



Photo Credit Jensen Sutta

## A Message from Pete Coors

I am pleased to report that we made it through another Stock Show! It's a marathon, but it's also so much fun, and it's incredibly energizing to see friends, attend a few rodeos, and visit with our exhibitors.

The campaign had a good Stock Show. It was the first one where we could actually do tours of our new facilities, and boy, was that a pleasure!

The tours of The Legacy were a real highlight. We did 10 tours and took more than 150 people through the building. Everyone from prospects to donors to members got to see firsthand what our new home will look like. And they were WOWED! As someone who went on every tour, I have to tell you, it never got old. To see this building coming to light in such a spectacular fashion is inspiring, and it's hugely motivating for our campaign!

In December, we formally launched a fundraising committee, led by Pat Shaw, to complete the naming rights within the Sue Anschutz-Rodgers Livestock Center. We had a meeting and did several tours for prospects, donors, and even exhibitors. The overall reaction from everyone on the Livestock tours was the same: It's so big! Indeed, at nearly 400,000 square feet, it's an impressive structure to say the least. As a reminder, everything that was on the Hill this year moves to the Sue Anschutz-Rodgers Livestock Center for the 2026 Stock Show. We are going to be working hard with Pat and his committee to ensure the remaining naming rights get completed. If you're interested in the remaining opportunities – they're going fast – you can find that information [here](#).



Inside the new NW Club

Another highlight was a dinner we hosted for our Equestrian donors and prospects. Grant Gollhofer, a horse whisperer from Diamond Cross Ranch, was a real hit that evening as well as at the annual Colorado Concern luncheon we hosted earlier that same day. We're now in the process of putting together a fundraising committee for Equestrian, too.



Grant Gollhofer and I at the Colorado Concern Luncheon

And as you know from our January emails, we had to close our Bricks programs to put both the Saloon and Legacy bricks into production. It feels like things are getting really real! During Stock Show and through the end of January, we sold an additional 179 Legacy bricks and 85 Saloon bricks.

Our Branding Walls program is also ending, although if you missed getting one, I have some good news for you. As we went into production with our sold-out leather brands, we discovered **we have space for an additional four leather brands for \$3,000 each!** If you are interested in one of those, please email Angela Lieurance at [alieu@nationalwestern.com](mailto:alieu@nationalwestern.com), and they will go on a first-come, first-served basis.

We sold 67 additional wooden brands during Stock Show as well. **But Saunders Construction has said that we can actually continue sell these until April 15.** As a reminder, those are \$1,500, and you can find the link here to make that purchase. That is a hard cut-off!

We also closed out the \$100,000 level for Companies of the West during Stock Show. But there are plenty of \$50,000 spots remaining, and the chair of that effort, Mark Honnen, will be pushing hard to get those sold by late summer! You can find the Companies of the West link [here](#) if you're interested.

I'm going to save the report on the Women of the National Western's third annual Cowgirls & Cocktails event for another day – it deserves a special shoutout. But suffice to say, getting more than 750 women to attend that event was a resounding success.

I'm continually astounded by the support this campaign continues to receive. Here we are, more than eight years in and still working on seven-figure gifts and plenty of six-figure gifts. We have topped the \$122 million mark, but between the verbal commitments, gifts in progress, and outstanding asks, we have more than \$19 million in gifts we are currently working on. This Stock Show brought out a lot of new prospects – many of whom are lamenting that they waited too long to get the naming right they had hoped for – so we are working hard to identify new opportunities and getting really creative so we can close those gifts.

As I close out my 2025 Stock Show report, let me simply say: Thank you! Your support, enthusiasm, and belief in all we are doing is remarkable!

### Stock Show Videos

They're back! We were out in the Yards this year doing our videos, and boy, did we have some great ones! As always, we'll kick these off by sharing the [compilation video](#) with you. Stay tuned for new ones in the coming months!



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

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