2019 PARTNERSHIP OPPORTUNITIES AND BENEFITS

Cheyenne Frontier Days™

Old West Museum

PRESERVE THE LEGEND

Mission:
To cultivate and preserve the Western legacy of Cheyenne Frontier Days.

Vision:
To be an accredited, sustainable, culturally dynamic community asset.

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There are many ways to become involved in the preservation of our American West.

Whether you love art, carriages, exhibits, or special events, the Museum has much to offer partners, members, and patrons.

Your involvement can range from a Museum Partner sponsorship to an event sponsorship at any of our four core events, to a Museum membership.

HISTORY AND FUTURE

Founded in 1978 by a dedicated group of Cheyenne Frontier Days volunteers and community members, the Museum is a private non-profit organization with an annual operating budget achieved through admissions, private donations, grants, sponsorships, and event income.

We depend heavily on volunteers for the presentation of events and exhibits, averaging 175 volunteers who contribute over 7,000 hours each year. We are a mission-based Museum where historic carriages, fine Western art, Cheyenne, and Cheyenne Frontier Days history come together under the banner of the World's Largest Outdoor Rodeo and Western Celebration.

There is no other event that captures the essence of Western culture like Cheyenne Frontier Days. The event's history is significant to broad patterns of American culture that creates an international appreciation for western heritage. The Museum serves over 50,000 visitors each year from around the world. We are an important part of the Cheyenne community as local and regional visitors make up 75% of our attendance. Over 10,000 visitors attend the Museum during the ten days of Cheyenne Frontier Days each July.

En route to becoming an accredited, premier, sustainable cultural resource, the Museum continues to update its exhibits from both our permanent collection and traveling exhibitions to expand knowledge and experience of the West and to provide new levels of visitor engagement.

Through these exhibits and regularly updated storytelling mechanisms, including both hands-on and digital in-gallery interaction, the history of CFD—and the material culture that supports that history—will find a new way to shine. The intent is to build upon the traditions of Western storytelling and engage our audience with new, exciting, and refreshing opportunities for personal connections.

We invite you to directly participate in the cultivation and preservation of these stories and the Museum through your tax-deductible contribution of any size. The following booklet describes all of our sponsorship opportunities.

MUSEUM PRESENTING SPONSOR

The Museum Presenting Sponsor Program offers you an elite opportunity to invest in the Western legacy promoted year-round by the Cheyenne Frontier Days™ Old West Museum. We offer opportunities to support and promote the Western legacy of Cheyenne Frontier Days, Cheyenne history, and Western values presented through arts and cultural education. With an annual sponsorship of $50,000, the Museum Presenting Sponsor would be acknowledged on the Museum building, through all web and print material, as well as public accolades at every event during 2019.

The Presenting Sponsor hosts a wide array of arts, history, and educational opportunities at the Museum; allowing for the continued influence of our institution and the beloved history of the Cheyenne Frontier Days™ Rodeo, in the community and beyond.

$50,000

Direct value of benefits: $29,280

Tax deduction: $39,780

Benefits

- **Presenting Sponsor of the Museum, recognized on the exterior of the Museum annually**
- **Year-Round recognition on website, galleries, Title recognition on all event print & press material, as well as article recognition in our Quarterly Digital Magazine *Stageline***
- **Personalized Museum Tour with the Curators and Executive Director**
- **Original Piece of CFD Western Art, of your choice, up to a $2000 value - Tax Deduction: $0**
- **Annual Grand Entry Museum Membership ($1,250) - Tax Deduction: $1,090**
- **20 tickets for each annual event with preferred sections or tables—Western Spirit Art Show and Sale, CFD Western Art Show Shotgun Preview & Opening Night Reception, CFD Hall of Fame Induction Ceremony, and the Annual Gala ($12,100) - Tax Deduction: $9,410**
- **Private Reception in the CFD Western Art Show from 6 to 8pm during Cheyenne Frontier Days. Hosted bar and heavy appetizers included for up to 50 attendees ($1,250) - Tax Deduction: $0**
- **Rodeo Box and 10 Night show tickets on corresponding day (Rodeo Boxes are first come first serve, accommodations will be made in the event that a box is unavailable) ($3,500) - Tax Deduction: $0**
- **A private Art Uncork'd for 12 (the Museum's cocktail hour adult art education program) or 4 Kid's Camp Registrations (or scholarships) ($520) - Scholarships are fully Tax Deductible.**
- **8x8 Legacy Brick as a permanent feature in front of the Museum ($100) - Tax Deduction: $0**

MUSEUM PARTNER PACKAGES

The Museum Partner Program offers you or your company the flexibility to participate in the rich arts, cultural, and history programs at the Museum year-round. In addition to providing the Museum with much needed operating funds, you receive the benefit of a charitable contribution. Partners choose annual levels of support between $5,000 and $25,000. Funds are utilized in the presentation of exhibits, preservation of collections, and education programs.

All Museum Partners Receive:

- Personalized "Behind the Scenes" Tour with the Curators
- Year-Round Podium Recognition at Events
- Business Logo and Link on Museum Website
- Recognition on the Museum's Wall of Honor as a Museum Partner and Cheyenne Club Member
- Accolades in Stageline and on Event Materials for Silver Prairie Schooner and above

DIAMOND LANDAU SPONSOR – $25,000
($15,440 value, Tax Deduction: $21,235)

- Year-round Logo Gallery Recognition
- Four Full Page Ads in *Stageline*—the Museum's Quarterly Digital Magazine
- Original Piece of CFD Western Art, of your choice, up to a $2000 value - Tax Deduction: $0
- Annual Grand Entry Museum Membership ($1,250) - Tax Deduction: $1,090
- 10 Tickets/One Large Preferred Table for Each Annual Event—Western Spirit Art Show and Sale, CFD Western Art Show Shotgun Preview, CFD Western Art Show Opening Night Reception, CFD Hall of Fame Induction Ceremony, and the Annual Gala ($6,050) - Tax Deduction: $4,705
- 6 Art Uncork'd Registrations (the Museum's cocktail hour adult art education program) or 2 Kid's Camp Registrations (or scholarships) ($260) - Scholarships are fully Tax Deductible.

PLATINUM RUNABOUT SPONSOR – $20,000
($13,390 value, Tax Deduction: $17,060)

- Year-Round Logo Gallery Sponsor Recognition
- Two Full Page or Four Half Page Ads in *Stageline*—the Museum's Quarterly Digital Magazine
- Annual Grand Entry Museum Membership ($1,250) - Tax Deduction: $1,090
- 8 Tickets/Preferred Table for each Annual Event—Western Spirit Art Show and Sale, CFD Western Art Show Shotgun Preview & Opening Night Reception, CFD Hall of Fame Induction Ceremony, and the Annual Gala. ($5,100) - Tax Deduction: $2,580
- 6 Art Uncork'd Registrations or 2 Kid's Camp Registration (or scholarship) ($260) - Scholarships are fully Tax Deductible.

GOLD PHAETON SPONSOR – $15,000
($11,890 value, Tax Deduction: $13,920)

- Year-Round Gallery Sponsor Recognition
- Four Half Page Ads in *Stageline*—the Museum's Quarterly Digital Magazine
- Platinum Museum Membership ($1,000) - Tax Deduction: $900
- 6 Tickets for Annual Events—Western Spirit Art Show and Sale, CFD Western Art Show Shotgun Preview, CFD Western Art Show Opening Night Reception, CFD Hall of Fame Induction Ceremony, and the Annual Gala ($1,980) - Tax Deduction: $1,260
- 6 Art Uncork'd Registrations (the Museum's cocktail hour adult art education program) or 2 Kid's Camp Registrations (or scholarships) ($260) - Scholarships are fully Tax Deductible.

SILVER PRAIRIE SCHOONER SPONSOR – $10,000
($7,550 value, Tax Deduction: $9,290)

- Year-Round Gallery Sponsor Recognition
- Four Quarter Page Ads in *Stageline*—the Museum's Quarterly Digital Magazine
- Platinum Museum Membership ($1,000) - Tax Deduction: $900
- 4 Tickets for Each Annual Event—Western Spirit Art Show and Sale, CFD Western Art Show Shotgun Preview, CFD Western Art Show Opening Night Reception, CFD Hall of Fame Induction Ceremony, and the Annual Gala ($1,320) - Tax Deduction: $840
- 3 Art Uncork'd Registrations or 1 Kid's Camp Registrations (or scholarships) ($130) - Scholarships are fully Tax Deductible.

BRONZE STAGECOACH SPONSOR – $8,000 Package
($6,210 value, Tax Deduction: $7,530)

- Two Quarter Page or Four Business Card Ads in *Stageline*—the Museum's Quarterly Digital Magazine
- Platinum Museum Membership ($1,000) - Tax Deduction: $900
- 2 Tickets for Each Annual Event—Western Spirit Art Show and Sale, CFD Western Art Show Shotgun Preview, CFD Western Art Show Opening Night Reception, CFD Hall of Fame Induction Ceremony, and the Annual Gala ($660) - Tax Deduction: $420
- 3 Art Uncork'd Registrations or 1 Kid's Camp Registration (or scholarship) ($130) - Scholarships are fully Tax Deductible.

PARTNER SURREY SPONSOR – $5,000 Package
($3,710 value, Tax Deduction: $4,550)

- Two Quarter Page Ads in *Stageline*—the Museum's Quarterly Digital Magazine
- Corporate Partner Museum Membership ($500) - Tax Deduction: $420
- 2 Tickets for Each Annual Event—Western Spirit Art Show and Sale, CFD Western Art Show Shotgun Preview, CFD Western Art Show Opening Night Reception, CFD Hall of Fame Induction Ceremony, and the Annual Gala ($660) - Tax Deduction: $420
- 3 Art Uncork'd Registrations or 1 Kid's Camp Registration (or scholarship) ($130) - Scholarships are fully Tax Deductible.

MUSEUM EVENT SPONSORSHIPS

Museum Event Sponsors receive added benefits and VIP status for any of our four main annual events described on the following two pages: Western Spirit Art Show and Sale, CFD Western Art Show and Sale, CFD Hall of Fame Induction Ceremony, and the Annual Gala.

Each sponsor level receives recognition on the Museum's Wall of Honor and Cheyenne Club Membership.

$10,000 – Presenter

- Verbal Recognition at the Podium
- Preferred Table for Ten
- Presenter Recognition in Event advertising and print material
- Business Logo and link on Website
- Full Page *Stageline* ad in the quarterly issue before the event

$5,000 – Patron

- Eight Tickets to Sponsored Event
- Patron Recognition in Event advertising and print material
- Business Name on Website
- Half Page *Stageline* ad in the quarterly issue before the event

$2,500 – Contributor

- Six Tickets to Sponsored Event
- Business Name on Website
- Contributor Recognition in Event advertising and print material
- Quarter Page *Stageline* ad in the quarterly issue before the event

$1,000 – Supporter

- Four Tickets to Sponsored Event
- Supporter Recognition in Event advertising and print material
- Business Card *Stageline* ad in the quarterly issue before the event

*Tax-deductibility ranges per event.
**Presenter and Patron Sponsors of the CFD Western Art Show and Sale include tickets to the Shotgun Preview.

WESTERN SPIRIT ART SHOW & SALE

March 2, 2019

Over 500 guests attend opening night, the first Saturday of March. The art show features up to 100 artists and displays over 300 works of fine western art including the Vandewark Miniature Show. Opening night festivities include the popular Quick-Draw Auction.

Individual Tickets - $50 each

Award Sponsors - $600 each

Features gallery recognition for the length of the show, as well as public accolades during the awards at opening night, including photos of the winning artists with your business representatives.

CFD WESTERN ART SHOW AND SALE

Thursday July 18, 2019

Founded in 1981, the CFD Western Art Show and Sale is the largest single contributor to the Museum, providing over $2.8 million in proceeds over the show's 37 year history.

Opening night attracts over 800 guests, over 10,000 visitors during the 10 days of Cheyenne Frontier Days and an additional 12,000 through the extended August showing. Marketing efforts reach a total audience of over 300,000.

Offering first class Western art from the top Western artists in the nation, guests are submersed in the Western culture that has shaped our nation.

Opening Night Social Table $3,500

- Reserved Seating for 10
- Table Favors
- Four Bottles of Wine
- Floral Centerpiece

Individual Tickets - $130 each

CFD HALL OF FAME INDUCTION CEREMONY

September 6, 2019

Over 300 guests attend the induction ceremony, the second Friday in September. The CFD Hall of Fame showcases individuals, livestock, and organizations whose distinctive contributions to CFD have helped grow a dream into "The Daddy of 'em All."

Tables of Ten - $1,000
Tables of Eight - $800

Individual Tickets - $50 each

THE MUSEUM'S ANNUAL GALA: The Great Race Gala

October 5, 2019

Along with our Transcontinental Railroad neighbors, the Museum is celebrating the 150th anniversary of the great race to connect the Union Pacific's Transcontinental Railroad, which met on May 10th in Promontory Summit, Utah. The Union Pacific reached Cheyenne on November 13, 1867 but did not make it to Utah for another six months. Like many communities in our region, Cheyenne owes much of its existence to the Union Pacific. However, we owe even more for their role in the development and continuation of Cheyenne Frontier Days.

Table of Ten - $1,500
Tables of Eight - $1,000 - $1,250

Individual Tickets - $100 each

Silent Auction Sponsors - $250 each

Features logo recognition with items as well as throughout out the print and digital marketing for the annual gala.

OTHER WAYS TO PARTICIPATE

Individual Internship Sponsorship – $2,500 Annually

The Museum hosts four internship positions each year. Consider sponsoring one or all of these education opportunities to fundamentally support the future of the Museum and our histories. Internships allow participating college age students to experience hands-on work and learn the inside and out of education, marketing, collections, exhibits, and arts programming.
In 2019, internships span June 3, 2019 – August 9, 2019. Housing is not included. The stipend for each internship is $2,500. All interns are required to have a 3.5 GPA or above, and be in their final year of post-secondary school.

1. **Exhibits Internship:** the Exhibits intern will become familiar with many aspects of research, planning, design, fabrication, installation, and maintenance that go into museum storytelling.
2. **Collections Internship:** the Collections intern will become familiar with all phases of collections registration, research, cataloging, storage, and care.
3. **Marketing Internship:** the Marketing intern will assist in the production of *Stageline,* learn to plan and execute events, layout and design of posters, postcards, gallery signage including sponsor recognition panels, updating of our website, and manage social media.
4. **Arts & Education Internship:** the Arts & Education intern will be to develop and co-coordinate two week-long summer camps, assist with educational outreach during Cheyenne Frontier Days, manage summer youth tours, work with Museum docents on guided tour development, children's gallery updates, and Museum wide interactives.

Education Program Sponsorships – $250 to $1,500 Annually

Please consider sponsoring one of four Kid's Saturday Art Workshops, ages 5-12 for $250. Sponsorship for all four is available annually for $1,000.

The Museum hosts two week-long summer camps every year. Kid's Cowboy/Cowgirl Summer Camp is for kids ages 5-12 to explore Western culture, including agriculture, history, and Cheyenne Frontier Days. Kid's Western Art Summer Camp is for children ages 5-14 to explore Western art making; medias range from painting to printmaking and everywhere in between! Each camp can be sponsored annually at $1,500.

Additionally, the Museum hosts three adults-only art education workshops known as Art Uncork'd. Sponsorship is available for each Art Uncork'd at $300 each, or $900 for the entire set.

Benefits of education program sponsorship include naming and logo recognition on advertising materials, two (2) tickets to each sponsored event, and an opportunity to present your business to the workshop through brochures or a 5-minute presentation.

Membership – $40 to $1,250 Annually

Choose your level of participation. Consider the Corporate Partner membership which provides multiple member benefits to your business or company. Think about having your business logo and link on our CFD Old West Museum website, or use our board room for one complimentary meeting each year. See more detail within our membership brochure.

CONTINUED

Endowment Fund

The Museum's Endowment Fund was developed in 2001. Contributions consist of a one-time pledge of $10,000 to be paid in one lump sum or over the course of ten years. As this is an endowment, the principal remains intact in a restricted account, with the Museum only using the income to fund general operations including arts, exhibits, education, and children's programs.

Museum Purchase Program

This program ensures a high quality permanent collection for the Museum through the CFD Western Art Show and Sale as well as the Western Spirit Art Show and Sale. Donors choose to purchase a piece from either show as a fully tax-deductible charitable donation to the art collection. The Western Spirit Art Show and Sale Purchase Program is the Museum's Contemporary Western Art Collection, while the CFD Western Art Show and Sale is the Museum's Traditional Western Art Collection. These permanent collections are on view at the Museum each year as a rotating exhibit.

Legacy Giving

Multiple options are available for your planned giving. Your estate planning can become your lasting legacy for the Museum. Whether you need immediate income tax deductions or long term benefits, the CFD Old West Museum will work with you to design a charitable giving plan.

Cheyenne Club

Donors who contribute $1,000 annually toward any area in the Museum are included in this honorary club. Contributions include annual giving, endowment, estate gifts, Museum membership, art purchases, and honorariums or memorials. Cheyenne Club members are recognized in the Museum's Annual Report, *Stageline,* in the galleries on the Wall of Honor, and honored at special events.

Expansion Campaign

We have grown to the point that currently, we do not have space to properly store, catalog, preserve, or grow our collection. To build on our success and provide additional educational opportunities for the community and its many visitors, the Museum is engaging in a $7.5 million Expansion Campaign to expand the building to house our carriages and collections, as well as create permanent exhibitions and galleries in the existing space. This is an exciting opportunity to increase tourism, as well as provide a year-round resource for our community.

MUSEUM ABSTRACT

Arts & Education

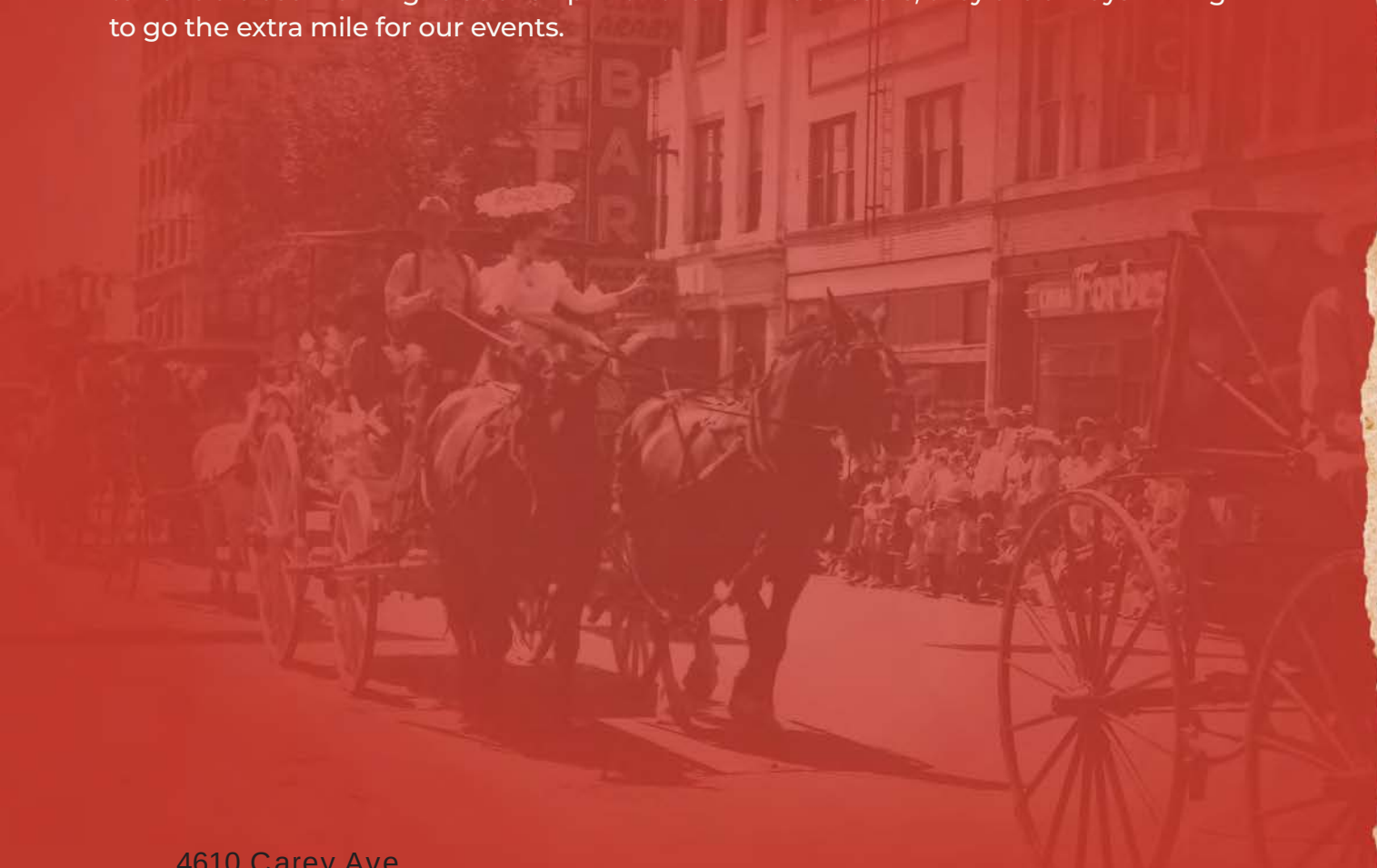
Through our community outreach projects we create learning environments reaching far beyond our expectations. We present rich programs to the Cheyenne community; programs where children, adults, artists, senior citizens, and the community at large create and imagine together.

Collections & Exhibits

As the main repository for Cheyenne Frontier Days material culture we are reminded every day of how fortunate we are in Cheyenne to be the home of the greatest rodeo on earth—"The Daddy of 'em All." This great heritage is forever. We at the Museum must be steadfast in our commitment to cultivate and preserve CFD—as the world's premiere western family celebration for generations to come.

Volunteers

The Museum's most valuable asset! Volunteers play an integral part in the daily operations of the Museum from running our front desk, cataloging our collections, building exhibits, and helping with our children's programs. The Museum is very lucky to have a close working relationship with the CFD volunteers; they are always willing to go the extra mile for our events.



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