



THE CILLE AND RON WILLIAMS YARDS & STOCKYARDS EVENT CENTER


HONORING THE LEGACY
BUILDING THE FUTURE

a campaign for the National Western Center



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01

SITE OVERVIEW

The New National Western Center

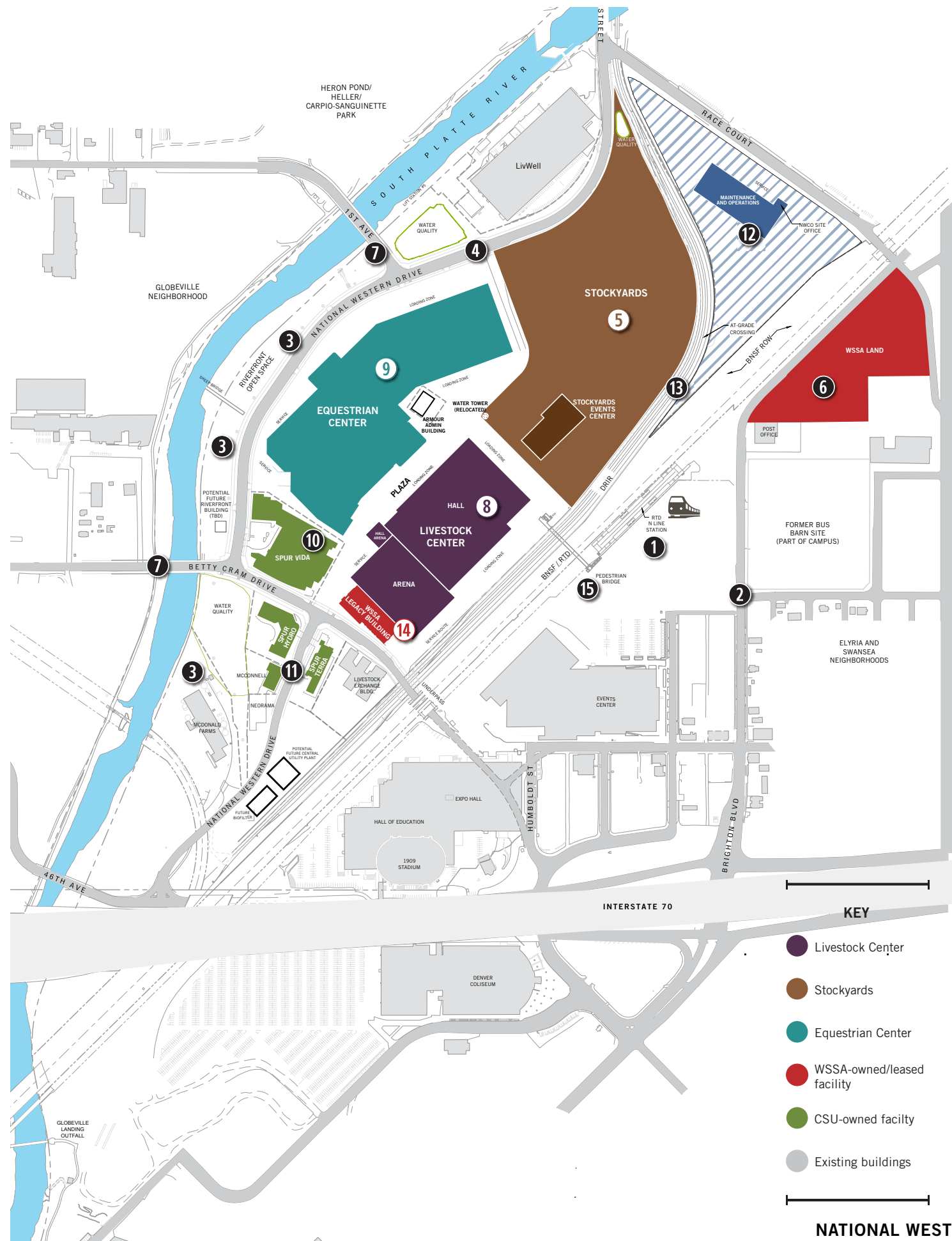
The new National Western Center represents a visionary transformation of the existing National Western Complex, including new buildings and centers, stockyards and open spaces, and a revitalized South Platte riverfront. All told, the redevelopment will nearly triple the National Western footprint from today's 90 acres to 250 acres.

In addition to providing a new home for the world-famous Stock Show, the new Center will attract a wide array of year-round events as well as providing a home for ongoing research, education and outreach in agriculture, animal science, veterinary medicine, natural resources, and other areas.

The National Western Center will retain a major focus on events, but its vastly enhanced offerings will be capable of more than just honoring the Stock Show's long history and ensuring its continued success for many decades to come. This redevelopment will become a dynamic global engagement center that brings together preschool-12 experiential learning, entertainment, commerce, competition, tourism, and research and programming in water, health, environment, and energy. We expect an additional million visitors a year and to more than double the \$115 million in annual economic contribution from today's Complex.

Equity partners who have invested dollars into the project include the City & County of Denver, Colorado State University, and the Western Stock Show Association. Project partners who will assist with programming include the Denver Museum of Nature & Science and History Colorado.

The National Western Stock Show has been a global attraction for more than a century. This bold and exciting project will provide a home to the Stock Show for the next 100 years and expand this regional asset into a world-class hub for education, research, Western art and culture, entertainment, and agribusiness innovation.



Planned for the Site:

The site will include 12 new facilities, including National Western's four core areas: the Legacy Building, the Yards, the Livestock Center, and the Equestrian Center.

In addition, Colorado State University's Spur Campus at the National Western Center will have three buildings focused on food, water, sustainability, and human and animal health.

It is conservatively estimated that the project will have more than 2.3MM annual visitors and generate a projected annual economic impact of \$230MM.

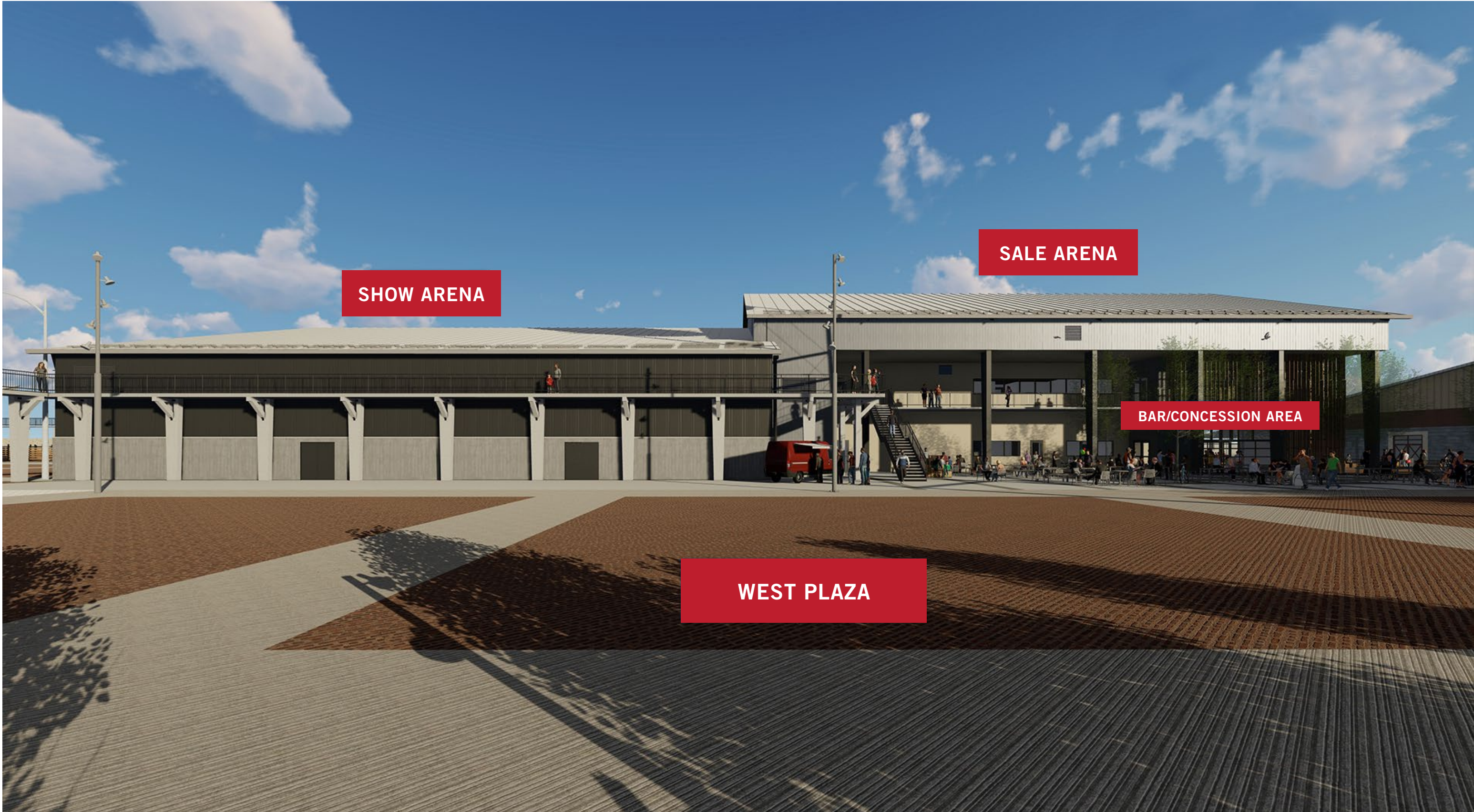








2022 EXHIBITOR PARKING
FUTURE LIVESTOCK CENTER





02

BUILDING DESIGN



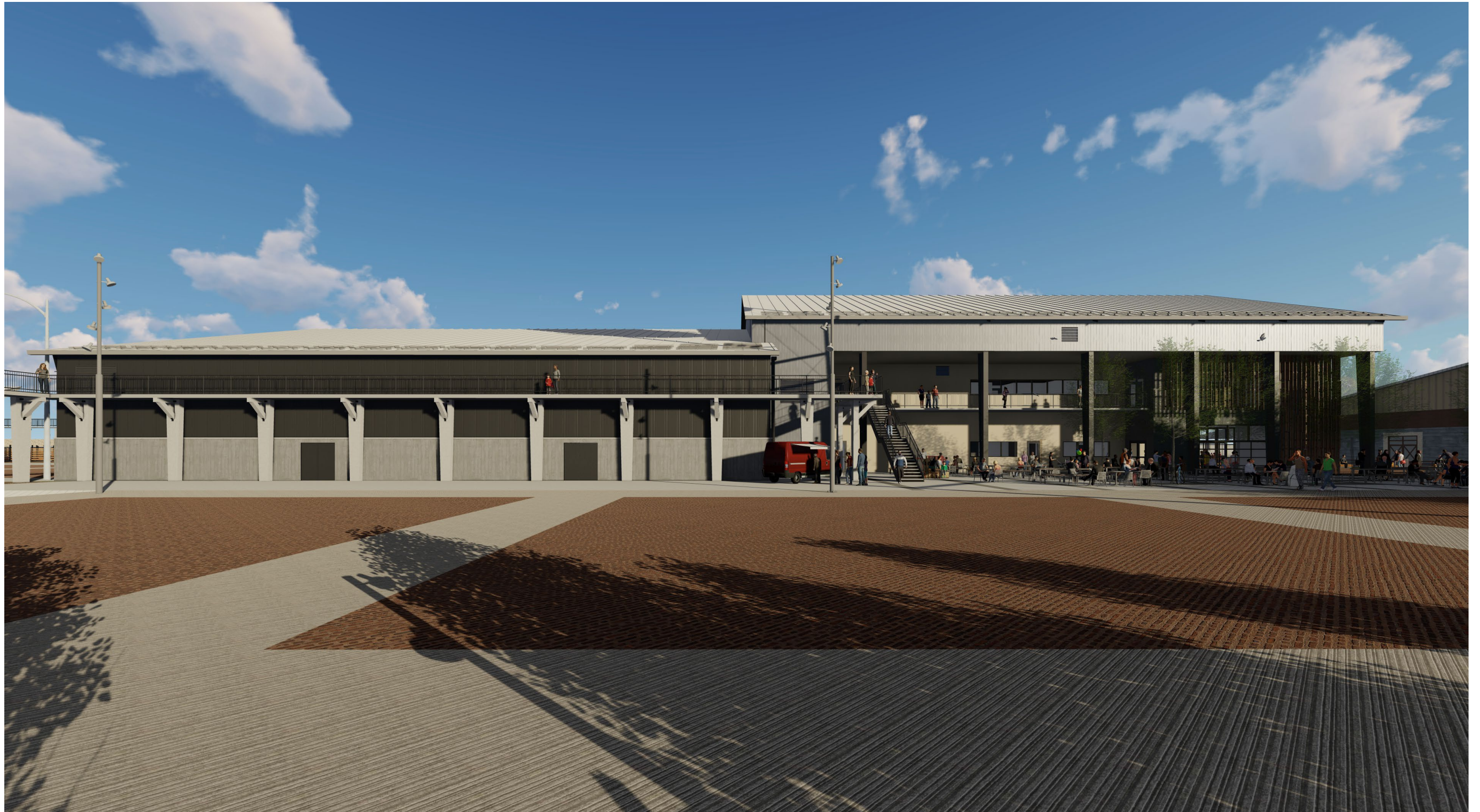


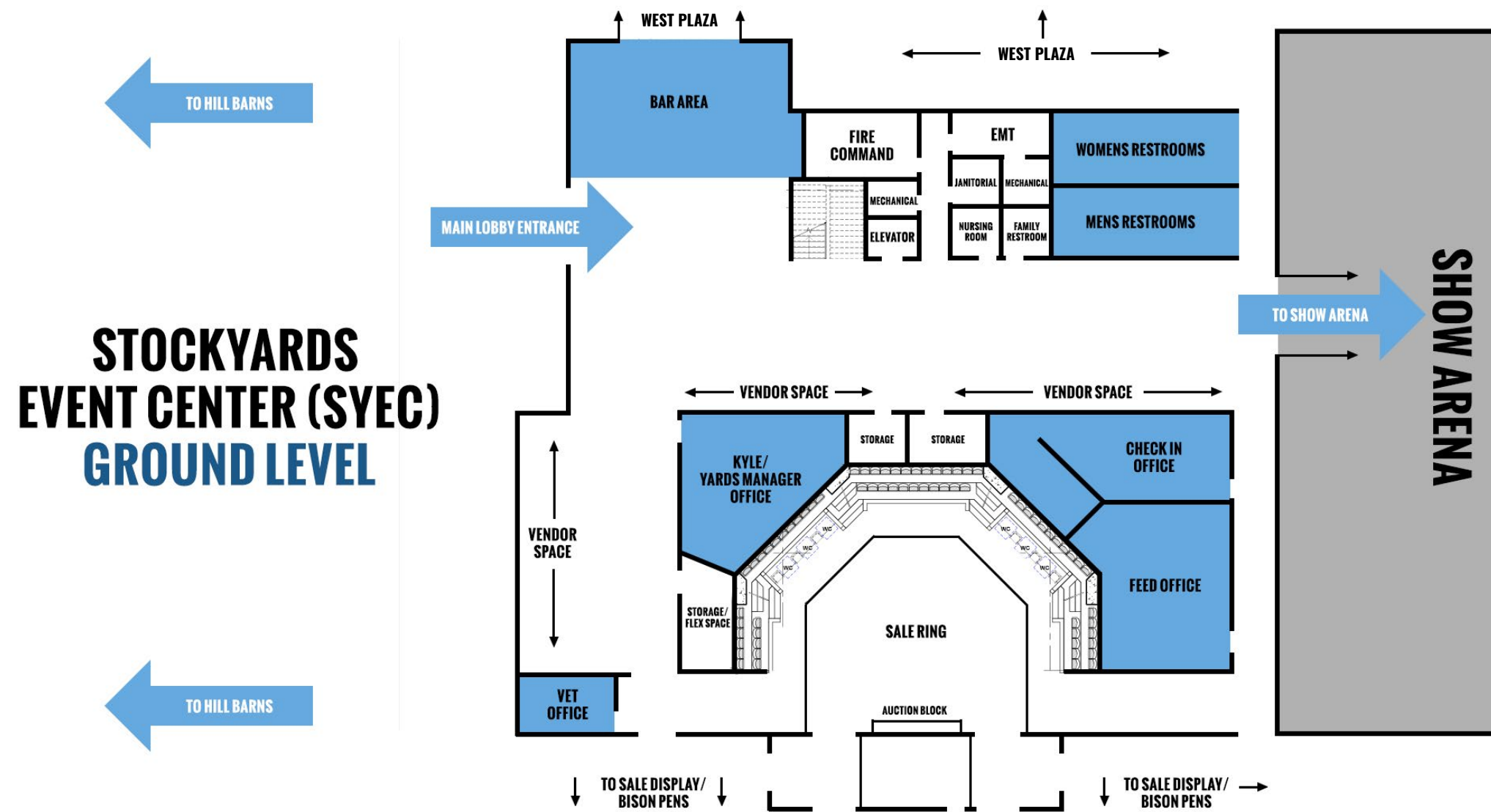


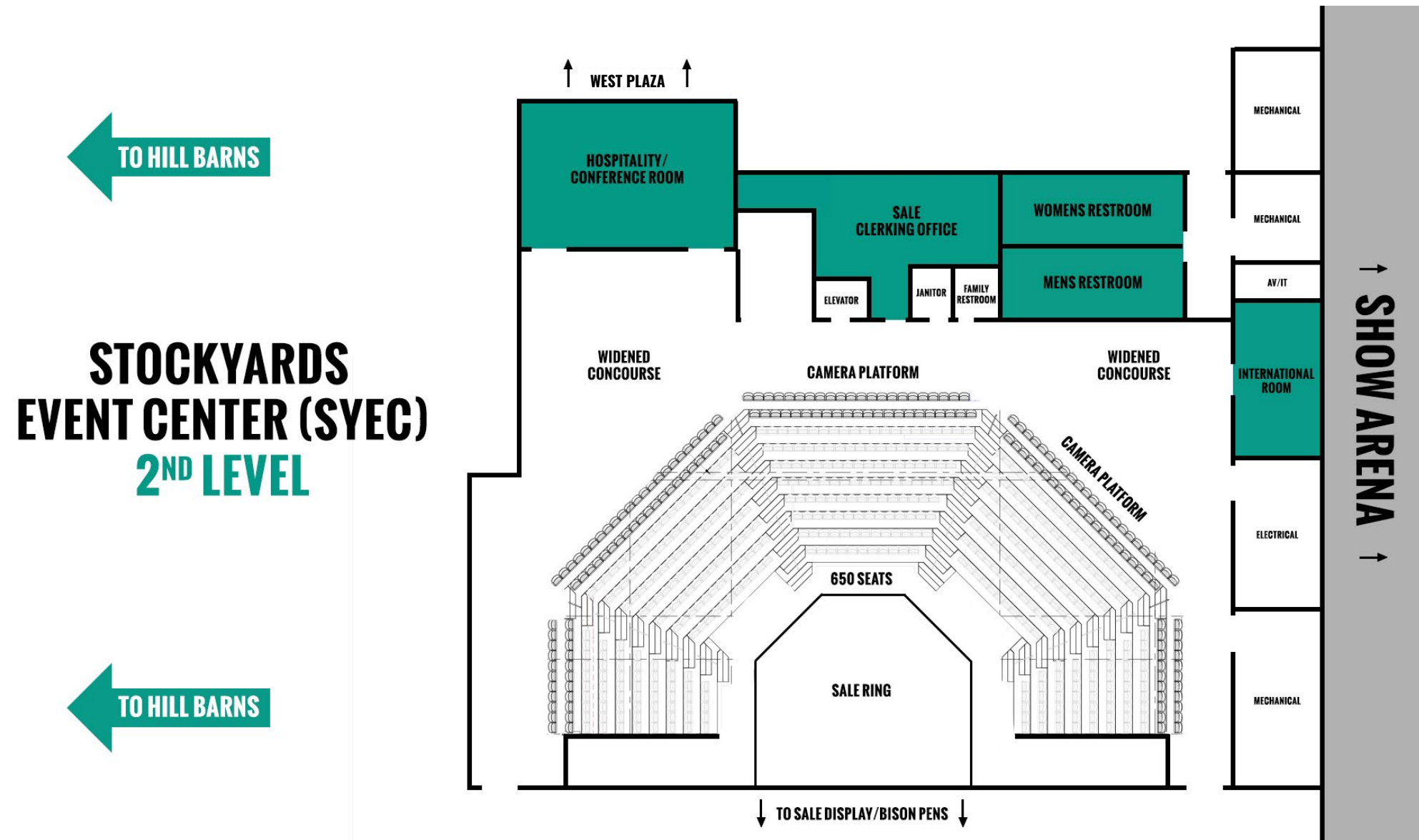
















03

DONOR RECOGNITION

The Cille and Ron Williams Yards will include:

- An events center that will include Auction and Show arenas
- Nearly 600 pens with removable fencing
- If fencing is removed, the space will transform into a hard-surfaced, flexible space for concerts, events and festivals, or parking for up to 2,700 vehicles
- Elevated walkways and historic catwalk
- 3.8-acre plaza for outdoor displays, vendor booths, and exhibits

| Space | Total Contribution | Payment per year over 3 years | Payment per year over 5 years | Status |
|--|--------------------|-------------------------------|-------------------------------|-----------|
| 1 THE YARDS WITH ENTRANCE | | – FUNDED – | | |
| 2 YARDS EVENTS CENTER | | – FUNDED – | | |
| 3 YARDS SHOW ARENA | | – FUNDED – | | |
| 4 YARDS AUCTION ARENA | | – FUNDED – | | |
| 5 WEST PLAZA | | – FUNDED – | | |
| 6 EVENT AND HOSPITALITY SUITE | \$500,000 | \$166,667 | \$100,000 | Available |
| 7 WEST PLAZA BALCONY | | – FUNDED – | | |
| 8 ENTRY PLAZA | | – FUNDED – | | |
| 9 CONCOURSE | | – FUNDED – | | |
| 10 CONCESSIONS AREA | \$100,000 | \$33,333 | \$20,000 | Available |
| 11 ELEVATOR | \$100,000 | \$33,333 | \$20,000 | Available |
| 12 VETERINARY OFFICE | \$25,000 | \$8,333 | \$5,000 | Available |
| 13 AUCTION CLERK OFFICE (during Stock Show) | \$25,000 | \$8,333 | \$5,000 | Available |
| 14 EXHIBITOR CHECK-IN AND FEED/BEDDING SALES (during Stock Show) | \$25,000 | \$8,333 | \$5,000 | Available |
| 15 YARDS MANAGER OFFICE (during Stock Show) | \$25,000 | \$8,333 | \$5,000 | Available |
| 16 BISON PENS (38 available) | \$10,000 | \$3,333 | \$2,000 | Available |



Honoring the Legacy...Building the Future

We are grateful for the opportunity to present this naming right to you and to have you be a part of National Western's first-ever capital campaign.

The Honoring the Legacy capital campaign focuses on four core National Western facilities: the Legacy Building, the Yards, the Livestock Center and the Equestrian Center. The expansion and development of these new facilities will greatly enhance the visitor experience, provide the capacity to host a wider array of events throughout the year, and support increased attendance at other National Western Center facilities, both existing and future.

The \$100 million Honoring the Legacy campaign will provide support for many of the buildings and outdoor spaces needed to help this landmark of the West reach its full potential. To date, more that \$75 million has been raised.

Honoring the Legacy – Building the Future is a bold and ambitious endeavor that can only succeed with passionate, committed leaders at the helm. We are fortunate to have many business, community and philanthropic leaders on our team.

Meet our Capital Campaign Committee:

CAMPAIGN CHAIR

Pete Coors
Vice Chairman
Molson Coors Beverage Co.

HONORARY CHAIRS

Michael B. Hancock
Mayor
City and County of Denver

Dr. Tony Frank
Chancellor
Colorado State University System

George Sparks
President and CEO
Denver Museum of Nature & Science

Steve Turner
Executive Director
History Colorado

VICE CHAIRS

Paul Andrews
President & CEO
National Western Stock Show

Sue Anschutz-Rodgers
Chair & President
The Anschutz Family Foundation

Pat Grant
Immediate Past Chair
Western Stock Show Association

Douglas L. Jones
President
The JONES Realty Group

Ron Williams
Community Leader

CAMPAIGN COMMITTEE

Adam Agron
Shareholder
Brownstein Hyatt Farber Schreck, LLP

Steve Bangert
Remount Ranch

Stanton Dodge
Chief Legal Officer
DraftKings Inc.

Ed Haselden
Chairman
Haselden Construction

Mark Honnen
President
Honnen Equipment Co.

William J. Hybl
Executive Chairman
El Pomar Foundation

Mariner Kemper
Chairman & CEO
UMB Financial Corp.

Sharon Magness Blake
Owner
Thunder Spirit, LLC

Lanny Martin
CEO & Founder
Platte River Equity

Denise O'Leary
Private Venture Capital Investor
& Corporate Director

Hugh Rice
Senior Chairman, Retired
FMI Capital Advisors, Inc.

Dick Robinson
Community Leader

Tim Travis
CEO
Eaton Metal Products Co.

Bruce Wagner
President & CEO
Wagner Equipment Co.

Barth Whitham
President & CEO
Enduring Resources, LLC

Court Wold
President
Wold Energy Partners, LLC

CAMPAIGN DIRECTOR

Angela S. Lieurance