## **DONOR RECOGNITION PLAN:**

## **WOMEN IN AGRICULTURE**



a campaign for the National Western Stock Show



## WOMEN IN AGRICULTURE

The Women in Agriculture program presents an innovative way for individuals, families, and businesses to celebrate the outstanding contributions women have made to Western agriculture while providing vital support to the Honoring the Legacy campaign for the new National Western Center.

Women have always been indispensable to agriculture and ranching. These days, they serve as entrepreneurs and business owners, innovators, ranchers, leaders of some of our most revered agricultural companies, and stewards of the land. Nearly one-third of American farmers and ranchers are women – they count a million strong, and their roles are poised to grow as more than half of U.S. farms and ranches are expected to change hands over the next two decades. The Women in Agriculture program celebrates the historic achievements of women who are the role models for those leading the industry into the future.

The honorees will be celebrated with an 8-by-10-inch photo and a plaque which will include the honoree's name and that of the individuals, family, or business recognizing her. Women in Agriculture plaques will be on permanent display in a prime location in the Sue Anschutz-Rodgers Livestock Center – a fitting home named in honor of one of the West's great women in agriculture.

This unique opportunity to honor a female leader in Western agriculture while helping make the new National Western Center a reality is available for a contribution of \$25,000

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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 Women in Agriculture program is a fitting way to honor an extraordinary individual 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.