



HONORING THE LEGACY BUILDING THE FUTURE

a campaign for the National Western Center



Photo Credit Tommy Collier

HELP US REACH OUR GOALS – THERE’S STILL TIME!

I’m not usually an all-caps sort of guy, but this is important. We’ve set an ambitious fundraising goal for the end of the Stock Show: we want to get to 1,000 donors and \$75 million by the end of January. As of the start of the Stock Show, we were at about 435 and \$71 million. As said, ambitious. But so is [what we’re building](#).

We’ve decided to add a carrot, so to speak – an appropriate term given all the horses gracing the Stock Show at the moment. Ready? A donation of *any amount* between now and midnight at the end of January 31, 2020 will get you an invite to our Spring Jamboree for Donors. It’s going to be a great time.

There are lots of ways to donate. You can do so straight-up through our [online form](#); you can check out a menu of other interesting options [here](#) – the [Legacy Brick](#) program and the [Branding Walls](#) program being two fun ones that we’ve created to achieve my personal goal of enabling everyone to participate in our campaign. But [there](#) you’ll also find major donation opportunities such as the [Women in Agriculture](#) program as well as [naming opportunities](#) in our four fantastic facilities-to-be. (Those naming opportunities are in perpetuity, and they’ve attracted a lot of interest – don’t delay!)

But the point is, you don’t have to name a major facility to participate our campaign to build the [National Western Center](#) and join the fun this spring as a special bonus (though, of course, you’re welcome to). I ask you to make your gift today and help us reach what I know is ambitious and perhaps crazy goal.

We’re building [four major facilities](#) that will comprise the heart of the National Western Center, a new home for the Stock Show we all love and much, much more. Those facilities include the Cille and Ron Williams Yards, the Equestrian Center, the Sue Anschutz-Rodgers Livestock Center, and the Legacy Building – the new National Western world headquarters. Your investment in this campaign will pay dividends to Denver and the West for decades to come in terms of economic development and agricultural education as well is cultural enrichment and civic pride. Join us: we need your help to build something great.

GOALS FOR 01.31.20



For questions about the campaign or making a gift, please contact

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For news, updates and more on the Honoring the Legacy campaign for the National Western, visit

honoringthelegacycampaign.com