

2026 Business Sponsorship Packages

We strive to promote the individuals and businesses who support our western heritage.

Industry exclusivity is not guaranteed but may be negotiated.

***Ads must be received by August 7, 2026 to be included in the Souvenir Program.**

**** Free tickets to evening performances must be reserved by August 31, 2026.**

Cattle Baron Level - \$5,000

- Full page premier location advertisement in our printed souvenir program (8 1/2" x 11").
- Sponsor banner displayed at our Saturday morning motorless parade with over 6,000 spectators.
- Sponsor acknowledgment at the introduction of our Premier Performances on Wednesday, Thursday, Friday, & Saturday as well as on our Power Point presentation.
- Personal Meet & Greet with Performers of your choice.
- Admission for 8 at any combination of our evening performances.
- Sponsor mentions on our Social Media sites.
- Logo shown in brochure and name listed in program.
- Limited edition Poster signed by the artist.

Trail Boss Level - \$2,500

- Full page advertisement in our printed souvenir program (8 1/2" x 11").
- Sponsor banner displayed at our Saturday morning motorless parade with over 6,000 spectators.
- Sponsor acknowledgment at the introduction of our Premier Performances on Wednesday, Thursday, Friday, & Saturday as well as on our Power Point presentation.
- Admission for 6 to any combination of our evening performances.
- Sponsor mentions on our Social Media sites.
- Logo shown in brochure and name listed in program.
- Limited edition Poster signed by the artist.

Vaquero Level - \$1,500

- Half page advertisement in our printed souvenir program (7 5/8" x 4 3/4").
- Sponsor banner displayed at our Saturday morning motorless parade with over 6,000 spectators.
- Sponsor acknowledgment at the introduction of our Premier Performances on Wednesday, Thursday, Friday, & Saturday as well as on our Power Point presentation.
- Admission for 4 to any combination of our evening performances.
- Logo shown in brochure and name listed in program.
- Sponsor mentions on our Social Media sites.
- Limited edition Poster signed by the artist.

Rough Stock Level - \$1,000

- 1/3- p a g e advertisement in our printed souvenir program (5" x 3.5").
- Sponsor acknowledgment at the introduction of our Premier Performances on Wednesday, Thursday, Friday, & Saturday as well as on our Power Point presentation.
- Admission for 2 to any combination of our evening performances.
- Sponsor mentions on our Social Media sites.
- Logo shown in brochure and name listed in program.
- Limited edition Poster signed by the artist.

Ranchero Level - \$750

- 1/4-page advertisement in our printed souvenir program (3.75" x 4.75").
- Sponsor logo in our Power Point presentation at the beginning of our Premier Performances on Wednesday, Thursday, Friday, & Saturday.
- Sponsor mentions on our Social Media sites.
- Limited edition Poster signed by the artist.

Foreman Level - \$500

- 1/6-page advertisement in our printed souvenir program (2.5" x 3.5").
- Sponsor logo in our Power Point presentation at the beginning of our Premier Performances on Wednesday, Thursday, Friday, & Saturday.
- Sponsor mentions on our Social Media sites
- Limited edition Poster signed by the artist.

Parade Pardner Level - \$300

- 1/8-page advertisement in our printed souvenir program (3.75" x 2.5").
- Limited edition Poster signed by the artist.