




THE YARDS



HONORING THE LEGACY
BUILDING THE FUTURE

a campaign for the National Western Center



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THE YARDS

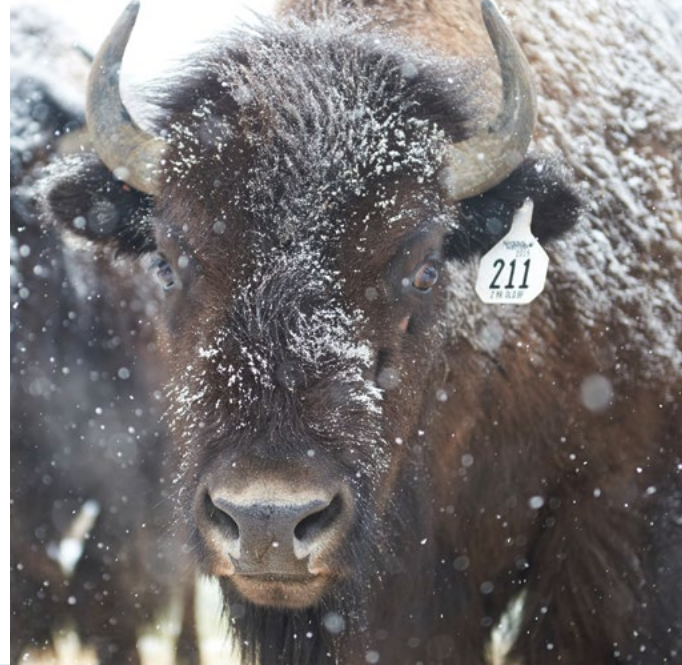
Located adjacent to the Livestock Center, the 20 acre Yards will transform from being an oft-vacant series of permanent pens to a convertible space for thousands of animal—or human—visitors. This area will also include space for the Herd Sire, Heifer Mart and Stock Dogs during the Stock Show. When the pens are removed, this will become a flexible space, allowing for a variety of events, concerts, car shows, sales, festivals and outdoor sporting events. This space will include:

- Up to 800 pens with removable fencing
- With fencing removed, a hard-surfaced, flexible space for concerts, events and festivals, or parking for up to 2,700 vehicles
- Two arenas with 1,000 seats each
- Elevated walkways and historic catwalk
- 3.8 acre plaza for outdoor displays, vendor booths, and exhibits



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 Yards and would be pleased to talk with you and provide more information about any of the following:



NAMING OPPORTUNITIES IN THE YARDS

1. The Yards (with entrances)
\$10 MM
2. Removable Pens (800 available; sold in quadrants)
\$100k/quadrant
3. Yards Auction Arena (1,000 seats)
\$2 MM
4. Yards Show Arena (1,000 seats)
\$2 MM
5. Bleachers (to be sold in sections)
\$250k/section
6. Herd Sire/Stock Dog/Heifer Mart Area
\$100k
7. Wash Racks Buildings (2 available)
\$50k





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:

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

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Or visit our website at honoringthelegacycampaign.com