

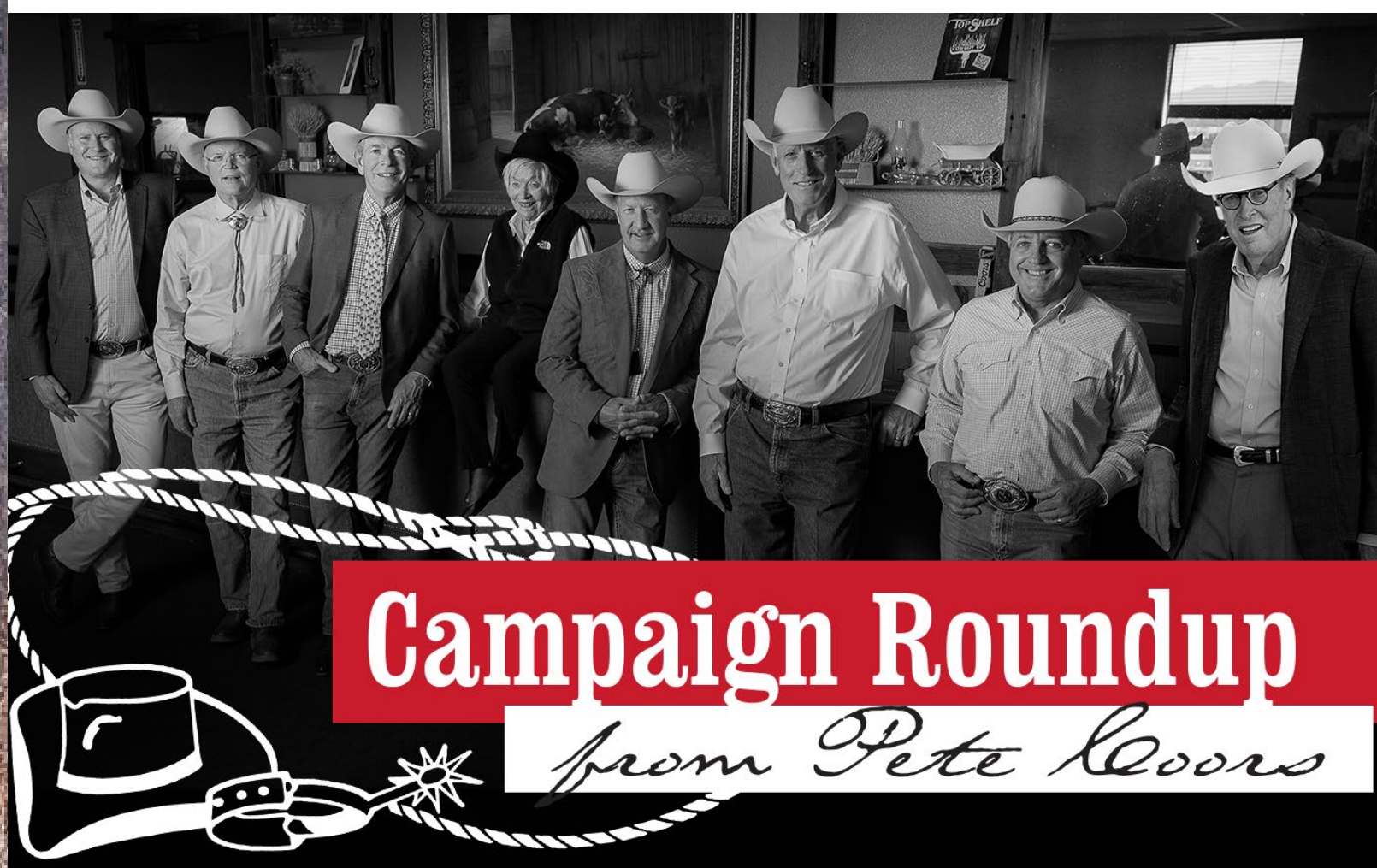


Photo Credit: Jensen Sutta

A Message from Pete Coors

In just 48 days, National Western should receive a temporary certificate of occupancy, or TCO, for The Legacy, which will allow full and unfettered use of the building (the permanent certificate is issued at a later date after the final crossing of “T’s” and dotting of “I’s”). This will allow furniture and fixtures to start being moved in, let staff and volunteers get trained and used to the new space, and launch our all-out push towards getting the building ready for Stock Show 2026.

This time of year, my thoughts naturally turn to Stock Show. If you’ve been around Stock Show for the last five-plus years, you know that the campaign has been out in full force and has even had our own Campaign Headquarters right outside the National Western Club.

This year, our plans look very different. Almost all the programs we have been promoting and selling have wrapped up – bricks, brands, Women in Agriculture, Families of the West, Companies of the West – and all will be on display during the 2026 Show!

Instead, this year, we find ourselves working on a few special events in December for our donors to the Sue Anschutz-Rodgers Livestock Center and The Legacy. We want our supporters to get a preview of the spaces and their naming rights before the crush of Stock Show. Our preliminary plan for the 2026 Stock Show really focuses on the final naming rights remaining in The Legacy, tours and lunches for our Livestock friends, and a preview of the Equestrian Center. It gets more real every day!

Boots, Ballads, & Banjos

One of the many treasures in The Legacy, which is home to eight bars, is the Legacy Saloon. It will probably come as no surprise that I took a real interest in that space – it’s an intimate but evocative space designed as a real turn-of-the-century saloon. It’s also home to the Saloon Brick program and a whole lot of Stock Show memorabilia! Plus, it boasts a small stage, which got me to thinking: Wouldn’t it be great to host a contest to discover some great musical talent within the Roundup’s readership? Therefore, without further ado, may I introduce The Roundup’s Got Talent Contest: Boots, Ballads, & Banjos.

Read on if you or someone you know is musically inclined!



The Roundup’s Got Talent Contest: Boots, Ballads, & Banjos

We invite you to showcase your musical talents in our “Boots, Ballads, & Banjos” talent search contest! On seven different dates during the 2026 National Western Stock Show, the campaign will be spotlighting a musical act inside the Legacy Saloon. Whether you’re a singer, fiddler, guitarist, or pianist, we are looking for performers ready to share a short, captivating musical performance.

Submission Criteria:

Performers will be selected based on the following criteria:

- Musical skill: Technical proficiency and ability to perform with confidence.
- Stage presence: Ability to captivate and perform in front of an audience.
- Sound quality: Please ensure clear audio and visual quality for video submissions.
- Musical variety: We will be selecting a diverse group of musical entertainment.
- Scheduling availability.

How to Apply:

1. Record a 2- to 5-minute video performance of your musical piece. (Recordings of previous performances are OK.)
2. Submit video via email to honoringthelegacycampaign@gmail.com and include the following:

Subject Line: Saloon Talent Search Submission

Be sure to include:

- Your full name
- A brief description of your musical talent
- A link to your social media or website (if you have one)
- Video attachment, or if too large, upload video here: <https://www.dropbox.com/request/3NOAaAyazlOIW9rNn0tk>

Feel free to let us know of your connection to Stock Show, too! Are you a member, trustee, regular attendee, an exhibitor?

Deadline for Submissions:

Video submissions are due October 31.

* Performances times will vary, up to 90 minutes in length.

* Due to the small space and nature of these musical presentations, no audio production support will be provided.

You will be notified of your selection (or your nonacceptance) by December 1.

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

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

honoringthelegacycampaign.com