



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.

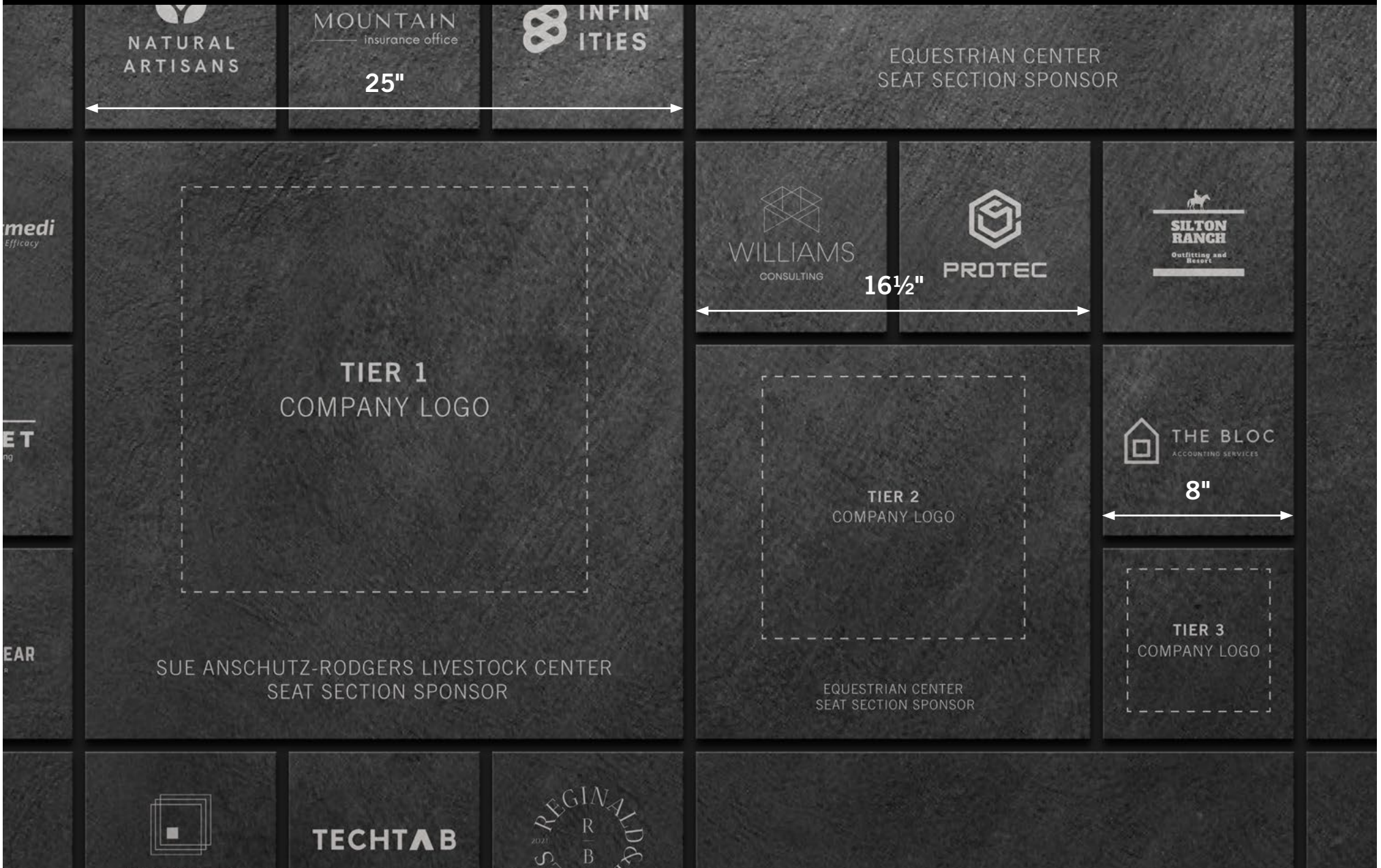
This program consists of three tiers, a range that enables organizations of all sizes to show their support for one of the nation's great urban redevelopments, the wildly popular National Western Stock Show, and the year-round entertainment, cultural, and educational programming the National Western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

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.

DONOR RECOGNITION PLAN:
LEGACY BUILDING



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Tier 1: \$250,000

Limited to 12 companies.

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 Building'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:

- Preeminent naming rights through highly visible name and logo placement in both the front and the back of an entire section of premier seating in either the Sue Anschutz-Rodgers Livestock Center or the Equestrian Center, in perpetuity.
- 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.
- 10% discount on a rental space within the Legacy Building, good February through December.
- National Western Stock Show assistance in securing premier tickets to events in either the Livestock Arena or the Equestrian Arena.
- Gift is payable over five years.

Tier 2: \$100,000

Limited to 12 companies.

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 Building'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:

- Naming rights via signage in both the front and the back of an entire section of seats in either the Sue Anschutz-Rodgers Livestock Center or the Equestrian Center, in perpetuity.
- 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.
- 5% discount on a rental space within the Legacy Building, good February through December.
- National Western Stock Show assistance in securing premier tickets to events in either the Livestock Arena or the Equestrian Arena.
- Gift is payable over five years.

Tier 3: \$50,000

Limited to 60 companies.

- 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 Building'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.