilities, both existing and future.

The \$100 million Honoring the Legacy campaign will provide support for many of the buildings and outdoor spaces needed to help this landmark of the West reach its full potential.

Honoring the Legacy—Building the Future is a bold and ambitious endeavor that can only succeed with passionate, committed leaders at the helm.

MEET OUR CAPITAL CAMPAIGN COMMITTEE:

CHAIRMAN

Pete Coors

Chairman and Chief Customer Relations Officer, Molson Coors Brewing Co.

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Governor, State of Colorado

Michael B. Hancock

Mayor, City and County of Denver

Bettie Cram

Community Leader

Dr. Tony Frank

Chancellor, Colorado State University System

George Sparks

President and CEO, Denver Museum of Nature & Science

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Sue Anschutz-Rodgers

Chair and President, Anschutz Family Foundation

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Doug Jones

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Vice Chair of the Board,

Western Stock Show Association

Ron Williams

Community Leader

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Robinson Management, LLC

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Bruce Wagner

President & CEO, Wagner Equipment Co.

Barth Whitham

President & CEO, Enduring Resources

Court Wold

Finance & Planning Manager, Wold Oil Properties

FOR MORE INFORMATION OR TO LEARN MORE ABOUT THE CAMPAIGN, PLEASE CONTACT:

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Or visit our website at honoringthelegacycampaign.com