



Reba McEntire, 2026



Kiowa Gordon, 2026



Rex Tillerson, 2026

2026 Hall of Great Western Performers inductee Ed Harris (center) with emcee Rex Linn (right) and presenter Robert Knott.

## 2027 WESTERN HERITAGE AWARDS WEEKEND

April 9 – 10, 2027

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

## 2027 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 9
- VIP Room access for up to 20 with private bar on Saturday, April 10
- Premier seating for up to 20 guests (2 tables) at the Western Heritage Awards Ceremony on Saturday, April 10
- 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 9
- VIP Room access for up to 20 with private bar on Saturday, April 10
- Premier seating for up to 20 guests (2 table) at the Western Heritage Awards Ceremony on Saturday, April 10
- 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 9
- VIP Room access for up to 10 with private bar on Saturday, April 10
- Premier seating for up to 10 guests (1 table) at the Western Heritage Awards Ceremony on Saturday, April 10
- 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 9
- VIP Room access for up to 10 with private bar on Saturday, April 10
- Priority seating for up to 10 guests (1 table) at the Western Heritage Awards Ceremony on Saturday, April 10
- 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 9
- Seating for up to 10 guests at the Western Heritage Awards Ceremony on Saturday, April 10

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# HOW TO PARTNER

## 2027 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 9
- Seating for up to 10 guests (1 table) at the Western Heritage Awards Ceremony on Saturday, April 10
- 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 9
- Seating for up to 2 guests at the Western Heritage Awards Ceremony on Saturday, April 10
- Name listed in the Western Heritage Awards program and sponsor roll displayed throughout the weekend

**To view the weekend schedule, visit  
[thecowboy.org/westernheritage](http://thecowboy.org/westernheritage).**

**Please indicate your level of support and contact information below.**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Major Sponsor \$50,000<br>Limited to two sponsors        | <input type="checkbox"/> Inductee Sponsor \$12,500<br>Limited to seven sponsors | <input type="checkbox"/> Patron Sponsor \$2,500 |
| <input type="checkbox"/> Supporting Sponsor \$25,000<br>Limited to eight sponsors | <input type="checkbox"/> Wrangler Sponsor \$10,000<br>Limited to 12 sponsors    |   |
| <input type="checkbox"/> Promoting Sponsor \$17,500                               | <input type="checkbox"/> 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](mailto:development@thecowboy.org) or (405) 507-2803.

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Contact name

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Sponsor listing

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Phone number

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Email

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Address/City/State/Zip code

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Name on card

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Credit card number

Expiration date

CVV/CVC Code

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Billing Address/City/State/Zip code

### Guest List (First and Last Names)

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