

DONOR RECOGNITION PLAN:

THE LEGACY



HONORING THE LEGACY
BUILDING THE FUTURE

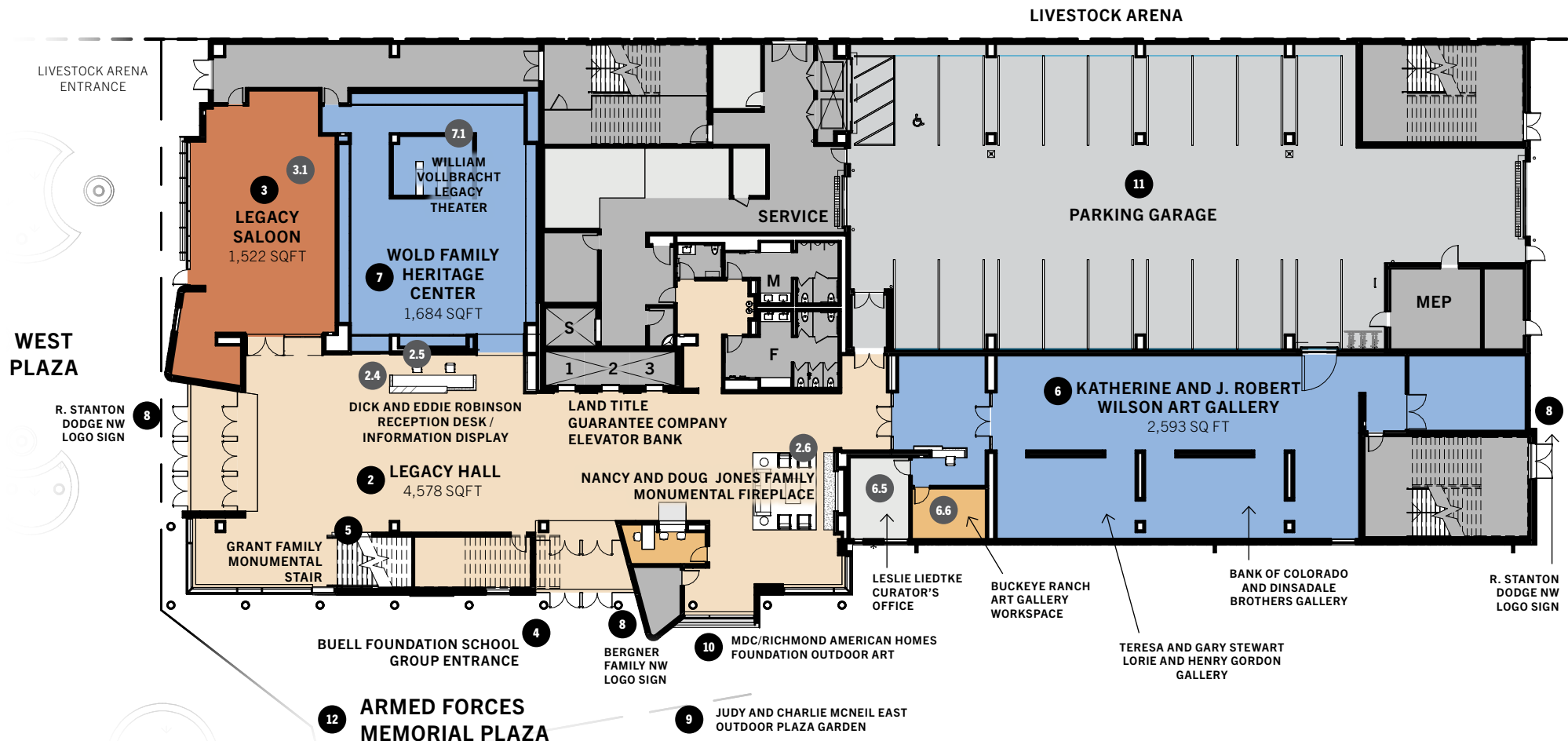
a campaign for the National Western Stock Show



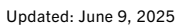
The Legacy will include:

- A greatly expanded Club seats up to 700
- A permanent home and public display areas for the National Western's art collection
- A heritage center to display and share National Western archives and history
- Boardroom, multi-use Conference Center, and Conference Suite
- Terraces with views of the National Western Center grounds
- The Western Stock Show Association administrative offices

ENTRY / GALLERY FLOOR PLAN

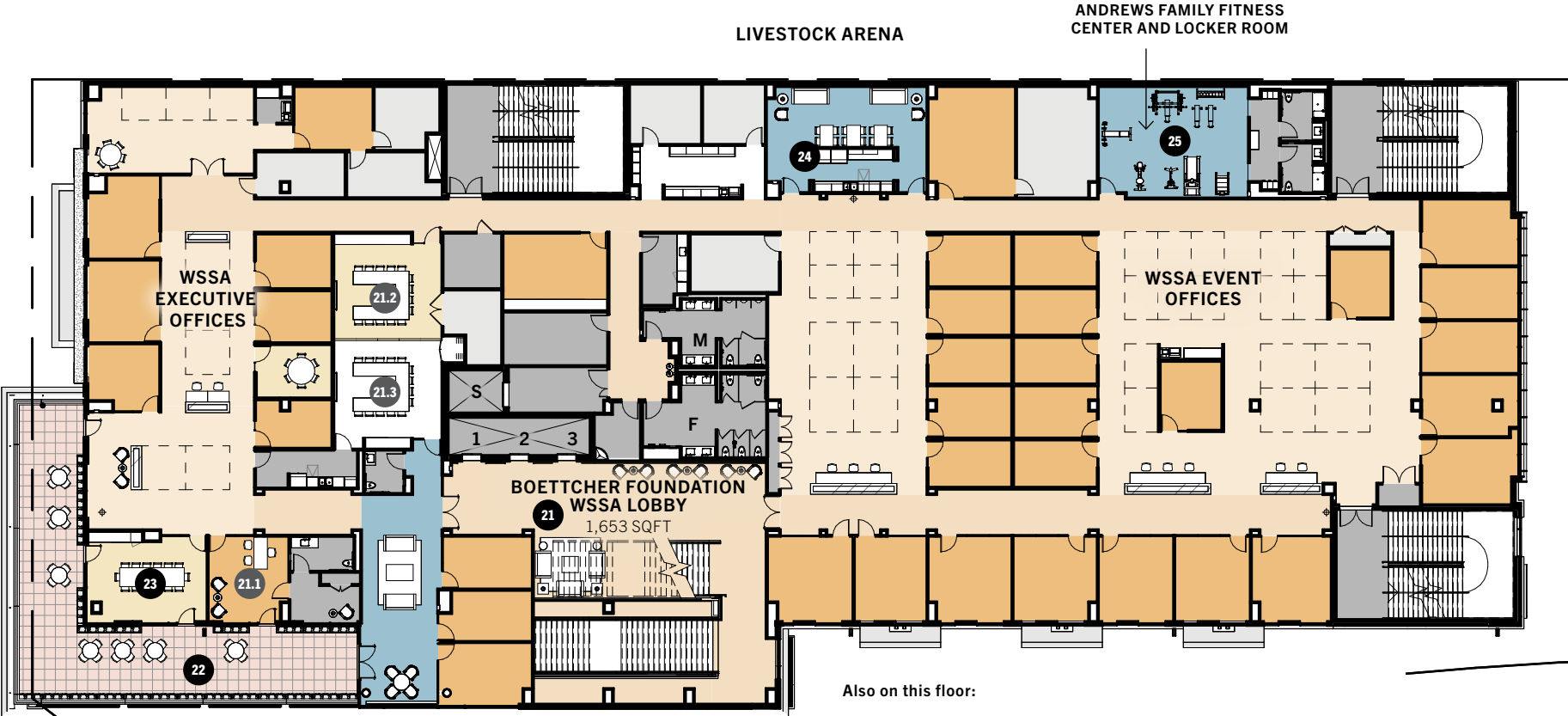


Space	Total Contribution	Per year over 3 years	Per year over 5 years	Status
1.1 Benches	\$10,000	\$3,333	\$2,000	13 FUNDED • 12 Available
2 LEGACY HALL	Funded by Bank of Colorado			
2.1 Elevator 1	Funded by Land Title Guarrantee Company			
2.2 Elevator 2	Funded by Land Title Guarrantee Company			
2.3 Elevator 3	Funded by Land Title Guarrantee Company			
2.4 Reception Desk / Information Display	Funded by Dick and Eddie Robinson			
2.6 Custom Art Wall	\$250,000	\$83,333	\$50,000	Available
2.5 Monumental Fireplace	Funded by Nancy and Doug Jones Family			
3 LEGACY SALOON	Funded by Anonymous			
3.1 Legacy Saloon Bricks	\$1,000	-	-	Available
4 SCHOOL GROUP ENTRANCE	Funded by Buell Foundation			
5 MONUMENTAL STAIR (from first to fourth floor)	Funded by Grant Family			
6 NATIONAL WESTERN ART COLLECTION GALLERY	Funded by Katherine and J. Robert Wilson			
6.1 Gallery 1	Funded by Bank of Colorado / Dinsdale Bros.			
6.2 Gallery 2	Funded by Teresa and Gary Stewart and Lorie and Henry Gordon			
6.3 Gallery 3	– FUNDED –			
6.4 Gallery 4	\$500,000	\$166,667	\$100,000	Available
6.5 Curator’s Office	Funded by Leslie Erb Liedtke			
6.6 Art Gallery Workspace	Funded by Tad Herz - Buckeye Ranch			
7 THE HERITAGE CENTER	Funded by Wold Family			
7.1 Legacy Theater	Funded by Vollbracht Family in honor of William Vollbracht			
8 NATIONAL WESTERN LOGO SIGNS (Exterior)	Funded by: Bergner Family and R. Stanton Dodge			
9 EAST OUTDOOR PLAZA GARDEN	Funded by Judy and Charlie McNeil			
10 OUTDOOR SIGNATURE ART	Funded by MDC/Richmond American Homes Foundation			
11 PARKING GARAGE	\$500,000	\$166,667	\$100,000	Available
12 ARMED FORCES MEMORIAL PLAZA	\$2,500,000	\$833,333	\$500,000	Available



Space	Total Contribution	Per year over 3 years	Per year over 5 years	Status
13 CONFERENCE AND MEETING FLOOR	Funded by Honnen Family			
13.1 Benches	\$10,000	\$3,333	\$2,000	13 FUNDED • 12 Available
14 HALL OF THE WEST	Funded by Janice Kahler			
14.1 Conference and Meeting Floor Bar	Funded by Wagner Equipment Co.			
14.2 Citizen of the West Gallery	Funded by Bob Tointon			
14.3 Companies of the West—Tier 1	— FUNDED —			
14.4 Companies of the West—Tier 2	— FUNDED —			
14.5 Companies of the West—Tier 3	— FUNDED —			
15 AMERICAN VALUES CONFERENCE CENTER	\$5,000,000	\$1,666,667	\$1,000,000	Available
15.1 Display Cases	\$100,000	\$33,333	\$20,000	1 FUNDED • 3 Available
16 CONFERENCE SUITE	Funded by Mayer Family			
17 BOARDROOM	Funded by Bea Taplin, Mike Cervi, Pete Coors, Tim Travis, Pat Grant, in honor of Nick Petry			
17.1 Boardroom Kitchen	Funded by Laurie Leprino and Matt Leprino			
17.2 Boardroom Table	Funded by Tim Harrington and Family in honor of Nancy Petry			
17.3 Custom Rug	Funded by Anonymous			
17.3 Custom Wall Mural	\$500,000	\$166,667	\$100,000	Available
18 CHAIRMAN'S OFFICE	Funded by U.S. Bank Foundation			
18.1 Chairman's Office Furniture	\$100,000	\$33,333	\$20,000	Available
19 REFLECTION ROOM	Funded by Mike Imhoff and Family in honor of Walt Imhoff			

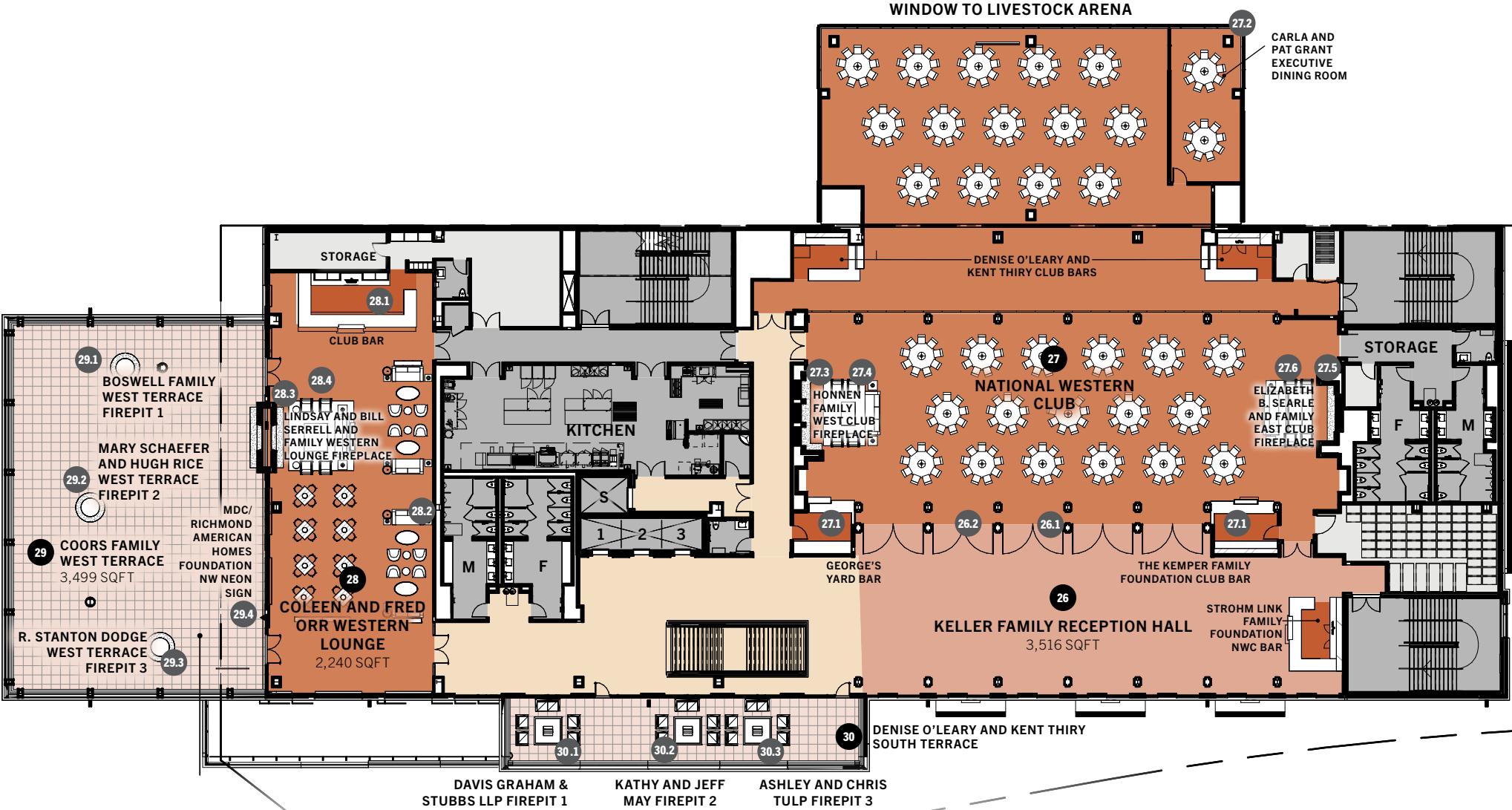
OFFICE FLOOR PLAN



- Also on this floor:
- ELIOT CHARITABLE FOUNDATION ART GALLERY OFFICE
 - NORGREN FAMILY HERITAGE CENTER OFFICE AND WORKROOM
 - BARB AND ART STEWART CONFERENCE ROOM
 - WILLIAM R. FARR PRESIDENT'S CONFERENCE ROOM
 - MARNE AND PETER KELLOGG WITH GRATITUDE TO NANCY PETRY AND NITA HOUSTON EVENT DIRECTOR & SCHOLARSHIP MANAGER OFFICE
 - BOSWORTH FAMILY STAFF LOUNGE

Space	Total Contribution	Per year over 3 years	Per year over 5 years	Status
20 OFFICE FLOOR	\$1,000,000	\$333,333	\$200,000	Available
20.1 Benches	\$10,000	\$3,333	\$2,000	13 FUNDED • 12 Available
21 WSSA LOBBY		Funded by Boettcher Foundation		
21.1 President & CEO's Office and Terrace	\$500,000	\$166,667	\$100,000	Available
21.2 Conference Room		Funded by Barb and Art Stewart		
21.3 Conference Room		Funded by Dotty and Kelly Woods		
21.4 Heritage Center Office and Workroom		Funded by Norgren Family		
21.5 Art Gallery Office		Funded by Eliot Charitable Foundation		
21.6 Event Director & Scholarship Manager Office		Funded by Marne and Peter Kellogg		
22 PRESIDENT'S CONFERENCE ROOM		Funded by William R. Farr		
23 STAFF LOUNGE		Funded by Bosworth Family		
24 FITNESS CENTER AND LOCKER ROOM		Funded by Andrews Family		

MCNICHOLAS FAMILY CLUB FLOOR PLAN



Space	Total Contribution	Per year over 3 years	Per year over 5 years	Status
25 CLUB FLOOR	Funded by The McNicholas Family			
25.1 Benches	\$10,000	\$3,333	\$2,000	13 FUNDED • 12 Available
25.2 Furniture Fund	\$250,000	\$83,333	\$50,000	3 Available
26 PRE-FUNCTION EVENT SPACE	Funded by The Keller Family			
26.1 “Wall of Brands”–Tier 1		– FUNDED –		
26.2 “Wall of Brands”–Tier 2	\$1,500	-	-	284 Available
27 NATIONAL WESTERN CLUB	N/A			N/A
27.1 Club Bars		– FUNDED –		
27.2 Executive Dining Room		Funded by Carla and Pat Grant		
27.3 West Club Fireplace		Funded by The Honnen Family		
27.4 East Club Fireplace		Funded by Elizabeth B. Searle and Family		
27.5 Club Acoustic Panels	\$500,000	\$166,667	\$100,000	Available
28 WESTERN LOUNGE	Funded by Coleen and Fred Orr			
28.1 Western Lounge Bar		Funded by Pete Coors		
28.2 “Families of the West” Portrait Gallery		– FUNDED –		
28.3 Western Lounge Fireplace		Funded by Lindsay and Bill Serrell and Family		
29 WEST TERRACE	Funded by The Coors Family			
29.1 West Terrace Fire Pit 1		Funded by The Boswell Family		
29.2 West Terrace Fire Pit 2		Funded by Hugh Rice and Mary Schaefer		
29.3 West Terrace Fire Pit 3		Funded by R. Stanton Dodge		
29.4 Historic National Western Neon Sign (Refurbished)		Funded by MDC/Richmond American Homes Foundation		
30 SOUTH TERRACE, CLUB FLOOR	Funded by Denise O’Leary and Kent Thiry			
30.1 South Terrace Fire Pit 1		Funded by Davis Graham & Stubbs LLP		
30.2 South Terrace Fire Pit 2		Funded by Kathy and Jeff May		
30.3 South Terrace Fire Pit 3		Funded by Ashley and Christopher Tulp		

SOUTHWEST CORNER



TRYBA ARCHITECTS



SOUTH ELEVATION



RECEPTION

TRYBA ARCHITECTS



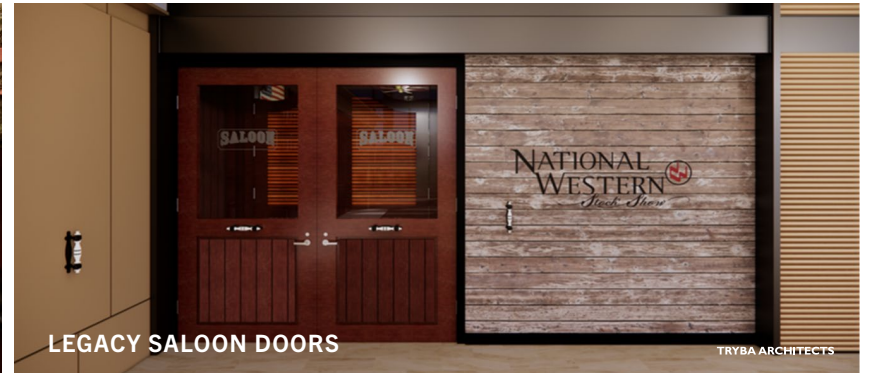
SOUTH LOBBY

TRYBA ARCHITECTS



LEGACY SALOON

ROTH
SHEPPARD



LEGACY SALOON DOORS

TRYBA ARCHITECTS



LEGACY SALOON

ROTH
SHEPPARD



J. ROBERT AND KATHERINE WILSON ART GALLERY

TRYBA ARCHITECTS



THE WESTERN TERRACE

TRYBA ARCHITECTS



THE NATIONAL WESTERN CLUB MCNICHOLAS FLOOR

TRYBA ARCHITECTS



NATIONAL WESTERN CLUB

TRYBA ARCHITECTS

VIRTUAL REALITY TOUR





NATIONAL
WESTERN CLUB



WESTERN
TERRACE

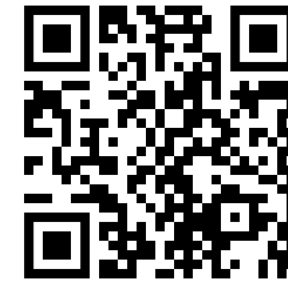


ENTRY PLAZA

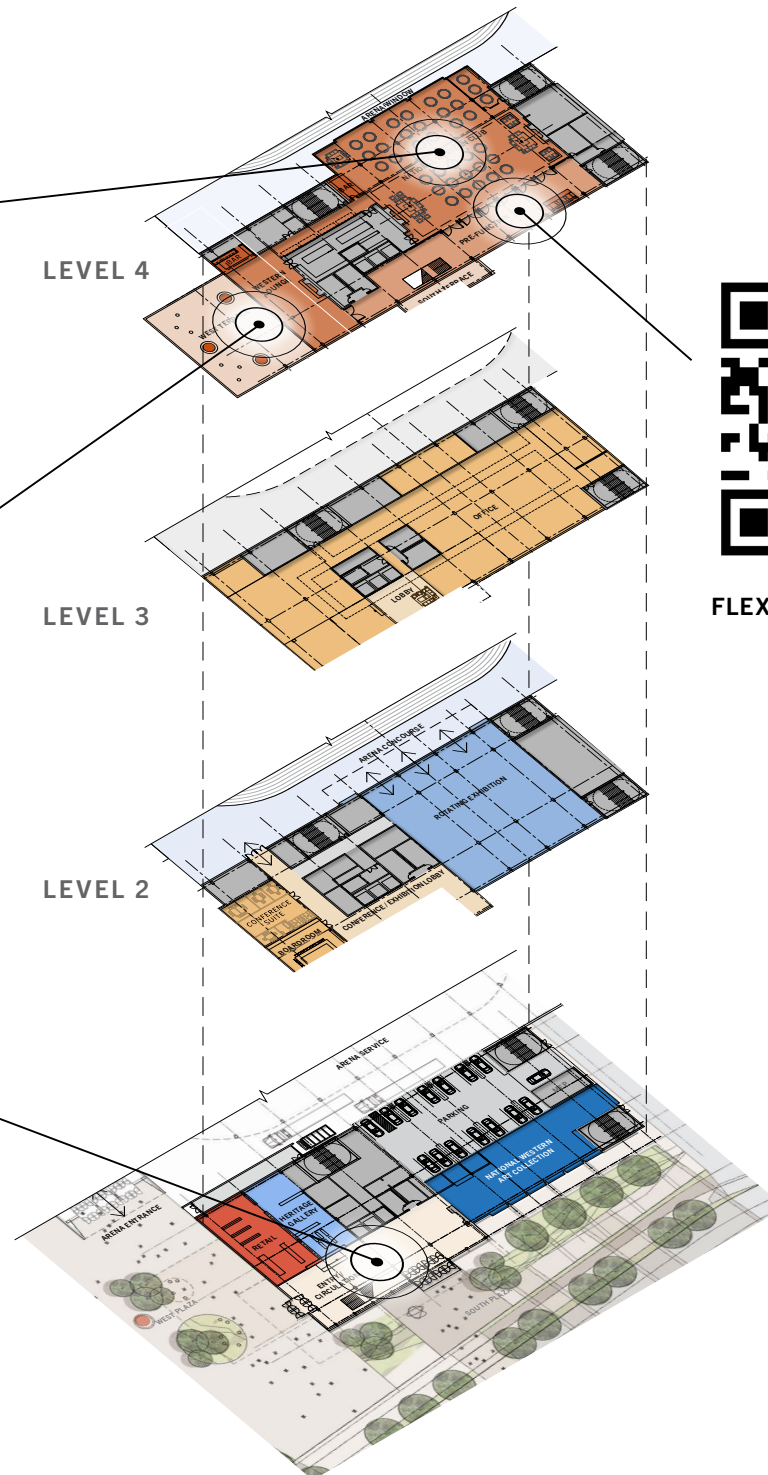
LEVEL 4

LEVEL 3

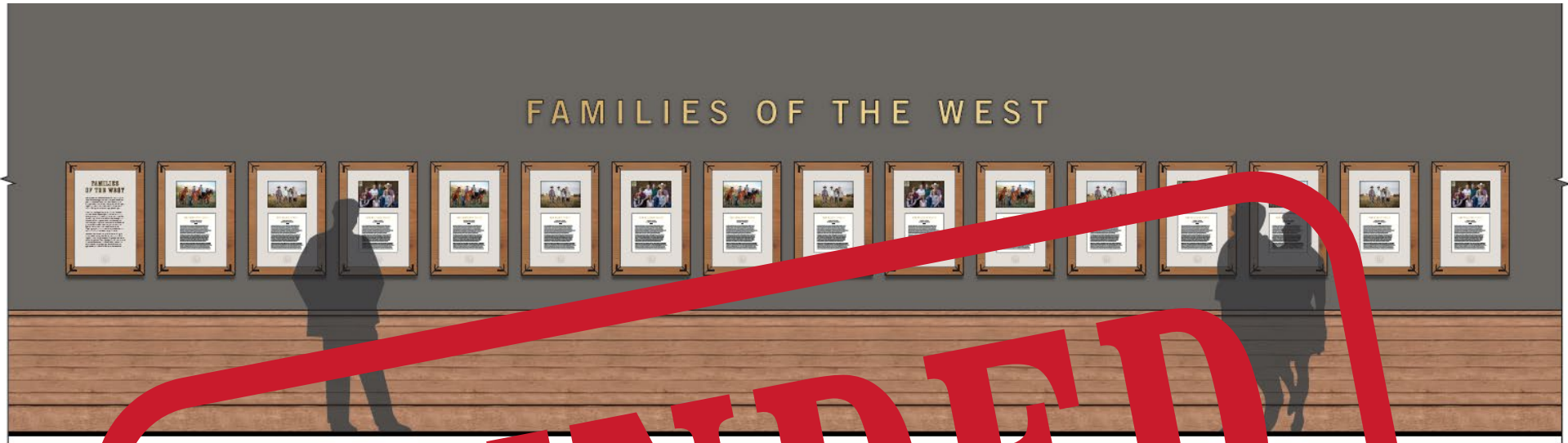
LEVEL 2



FLEXIBLE EVENT SPACE



FAMILIES OF THE WEST PORTRAIT GALLERY



WESTERN LOUNGE, EAST ELEVATION

The “Families of the West” program offers a unique way for Western families to share their own histories and legacies while providing vital support to the National Western Center. Honoring the legacy campaign for the new National Western Center.

Limited to just 15 families, the program’s contributors will receive a two-foot by three-foot tribute including a large photo and ample space for a description of the family’s, ranch’s, or family business’s history and its connection to the West and the National Western. The tributes will permanently highlight the Western Lounge in the new National Western Center’s most prominent bar, to be located on the fourth floor of the Legacy.

A contribution of \$250,000 affords the once-in-a-lifetime opportunity to highlight your family’s legacy at the heart of National Western while helping make the new National Western Center a reality. The Center will be more

in a way that honors and celebrates the Stock Show’s greatness. This will be a global destination for agricultural heritage and innovation, education, research, and Western art and culture. The National Western Center will serve as a center of gravity for Western heritage and culture for generations to come while honoring the legacy of those whose courage, creativity, hard work, and vision helped the West into the remarkable place it is today.

The “Families of the West” program is the perfect way to honor your family’s legacy while securing the future of the National Western Center, one of the nation’s most ambitious redevelopments and one destined to become a centerpiece of the West.



FAMILIES CURRENTLY IN THE GALLERY

Anschutz Family
Bradbury Family
Coors Family
Grant Family
Freyer Family

Fulenwider Family
Hamilton Family
Hutchison Family
Koelbel Family
Mizel Family

Norgren Family
Petrie Family
Robinson Family
True Family
Witwer Family

COMPANIES OF THE WEST PROGRAM



The Honoring the Legacy campaign’s Companies of the West program presents a high-profile opportunity for companies to show their support for—and, in perpetuity, identify their names and logos with—the National Western Center, the new home of the world-famous National Western Stock Show and so much more.

This program consists of three tiers, a range that enables organizations of all sizes to show their support for one of the nation’s great urban redevelopments, the wildly popular National Western Stock Show, and the year-round entertainment, cultural, and educational programming the National Western Center will enable.

This program will recognize donors in a variety of ways, and all donors will be listed on a striking, custom-designed donor board in The Legacy. The Legacy is the National Western Stock Show’s new world headquarters and a gathering place, exhibit space, conference hall, gallery, and watering hole for families, cowboys, and business and government leaders from across the West.

The donor wall’s compelling design and central location between the main lobby and the Conference Center will make it a focal point for all who visit the second floor of The Legacy.

The National Western Center will be a global destination for agricultural heritage and innovation, one that promises a unique confluence of urban revitalization, economic development, tourism, education, research, and Western art and culture. The Center will anchor our Western values and culture for generations to come. The Companies of the West program lets companies showcase their commitment to the National Western, Denver, and the West for many thousands of visitors and fellow supporters each year while providing vital support for the new National Western Center. This onetime opportunity enables companies to associate their brands indelibly with the National Western and all it represents.

COMPANIES CURRENTLY IN THE PROGRAM

TIER 1 Tier 1 SOLD OUT

Arrow Electronics	Guttersen Companies
Bank of Colorado	Hutchison Inc. HW Brand
Brannan Companies	Monfort Companies
Chevron	Tallgrass Energy
CoorsTek	Transwest Truck Trailer RV
DCP Midstream	Wagner Equipment Co.
GE Johnson Construction	

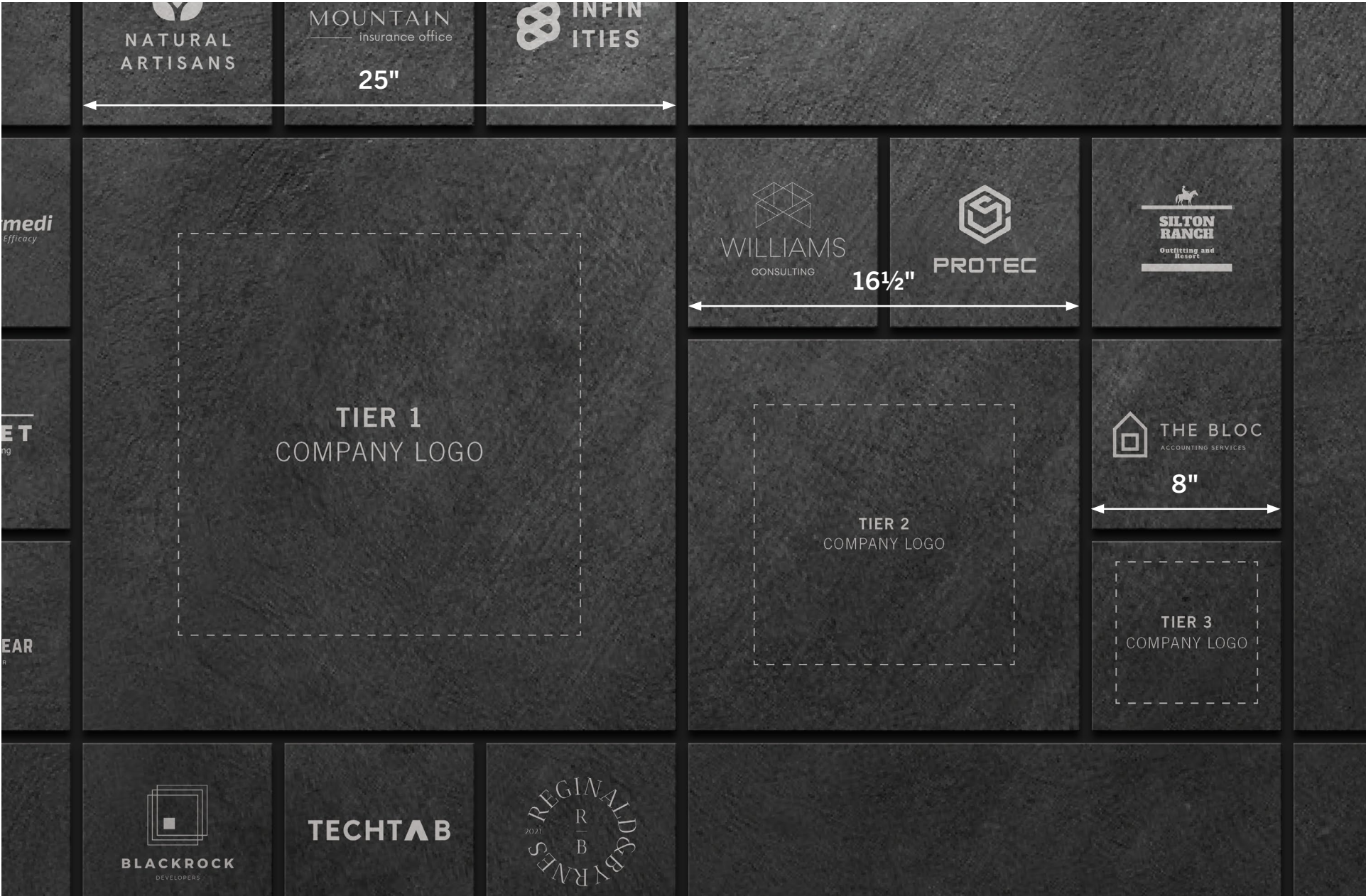
TIER 2 Tier 2 SOLD OUT

Ames Construction	Greenberg Traurig, LLP
Asphalt Paving Co.	Griffis Residential
Bradbury Companies	Honnen Equipment
Brownstein Hyatt Farber Schreck	Johnson Financial Group
CEI Constructors	Shaw Resources Management LLC
Cherry Creek Mortgage	Sherman and Howard
Colorado Farm Bureau	Stockmens Bank
Coulson Excavating Company	Tezak Companies
DBC Irrigations Supply	TMLFO
Dinsdale Bros.	Trans Lease, Inc.
Eaton Metals	US Bank
FirstBank	Ward Electric Company
Four Point Energy	

TIER 3 Tier 3 SOLD OUT

Ball Corporation	Merrick & Company
Brannan Companies	Pac/West Strategies
Coors Brewing Company	Sage Consulting
CRL Associates	SSA Group
Deline Box	US Engineering
Eide Bailly LLP	Vectra Bank
Kelley Trucking	The Wynkoop Brewing Company
Laramie Energy	

COMPANIES OF THE WEST PROGRAM



TIER 1- \$250,000

Limited **Tier 1 SOLD OUT**

Your company's logo will be presented on a prominent 25-inch square on the Companies of the West donor wall, to be located on The Legacy's second floor between the Conference Center and the Western Stock Show Association's Nick Petry Boardroom, Mayer Conference Suite, and US Bank Chairman's Office.

Donors will also receive:

- Eight Corporate Memberships to the NEW National Western Club, opening in 2025, good from 2025 to 2035.
- Up to 50 Grounds Admission tickets good for all 16 days of the National Western Stock Show, good from 2025 to 2035.
- 10% discount on a rental space within The Legacy, twice a year, good February through December.
- Concierge assistance from the National Western Development Office for planning the company's visit during Stock Show.
- Gift is payable over five years.

TIER 2- \$100,000

Limited **Tier 2 SOLD OUT**

Your company's logo will be presented on a prominent 16½-inch square on the Companies of the West donor wall, to be located on The Legacy's second floor between the Conference Center and the Western Stock Show Association's Nick Petry Boardroom, Mayer Conference Suite, and US Bank Chairman's Office.

Donors will also receive:

- Four Corporate Memberships to the NEW National Western Club, opening in 2025, good from 2025 to 2035.
- Up to 25 Grounds Admission tickets good for all 16 days of the National Western Stock Show, good from 2025 to 2035.
- 5% discount on a rental space within The Legacy, good February through December.
- Concierge assistance from the National Western Development Office for planning the company's visit during Stock Show.
- Gift is payable over five years.

Please Note: This level sold out quickly, so we are adding either six or 12 of these \$100,000 opportunities, depending on demand. Get yours today!

TIER 3- \$50,000

Limited **Tier 3 SOLD OUT**

Your company's logo will be presented on a prominent 8-inch square on the Companies of the West donor wall to be located on The Legacy's second floor between the Conference Center and the Western Stock Show Association's Nick Petry Boardroom, Mayer Conference Suite, and US Bank Chairman's Office.

- Gift is payable over five years.