

  
**HONORING THE LEGACY**  
BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

## Personal Message from Pete Introducing the Branding Walls program

Cattle branding may date back to ancient Egypt, but it's now one of the American West's most emblematic traditions. As we approach the 2020 National Western Stock Show (more on this below), the Honoring the Legacy Campaign is thrilled to be rolling out a program that harnesses this quintessential ranching practice to help build the Stock Show's future home at the National Western Center.

The [Branding Walls](#) program is yet another way that we're working to attract supporters with compelling offers at a wide variety of donation levels. Recall that in August we rolled out our new [Families of the West](#) program; in October, we introduced the [Legacy Bricks](#) program; and in November, we unveiled the [Women in Agriculture](#) program.

The Branding Walls program is a once-in-a-lifetime opportunity to leave your own mark on the Legacy Building. Leather brands are available for contributions of \$2,500 (tier 1) and wooden brands for \$1,000 (tier 2).



With the tier 1 option, 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 tier 2 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. There will be a maximum of 360 wooden brands.

Whichever option you choose, Branding Walls are a wonderful way for you to support the new National Western Center in a novel way that will add beauty and authenticity to the new National Western Club. 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.

## Here comes the 2020 Stock Show...

I mentioned [last month](#) how the Stock Show is our most fruitful time for fundraising – and with our strongest supporters and 700,000 visitors walking through the doors at some point during those 16 days, it should be! The campaign is doing very well – of our \$100 million goal, we've received more than \$66 million from 266 donors. Our goal by Jan. 31, 2020 is to be at \$75 million from 1,000 donors. We're anticipating some major gift announcements during the show, and our campaign will be out in full force to attract as many donors as possible to our Legacy Bricks and Branding Walls programs in particular. With our boots on the ground doing that as well as hosting lots of tours and lunches, we won't be sending out a *Campaign Roundup* in January – but I expect to be reporting a lot of good news come February.

## Speaking of boots on the ground...



photo credit: Marcy Loughran

The Capital Campaign Committee just did a walking tour of the National Western Center construction site. It was a stark reminder that for the next few years, the Stock Show must go on, so to speak, during the National Western Complex's transformation into the National Western Center. Construction itself will cease during the Stock Show, but the landscape will be different each year. This year, for example, the Yards will be in two locations.

For me, the tour's highlight was taking in the site of the future Stockyards Event Center, which is being built right now. It's going to be big – the size of a football field! Construction will begin in earnest after Stock Show.

## Stock Show 2019 Highlight Video

As we near the end of the year, we still have plenty of footage and memories from the 2019 Stock Show, so this month we are sharing three videos with you.

I hope you enjoy meeting [Kevin Jensen](#). Kevin made his first trip to the Stock Show as a young boy in 4-H and hasn't missed one since. Here's the link.

Every Stock Show, kids and adults alike are able to see [Bob Schroth](#) shear sheep up close. We sure enjoyed seeing it last year, and hope you do, too.

And finally, we want to introduce you to a true champion, [Kirstin Booth](#) and her horse Frankie.



## MERRY CHRISTMAS, HAPPY HOLIDAYS, AND HAPPY NEW YEAR!

We look forward to seeing you at the 2020 Stock Show  
from January 11 through January 26.

Visit [nationalwestern.com](http://nationalwestern.com) for more information  
and to purchase tickets for events and rodeos

For questions about the campaign or making a gift, please contact

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