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 by 11-inch square of leather into which the name of your ranch or family and its location are also burned. These brands, limited to the first 216 donors, will be prominently displayed on the grand entrance doors of the National Western Club on the Legacy Building’s fourth floor.

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 to be displayed inside the National Western Club.
This once-in-a-lifetime opportunity to leave your own mark on the Legacy Building is available for contributions of $2,500 for leather brands (tier 1) and $1,000 for wooden brands (tier 2). Just prior the opening of the Legacy Building, which is slated for completion in 2023, 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.
**SECTION 1. CONTACT INFORMATION**

Name: ________________________________ Taxpayer ID: __________________

Address: ________________________________

City: __________________ State: ____________ Zip: ____________

Preferred Phone: ____________ Email: ________________________________

☐ This gift is made in honor of: ____________________________________________________

**SECTION 2. PLEDGE OR GIFT INFORMATION**

☐ Tier 1: $2,500  ☐ Tier 2: $1,000

☐ This is a one-time gift  ☐ This is a two-year gift, and payments will be made as follows:

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Payment method: ☐ Check  ☐ Cash  ☐ Credit Card (circle one) VISA MASTERCARD DISCOVER AMEX

Name on Card: ________________________________________ Billing Zip: ____________

Card Number: ____________________________ Expiration Date (MM/YY): _____/_____

CVC: ______

Please make checks payable to WSSA. Appreciated securities may be used to make pledge payments. Please contact the WSSA Finance Office (303-299-5565) for instructions before making a gift of securities. WSSA is a 501(c)(3) organization and as such, all gifts are tax-deductible to the full extent allowed by law.

**SECTION 3. AUTHORIZATION**

☐ Yes, I/we will allow my/our name(s) to be listed as donors. Please list my/our name(s) as follows:

______________________________________________________________________________

☐ No, please don’t list my/our name(s) at this time.

☐ Yes, you can share the total amount of my/our commitment.  ☐ No, I/we do not want our commitment amount disclosed.

The WSSA Capital Campaign received its Enterprise Zone Contribution Project designation from the Economic Development Commission on October 17, 2018. Donors having made a certified contribution to the campaign may claim 25% of a cash donation as income tax credit, and 12.5% for an in-kind donation. The actual credit earned is figured based on all eligible contributions during the tax year and capped at $100,000 per taxpayer with the balance carried forward for up to 5 years. Please select if you would like to be considered for Enterprise Zone Tax Credit: ☐ Yes  ☐ No

Signature: __________________________________________________________

Date: ________________________________

Please fill out section 4 on the reverse side.
Section 4. Brand Information

❑ To ensure accuracy, I am enclosing a copy of my assessment receipt for my brand

❑ My brand is current in the state of ___________________ (if other than Colorado)

Please fill out the grid below with the information you would like to have inscribed below your brand. Please note: Tier 1 squares will be 11” x 11” with brands measuring 4 1/2” x 4 1/2” and laser engraved onto leather and Tier 2 squares will be 8” x 8” with brands measuring 3 ¼” x 3 ¼” and laser engraved onto wood. Each brand may contain up to 4 lines of copy with 26 characters per line for lines 1-3 and 32 characters for line 4. All text is 1/2” capital letters and centered unless otherwise specified.

Line 1: Property Name (Optional)

Lines 2-3: Donor Name(s)

Line 4: City, State:

Thank you!

For questions, contact Angela Lieurance at: 303-919-5214 oralieurance@nationalwestern.com
4655 Humboldt Street | Denver, CO 80216-2818
honoringthelegacycampaign.com

By signing this form, you are giving consent to the National Western Stock Show and its entities to retain and utilize your personal information in accordance with our Privacy and GDPR policies. These policies are available on our websites for review.