


HONORING THE LEGACY
BUILDING THE FUTURE

a campaign for the National Western Stock Show



Photo Credit Jensen Sutta

A Message from Pete Coors

The Honoring the Legacy campaign will conclude in July of this year – nearly a decade since its inception. Those we engage with during our ongoing fundraising efforts remain enthusiastic about ensuring the National Western’s long-term success, and that continues to amaze and gratify me. As the end of the campaign approaches, I find myself reflecting on its origins, progression, and conclusion.

This fundraising initiative has been notably distinct from prior efforts I have been involved with or led. The National Western’s prior philanthropic activities had been vital but limited: three annual events during the Stock Show to support the Scholarship Trust. There was no systematic or organized fundraising. So we were, in essence, tasked with raising \$50 million as part of our commitment to the City and County of Denver for one of the nation’s largest urban renewal projects – a sum many said we would never achieve – out of the blue.

As I contemplate the success of this campaign, two characteristics stand out as defining elements: loyalty and trust.



The unveiling of The Legacy and Cille and Ron Williams gift announcement, December 2017.



The first payment of \$1.5M to the City and County of Denver, November 2018.

Stakeholders have demonstrated exceptional dedication to the National Western brand throughout. Six years ago, the campaign successfully fulfilled its financial commitment to the city. Even with the challenges presented by the pandemic, we saw no loss of pledges or gifts during that period. Even as the campaign goal increased from \$50 million to \$150 million, our donors have consistently supported our efforts. Their commitment remained steadfast despite often-absent elaborate renderings or detailed plans. They placed trust in me, the capital campaign committee, and our collective resolve in tackling this hugely ambitious project.



Sue Anschutz-Rodgers Livestock Center ribbon cutting, December 2025.



Donor Celebration event at The Legacy, December 2025.

At previews for the Sue Anschutz-Rodgers Livestock Center and The Legacy during December, and then during the Stock Show, donors shared some very meaningful insights about their motivations to contribute. These stories highlighted the trust and loyalty we’ve always felt fortunate to have earned. As the campaign nears completion, that sense has only deepened.

Inspired by the Code of the West, we are 100% committed to finishing strong. Whether you purchased bricks for your grandkids, a brand that honored your family ranch, a Women in Agriculture recognition to celebrate mom, or helped establish a center that highlights ranching, farming, and the National Western archives, thank you for your support. We couldn’t have done it without you.

April 1 Deadline

As April approaches, I would like to remind those still considering a contribution that **commitments must be finalized by April 1**. This is a firm deadline to ensure adequate time for donor signage and the completion of our comprehensive donor board. Should you have any questions or need any help, please contact either myself or Angela. For the most current information regarding available opportunities, please visit our campaign website: honoringthelegacycampaign.com.

Save the Date

A formal save-the-date notice and invitation will be sent to all donors in soon. However, I encourage you to clear your calendars from 5 p.m. to 8 p.m. on June 12, when we’ll be hosting a campaign celebration at The Legacy. It will be a great party and a milestone moment for the National Western, so please plan on attending!

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