

BRANDING WALLS

For those who want to leave an indelible mark while providing vital support to the Honoring the Legacy campaign for the new National Western Center, look no further than the Branding Walls program.

The program is a creative extension of a practice of marking cattle ownership that dates back to Ancient Egypt but has long been emblematic of the American West. The branding-day tradition remains a major event on America’s ranches and brands themselves represent more than a mark of ownership: they’re a source of pride that extends to entrance gates and clothing monograms.

The Honoring the Legacy campaign is proud to introduce the Branding Walls program, which will offer two exciting options. With the first, your brand will be burned into an 11-inch **Tier 1 SOLD OUT** er into which the name of your ranch or family and its location are also burned.

With the second option, your brand, along with your ranch or family name and its location, will be burned into an 8-inch by 8-inch square of wood.

The brands and accompanying names will be permanently displayed on the National Western Club level of the Legacy Building. It’s an authentic way of leaving your own mark on the Legacy Building.



NATIONAL WESTERN CLUB BRANDING PROGRAM, TIER 1 RENDERING



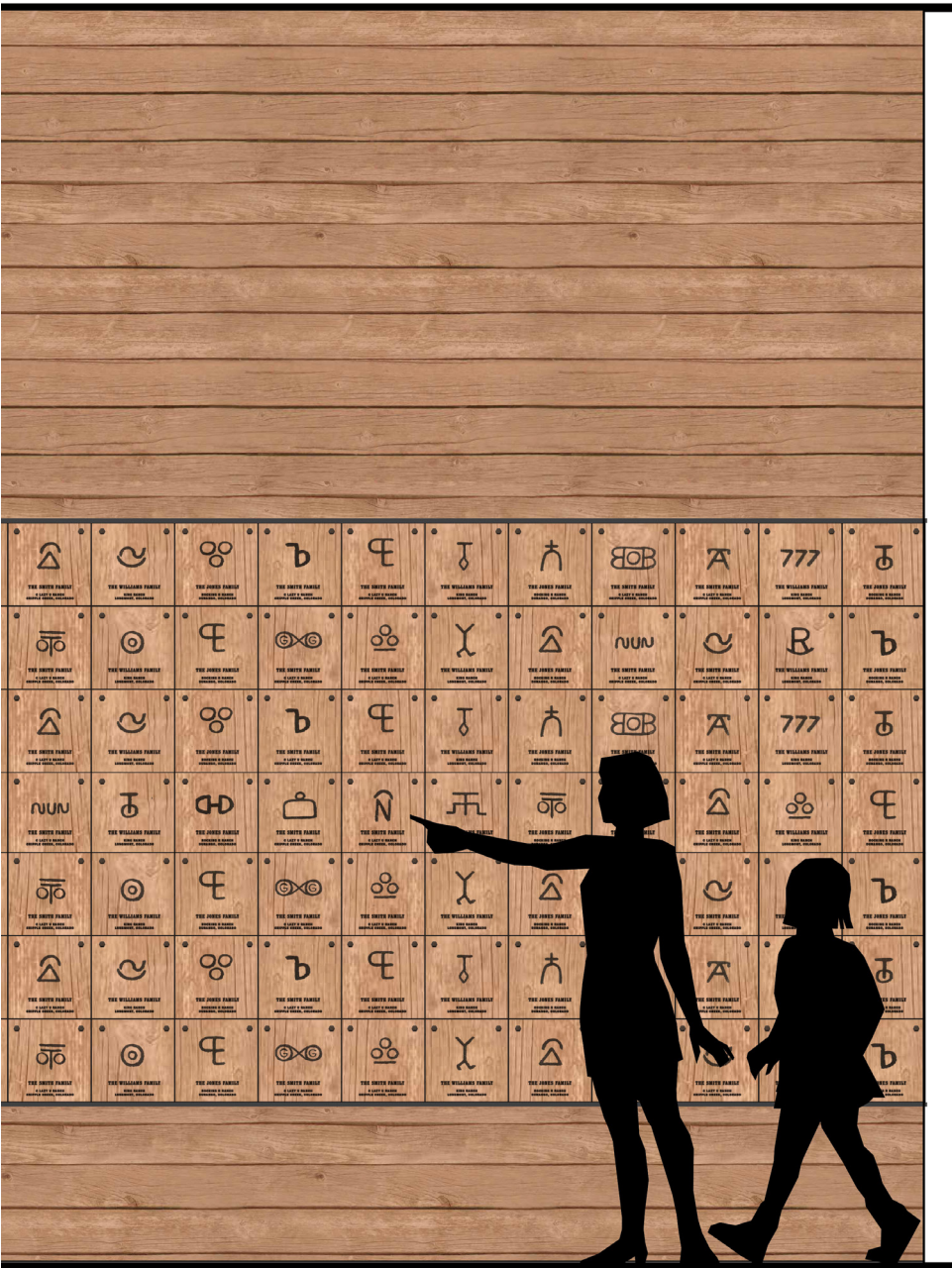
Bring your family brand for a ceremonial event to leave your mark at the Legacy Building.



This once-in-a-lifetime opportunity to share your brand is available for contributions of **Tier 1 SOLD OUT** (tier 1) and \$1,500 for wooden brands (tier 2). Just prior to the opening of the Legacy Building, which is slated for completion in 2025, all Branding Wall contributors will be invited to an exclusive “branding party” for a sneak peek at your brand’s permanent new home.

The National Western Center will be more than a new home commensurate with the Stock Show’s greatness. This will be a global destination for agricultural heritage and innovation, education, research, Western art, and more. The Center will serve as a center of gravity for Western values and culture for generations to come while honoring the legacy of those whose courage, creativity, hard work, and grit shaped the West into the remarkable place it is today.

The Branding Walls program is a meaningful and lasting way to support the new National Western Center, one of the nation’s most ambitious redevelopments and one destined to become a centerpiece of the West.



NATIONAL WESTERN CLUB BRANDING PROGRAM,
TIER 2 RENDERING