



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

Personal Message from Pete

If you have been receiving my Campaign Roundup for the last several months, you know I've been on a mission to double the number of donors to our campaign. In February, when I realized that there were about 100 donors who had given about \$48MM, I decided to push and see if we could get to 200 donors by June 30. This effort became known as the NEXT 100, and the hook was that, if you gave any amount during that time, I'd invite you to a happy hour I am hosting.

Well, I am pleased to say that, as of this edition of Roundup, we now have more than 200 donors – and the gifts keep coming in. THANK YOU! We have received gifts from \$25 to many times that – and each and every gift has been equally meaningful, because the only way we are going to achieve our goal of raising \$100MM is by involving everyone.



Since I took on the chairmanship in 2016, I have said we want this to be a campaign in which everyone can participate. Clearly, we have naming rights for our buildings and major areas that run into the millions, but we also have camera platforms for \$5,000 (we sold another one of those during the NEXT 100 push), and we have people already telling us they want to buy a brick or a brand (those will range from \$500 to \$2,500).

What I think I have enjoyed the most about this effort to double the number of donors is the stories that come with the gifts. We love to learn about what motivates our donors to give. We hear from ranchers with multigenerational connections to the Stock Show; we hear from parents who live in Denver and bring their kids to the Petting Zoo every January. We hear about a love of the West and its heritage and about pride and gratitude that the Stock Show is in their backyards.

This is a big undertaking – both the project AND the campaign. In terms of broader impact, the creation of the new National Western Center and the reimagining of the Stock Show is on the scale of Denver International Airport – that's how important I think it is for our community, our state, and our nation.

With more than 200 donors and counting, we have made great progress in our campaign to help make the National Western Center vision a reality. We have a long way to go, though, too. I urge you to join those who have led the way. We're grateful for gifts of any amount, and while I do consider them gifts, they're truly investments in the future of Denver and the West.

So for this month's Donor Spotlight, I want to shine it brightly and loudly on those 200-plus donors who have helped us surpass the \$50MM mark. Thank you – and if you are one of our donors, you should have received your invitation to our happy hour. If not, contact Angela, whose contact info is below, and she will make sure you receive the information.

Stock Show 2019 Highlight Video

I'm sure you enjoyed last month's video featuring Western icon Sharon Magness Blake. This month, I want to introduce you to [Brett Barber](#), from Channing, Texas. Brett's family has been coming to the Stock Show for 50 years, and they know a thing or two about grand champions! I hope you enjoy hearing about Brett and their history with the Stock Show.



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

Angela S. Lieurance
Director of the Capital Campaign
Western Stock Show Association
4655 Humboldt Street
Denver CO 80216

For news, updates and more on the Honoring the Legacy campaign for the National Western, visit

honoringthelegacycampaign.com