



Mo Brings Plenty 2024 New Horizon Award recipient

2025 Panel Discussion

2026 WESTERN HERITAGE AWARDS WEEKEND

April 10 – 11, 2026

Western Heritage Awards celebrate the West by honoring individuals for their creative works in literature, music, television and film. The two-day event features a Kick-Off Party, Q&A with the inductees and culminates with the awards ceremony.

Presented by celebrity hosts, the black-tie awards show 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, Western Visionary Award, Special Directors Award and New Horizon Award.



HOW TO PARTNER

2026 Western Heritage Awards

Major Sponsor **\$50,000 (Limited to two sponsors)**

- Up to 20 tickets to the Western Heritage Awards Kick-Off Party on Friday, April 10
- VIP Room access for up to 20 with private bar on Saturday, April 11
- Premier seating for up to 20 guests (2 tables) at the Western Heritage Awards Ceremony on Saturday, April 11
- Naming rights to one of the following: Western Heritage Awards Kick-Off Party, Western Heritage Awards Ceremony, or other mutually agreed upon event element
- Name listed in the Western Heritage Awards program, website, invitation (must have confirmation by February 6) and sponsor roll displayed throughout the weekend
- Name and/or logo on all event promotional materials, advertising and signage

Supporting Sponsor **\$25,000 (Limited to eight sponsors)**

- Up to 20 tickets to the Western Heritage Awards Kick-Off Party on Friday, April 10
- VIP Room access for up to 20 with private bar on Saturday, April 11
- Premier seating for up to 20 guests (2 table) at the Western Heritage Awards Ceremony on Saturday, April 11
- Naming rights to one of the following: Master of Ceremonies, programs, entertainment, VIP Room, transportation or other mutually agreed upon event element
- Name listed in the Western Heritage Awards program, website and sponsor roll displayed throughout the weekend
- Name and/or logo on select event promotional materials, advertising and signage

Promoting Sponsor **\$17,500**

- Up to 10 tickets to the Western Heritage Awards Kick-Off Party on Friday, April 10
- VIP Room access for up to 10 with private bar on Saturday, April 11
- Premier seating for up to 10 guests (1 table) at the Western Heritage Awards Ceremony on Saturday, April 11
- Naming rights to one of the following: Panel discussion, workshop, bars or other mutually agreed upon event element
- Name listed in the Western Heritage Awards program, website and sponsor roll displayed throughout the weekend
- Name and/or logo on select event promotional materials, advertising and signage

Inductee Sponsor **\$12,500 (Limited to seven sponsors)**

Sponsor of the Wrangler statues presented to inductees into the Hall of Great Westerners and Hall of Great Western Performers, as well as the Chester A. Reynolds Memorial Award, Western Visionary Award, Special Directors Award and New Horizon Award recipients.

- Up to 10 tickets to the Western Heritage Awards Kick-Off Party on Friday, April 10
- VIP Room access for up to 10 with private bar on Saturday, April 11
- Priority seating for up to 10 guests (1 table) at the Western Heritage Awards Ceremony on Saturday, April 11
- Sponsor acknowledgment during Induction Presentations
- Name listed in the Western Heritage Awards program, website and sponsor roll displayed throughout the weekend
- Name and/or logo included with Inductee Announcement press release and signage related to the Inductee (must have confirmation by release date)

Wrangler Sponsor **\$10,000 (Limited to 12 sponsors)**

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

- Up to 10 tickets to the Western Heritage Awards Kick-Off Party on Friday, April 10
- Seating for up to 10 guests at the Western Heritage Awards Ceremony on Saturday, April 11

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HOW TO PARTNER

2026 Western Heritage Awards

- Sponsor acknowledgment during the award presentation and in the program
- Name listed in the Western Heritage Awards program, event website and sponsor roll displayed throughout the weekend
- Name and/or logo included with signage related to award winner

Table Sponsor

\$5,000

- Up to 10 tickets to the Western Heritage Awards Kick-Off Party on Friday, April 10
- Seating for up to 10 guests (1 table) at the Western Heritage Awards Ceremony on Saturday, April 11
- Name listed in the Western Heritage Awards program and sponsor roll displayed throughout the weekend

Patron Sponsor

\$2,500

- Up to 2 tickets to the Western Heritage Awards Kick-Off Party on Friday, April 10
- Seating for up to 2 guests at the Western Heritage Awards Ceremony on Saturday, April 11
- Name listed in the Western Heritage Awards program and sponsor roll displayed throughout the weekend

**To view the weekend schedule, visit
thecowboy.org/westernheritage.**

Please indicate your level of support and contact information below.

- ☐ Major Sponsor \$50,000
Limited to two sponsors
- ☐ Inductee Sponsor \$12,500
Limited to seven sponsors
- ☐ Patron Sponsor \$2,500
- ☐ Supporting Sponsor \$25,000
Limited to eight sponsors
- ☐ Wrangler Sponsor \$10,000
Limited to 12 sponsors
- ☐ Promoting Sponsor \$17,500
- ☐ Table Sponsor \$5,000

Payment Information

Please make checks payable to the National Cowboy & Western Heritage Museum. For more information or to be invoiced, please contact development@thecowboy.org or (405) 507-2803.

Contact name

Sponsor listing

Phone number

Email

Address/City/State/Zip code

Name on card

Credit card number

Expiration date

CVV/CVC Code

Billing Address/City/State/Zip code

Guest List (First and Last Names)

To view the weekend schedule, visit thecowboy.org/westernheritage.

