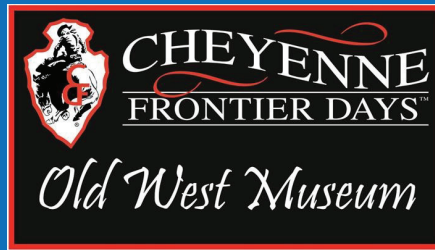


2022 Sponsorship Opportunities



Cheyenne Frontier Days™ Old West Museum



Who we are & What we do

Collections & Exhibits

As the main repository for Cheyenne Frontier Days™ material culture, we are reminded every day of how fortunate we are to be in the home of the greatest rodeo on earth—"The Daddy of 'em All." Together with our great western heritage, this legacy is stewarded within our galleries and collections space. The Museum is steadfast in our commitment to preserve Cheyenne Frontier Days™ as the world's premiere western family celebration for generations to come and the regional stories come alive in our galleries.

Western Art Shows

Founded in 1981, the CFD Western Art Show & Sale is the principal contributor to the operational support of the Museum, providing over \$3 million in proceeds over the show's 40-year history. Traditionally, our Opening Night reception attracts over 700 guests, over 10,000 visitors during the show's run during the ten days of Cheyenne Frontier Days™, and an additional 12,000 through the extended August showing. Marketing efforts reach a total international audience of over 300,000.

In March, the Western Spirit Juried Art Show & Sale showcases emerging western artists with a contemporary flair of color and non-traditional scope of western-style art.

The Museum features two nationally recognized art shows each year. A third show is being integrated into our programming to give us the flexibility of presenting even deeper and richer experiences for our community. These shows feature over 200 artists with diverse perspectives and mediums. Together they bring wonderful voices to the western art gallery and help support the Museum and our regional artists.

Arts & Educational Programming

Within our community outreach projects, we create learning environments that inspire all life-long learners. We present deep enrichment opportunities to the regional community; through programs where children, adults, senior citizens, and artists create and imagine together.

The Museum is fortunate to have volunteers who are always willing to go the extra mile for our events.

Cheyenne Frontier Days™ Old West Museum EIN Number is 83-0239830

Preserve The Legend

There are many ways to become involved in the preservation of the story of our American western legacy.

Mission

To cultivate a rich educational space for the diverse, international community served by, and rooted in, the American western legacy of Cheyenne Frontier Days™

Vision

To be an accredited, sustainable, culturally dynamic community asset

Our Story

Founded in 1978 by a dedicated group of Cheyenne Frontier Days™ volunteers and community members, the Museum is a private non-profit 501(c)(3) organization with an annual operating budget achieved through admissions, private donations, sponsorships, and event income. We depend heavily on volunteers to make the American western legacy of Cheyenne Frontier Days™ come alive.



The Museum serves over 50,000 visitors each year from around the world . We are an important cultural cornerstone of the Cheyenne community as local and regional visitors make up 75% of our attendance. Nearly 10,000 visitors attend the Museum during the ten days of Cheyenne Frontier Days™ each July.

MUSEUM SPONSORSHIPS

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.

Benefits of Sponsorship

All Levels of Museum Partners Receive

Year-Round Podium Recognition at Events

Business Logo & Link on Museum Website

Recognition on the Museum's Wall of Honor

&

Cheyenne Club Membership



Chris LeDoux by Brandon Bailey



DIAMOND SPONSOR \$50,000

PRESENTING MUSEUM SPONSOR

- **Grand Entry Museum Membership** included
- **12-Month Recognition** on the Museum's Wall of Honor
- **Logo Recognition** in galleries, and all event print & press material, as well as article recognition in the Museum's *Stageline* quarterly digital magazine, edition of your choice
- **20 tickets for each annual event** listed on page 6 with preferred sections or tables
- **Four full page ads** in *Stageline*-the Museum's quarterly digital magazine
- **Private reception in the CFD Western Art Show** from 7 to 9pm during Cheyenne Frontier Days™
- **A private Art Uncork'd for 12** (the Museum's adult art education program & happy hour) or **4 Kid's Camp** registrations or scholarships
- **Personalized Museum tour** with the curators and executive director
- **8x8 Legacy Brick** as a permanent feature in front of the Museum



GOLD SPONSOR \$20,000

Grand Entry Museum Membership included

- **Year-Round Logo recognition** in Museum galleries & Level recognition on website
- **Four full page ads** in *Stageline*-the Museum's quarterly digital magazine
- **Preferred table for 8 tickets to each annual event** listed on page 6
- **6 Art Uncork'd Reservations** (the Museum's adult art education program & happy hour) or **2 Kid's Camp** registrations or scholarships



SILVER SPONSOR \$10,000

Platinum Museum Membership included

- **Year-Round Logo recognition** in Museum galleries & Level recognition on website
- **Four half page ads** in *Stageline*-the Museum's quarterly digital magazine
- **6 tickets to each annual event** listed on page 6
- **3 Art Uncork'd Reservations** (the Museum's adult art education program & happy hour) or **2 Kid's Camp** registrations or scholarships



BRONZE SPONSOR \$5,000

Corporate Partner Museum Membership included

- **Level recognition** on website
- **Two quarter page or four business card ads** in *Stageline*-the Museum's quarterly digital magazine
- **4 tickets to each annual event** listed on page 6
- **3 Art Uncork'd Reservations** (the Museum's adult art education program & happy hour) or **1 Kid's Camp** registration or scholarship

Event Sponsorships

Each Sponsor level reflects opportunities available for each of the
Special & Educational Programming Events listed below.

Cheyenne Frontier Days™ Old West Museum

Special Events

Western Spirit Juried Art Show & Sale

Opening Reception

Saturday, March 05, 2022

Run of show through Sunday, April 17, 2022

CFD Western Art Show & Sale

Opening Reception & Governors Mansion

Thursday, July 21, 2022

Run of show through Sunday, August 14, 2022

Gala Fundraising Event

Spring 2022

CFD Hall of Fame Induction Ceremony





























Friday, September 22, 2022

New Frontiers Art Show & Sale

November 2022

Educational Programming Events

Western Pioneer Kids Camp • Western Arts Kids Camp • Art Uncork'd

| SPONSORSHIP TYPE | Membership in CHEYENNE CLUB | Special Presenter Verbal Recognition at Podium | Level Recognition in Advertising & Print Materials | Business Logo & Link on Website | Advertisement in STAGELINE Publication | Tickets To Event | Tickets to Shotgun Preview CFD Western Art Show ONLY | Picture with Winning Artist Western Spirit ONLY |
|--|---|---|---|---|---|------------------|---|---|
| \$10,000 Presenting Event Sponsor |  |  |  |  | Full Page | 10 |  | |
| \$5,000 Event Sponsor |  |  |  |  | Half Page | 8 |  | |
| \$2,500 Event Sponsor |  |  |  |  | Quarter Page | 6 |  | |
| \$1,500 Event Sponsor |  |  |  |  | Business Card | 6 |  | |
| \$1,000 Event Sponsor |  |  |  |  | Business Card | 4 |  | |
| \$ 600 Artist's Award Sponsor Western Spirit ONLY | |  |  | | Quarter Page | 2 | |  |

Museum Initiatives

The Museum's Endowment Fund

The Museum's Endowment Fund began in 2001 to ensure the Museum's future sustainability. Proceeds allow the Museum to support general operating expenses. Contributions to this fund may be paid as a lump sum or over a period of years.

Legacy Giving

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

"Become a Legend" Expansion Campaign

Since 1978, the Museum has grown thanks to our passionate supporters. We are actively seeking to expand our capacity to properly store, catalog, preserve, and grow our collections. The Museum has engaged in a \$8.5 million Expansion Campaign. We are half way to our goal.

We plan to expand the building to house our collections, create new permanent exhibitions space and engaging gallery content in our existing footprint.

This is an opportunity to become a richer cornerstone as a cultural resource within our regional community.



