



2026 NATIONAL RODEO HALL OF FAME WEEKEND

November 13 – 14, 2026

The National Cowboy & Western Heritage Museum and the National Rodeo Hall of Fame host the annual National Rodeo Hall of Fame Weekend, a celebration honoring the men and women whose achievements have shaped the sport of rodeo. The event recognizes a new class of inductees into the National Rodeo Hall of Fame and features the presentation of two distinguished honors. The Ben Johnson Memorial Award is presented to an individual whose contributions have significantly advanced the growth and betterment of professional rodeo. The Tad Lucas Memorial Award recognizes a woman who has demonstrated exceptional character and leadership in preserving and promoting Western heritage and values.



MAJOR SPONSOR \$7,500

- 20 tickets to the Rope 'N' Ride Cocktail Reception on Friday, November 13
- VIP seating for 20 (2 tables) at the Champions' Dinner, Induction Ceremony and Benefit Auction on Saturday, November 14
- Listing in National Rodeo Hall of Fame Weekend print and digital marketing materials
- Recognition during awards presentation

SUPPORTING SPONSOR \$5,000

- 10 tickets to the Rope 'N' Ride Cocktail Reception on Friday, November 13
- VIP seating for 10 (1 table) at the Champions' Dinner, Induction Ceremony and Benefit Auction on Saturday, November 14
- Listing in National Rodeo Hall of Fame Weekend print and digital marketing materials
- Recognition during Awards Presentation

ASSOCIATE SPONSOR \$2,500

- 4 tickets to the Rope 'N' Ride Cocktail Reception on Friday, November 13
- VIP seating for 10 (1 table) at the Champions' Dinner, Induction Ceremony and Benefit Auction on Saturday, November 14
- Listing in National Rodeo Hall of Fame Weekend print and digital marketing materials

PATRON SPONSOR \$1,250

- 2 tickets to the Rope 'N' Ride Cocktail Reception on Friday, November 13
- VIP seating for 4 at the Champions' Dinner, Induction Ceremony and Benefit Auction on Saturday, November 14
- Listing in National Rodeo Hall of Fame Weekend print and digital marketing materials

**To view the schedule or to purchase additional individual packages,
visit thecowboy.org/rodeo.**

Please indicate your level of support and contact information below.

- ☐ Major Sponsor \$7,500
- ☐ Associate Sponsor \$2,500
- ☐ Supporting Sponsor \$5,000
- ☐ Patron Sponsor \$1,250

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

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Guest List (First and Last Name)

To view the Weekend schedule or to purchase additional individual packages, visit nationalcowboymuseum.org/rodeoweekend.

