

a campaign for the National Western Stock Show

Campaign Roundup from Pete Coors

Photo Credit Jensen Sutta

A Message from Pete Coors

We're gearing up for the 118th National Western Stock Show, which begins January 6. What better time for us to be talking about the campaign and raising money than the Best 16 Days in January?

Last January saw us go over the \$100 million mark, and, as I announced in my Roundup last month, our new goal is to raise \$150 million. As of today, we've raised more than \$114 million. A few recent large gifts, which I will talk more about in coming editions, have pushed us along, and we could not be more grateful. But we still have some lifting to do to ensure the completion of the project.

When we started this campaign, I charged the campaign's director, Angela Lieurance, with devising ways for everyone to be a part of it. I am proud of the fact that we have naming rights from \$100 to \$35 million and many creative ways for people to leave their legacies.

For those of you who haven't quite decided how to support the campaign, we have a few compelling opportunities for you. We'll start with our brands campaign, one of my personal favorites. Nothing is more emblematic of the American West than the brand. What began as a way to mark the ownership of livestock has grown into a source of pride that extends to entrance gates over some of the largest ranches in America to the jackets and vests the cowboys wear while branding to coffee mugs. If you aren't a brand owner, we'll have more opportunities for you in the next couple of Roundup issues.

The Honoring the Legacy campaign has two options of brands available. The first is a leather brand known as Tier 1—that will live on the huge entry doors into the National Western Club. We will be able to feature 240 brands; as of this writing, only 16 remain. Those brands are \$3,000. The second option, for \$1,500, is a wooden brand that will be placed on a wall just outside the National Western Club. We will produce 360 wooden brands and still have 275 available.

For those supporting this program, you will be invited to an exclusive "Branding Party" when the building is completed for a sneak peek at your brand's permanent home. You can find <u>more information</u> or purchase a brand <u>here</u>.

Each month, I'll be featuring a different opportunity to help build the National Western's new home. Stay tuned to learn more about how you can leave your legacy.

I hope to see you in January at the Stock Show. Until then, I wish you all a Merry Christmas, a joyous holiday season, and a Happy New Year!



This month's construction update is chock full of news! On December 5, we gathered under a bluebird sky to celebrate the raising of the Sue Anschutz-Rodgers Livestock Center's final beam. Mayor Mike Johnston joined with everyone from the construction workers getting the job done to WSSA Board members to commemorate the occasion and sign the beam. You can see a few photos below, and <u>more</u> can be found on our website. In addition, check out the latest <u>drone footage</u> of the progress.



Photo credit: Jensen Sutta

We have also been working on a new space on the first floor of the Legacy Building: the Legacy Saloon. For many years, this space appeared as "retail" on our floor plans, but Paul Andrews agreed that, if we came up with a better option for that space, we could not only use it, but also sell it as a naming right. So, it was obvious to me that we needed another bar in the building – because seven just wasn't enough!

But this is going to be more than just a bar. We hired Roth Sheppard architects to design an authentic, turn-of-the-century, old-time saloon. And I am pleased to tell you we have sold those naming rights to an anonymous donor on the condition that it be simply known as the Legacy Saloon. It will be open to the public year-round. We think it's the perfect addition to our new home! Check out these images below.





This Month's Video

To get you all geared up for the sights and the sounds of the Stock Show, I thought you might enjoy our 2023 Stock Show compilation video. You can see that <u>here</u>.

I know that some of you folks reading this might not be steeped in the history of the National Western,



but no worries. Check out <u>the video</u> we produced last year: It covers our humble beginnings on through the years when Denver was known as a cowtown and into the present, when the National Western is the focus of one of the largest urban renewal projects in the country. I hope you enjoy our story.

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

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Stay in touch with us on social media:





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

honoringthelegacycampaign.com