



# WESTERN HERITAGE AWARDS®

APRIL 17 - 18, 2020

The Museum's Western Heritage Awards ceremony was established in 1961 to commemorate the American West by honoring individuals for their creative works in literature, music, television and film.

Presented by celebrity hosts, this black-tie event also honors individuals who have made significant contributions to Western heritage with their inductions into the Hall of Great Western Performers and Hall of Great Westerners as well as the presentation of the Chester A. Reynolds Memorial Award and Lifetime Achievement Award.



## 2020 WESTERN HERITAGE AWARDS INDUCTEES

### Hall of Great Western Performers

KURT RUSSELL  
BING RUSSELL (1926 – 2003)

### Hall of Great Westerners

MONTFORD T. JOHNSON (1843 – 1896)  
BEN HOUSTON (1929 – 2016)

### Chester A. Reynolds Memorial Award

JOHN SCOTT

### Lifetime Achievement Award

ROBERT DUVALL

## HOW TO PARTNER • JOIN US

### PRESENTING SPONSOR \$75,000 (LIMITED TO ONE SPONSOR)

- VIP Room access with private bar and live music
- Speaking presence for an executive during the Western Heritage Awards Ceremony or short sponsorship video played
- Banner sponsorship of two Western life-style editorial features in Museum publications
- Name and logo on all event promotion, advertising, press releases, signage as well as the opportunity to play promotional video on digital message boards
- Up to 30 tickets to the Western Heritage Cocktail Reception on Friday, April 17
- Premier seating for up to 30 guests (3 tables) at the Western Heritage Awards Ceremony on Saturday, April 18
- Name listed in the Western Heritage Awards program and included in the sponsor roll displayed during the Awards Ceremony
- Listing in Museum publications, catalogs, programs, website and donor recognition

### MAJOR SPONSORS \$50,000 (LIMITED TO TWO SPONSORS)

- VIP Room access with private bar and live music
- Name on event promotion, advertising, press releases and signage and opportunity to play short sponsorship video on message boards
- Up to 20 tickets to the Western Heritage Cocktail Reception on Friday, April 17



- Premier seating for up to 20 guests (2 tables) at the Western Heritage Awards Ceremony on Saturday, April 18
- Sponsorship of one of the following: Friday Reception or After Party
- Name listed in the Western Heritage Awards program and included in the sponsor roll displayed during the Awards Ceremony
- Listing in Museum publications, catalogs, programs, website, and donor recognition

#### **SUPPORTING SPONSORS \$25,000**

- VIP Room access with private bar and live music
- Name on select event promotion, advertising, press releases and signage
- 10 tickets to the Western Heritage Cocktail Reception on Friday, April 17
- Premier seating for up to 20 guests (2 tables) at the Western Heritage Awards Ceremony on Saturday, April 18
- Sponsorship of one of the following: VIP Room; Master of Ceremonies; Friday bar; Saturday bar; programs; centerpieces; music for After Party; other mutually agreed sponsorship (subject to availability)
- Name listed in the Western Heritage Awards Program and included in the sponsor roll displayed during the Awards Ceremony
- Listing in Museum publications, catalogs, programs, website and donor recognition

#### **PROMOTING SPONSORS \$15,000**

- VIP Room access with private bar and live music
- Name on select event promotion, advertising, press releases and signage
- 10 tickets to the Western Heritage Cocktail Reception on Friday, April 17
- Tickets for the After Party
- Premier seating for 10 guests (1 table) at the Western Heritage Awards Ceremony on Saturday, April 18
- Sponsorship of one of the following: Master of Ceremonies; Friday bar; Saturday bar; programs; centerpieces; music for After Party; other mutually agreed sponsorship (subject to availability)
- Name listed in the Western Heritage Awards program and included in the sponsor roll displayed during the Awards Ceremony
- Listing in Museum publications, catalogs, programs, website and donor recognition

#### **HERITAGE SPONSORS \$10,000**

- VIP Room access with private bar, and live music
- Name on select event promotion, advertising, press releases and signage
- 10 tickets to the Western Heritage Cocktail Reception on Friday, April 17
- Premier seating for 10 guests (1 table) at the Western Heritage Awards Ceremony on Saturday, April 18
- Name listed in the Western Heritage Awards Program and included in the sponsor roll displayed during the Awards Ceremony
- Listing in Museum publications, catalogs, programs, website and donor recognition



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### **INDUCTEE SPONSORS      \$7,500 (LIMITED TO SIX SPONSORS)**

*Sponsor of the awards honoring inductees into the Hall of Great Westerners, Hall of Great Western Performers, Chester A. Reynolds Memorial Award recipient and the Lifetime Achievement Award recipient.*

- 10 tickets to Western Heritage Awards Cocktail Reception on Friday, April 17
- Seating for 10 guests (1 table) at the Western Heritage Awards Ceremony on Saturday, April 18
- Sponsor acknowledgment during Induction Presentations
- Name listed in the Western Heritage Awards program and included in the sponsor roll displayed during the Awards Ceremony

### **TABLE SPONSORS              \$5,000**

- 10 tickets to Western Heritage Awards Cocktail Reception on Friday, April 17
- Seating for 10 guests (1 table) at the Western Heritage Awards Ceremony on Saturday, April 18
- Name listed in the Western Heritage Awards program included in the sponsor roll displayed during the Awards Ceremony

### **WRANGLER SPONSORS      \$3,500**

*Sponsor of the **Wrangler** statues presented to the year's outstanding literature, music, film and television and noted in the program.*

- 4 tickets to Western Heritage Awards Cocktail Reception on Friday, April 17
- Seating for 4 at the Western Heritage Awards Ceremony on Saturday, April 18
- Name listed in the Western Heritage Awards program

### **PATRON PACKAGE            \$1,500**

- 2 tickets for the Western Heritage Awards Cocktail Reception on Friday, April 17
- Seating for 2 at the Western Heritage Awards Dinner on Saturday, April 18
- Name listed in the Western Heritage Awards program
- Listing in Museum publications, catalogs, programs, website and donor recognition





## HOW TO PARTNER • JOIN US

### PLEASE INDICATE YOUR LEVEL OF SUPPORT AND CONTACT INFORMATION BELOW.

- |   |          |   |         |
|---|----------|---|---------|
| <input type="checkbox"/> Presenting Sponsor | \$75,000 | <input type="checkbox"/> Inductee Sponsor | \$7,500 |
| <input type="checkbox"/> Major Sponsor      | \$50,000 | <input type="checkbox"/> Table Sponsor    | \$5,000 |
| <input type="checkbox"/> Supporting Sponsor | \$25,000 | <input type="checkbox"/> Wrangler Sponsor | \$3,500 |
| <input type="checkbox"/> Promoting Sponsor  | \$15,000 | <input type="checkbox"/> Patron Package   | \$1,500 |
| <input type="checkbox"/> Heritage Sponsor   | \$10,000 |   |         |

### PAYMENT INFORMATION

Contact Name: \_\_\_\_\_  
Sponsor Listing: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_  
Credit Card Number: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_ V-Code: \_\_\_\_\_  
Billing Address: \_\_\_\_\_

Please make checks payable to the National Cowboy & Western Heritage Museum. For more information or to be invoiced, please call Trent Riley at (405) 478-2250 ext. 251 or [triley@nationalcowboymuseum.org](mailto:triley@nationalcowboymuseum.org).





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NAME OF ATTENDEES




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