



SATURDAY, OCTOBER 2, 2021

RANCHO MISSION VIEJO, IN ORANGE COUNTY

WITH A PRE-EVENT ON FRIDAY EVENING, OCTOBER 1

A Western Affair brings together urban and rural communities to celebrate our shared love of the land and the Western culture.

Energy runs high at this signature annual event for the California Rangeland Trust, which raises significant funding to help ensure healthy working landscapes are available for future generations.

CALIFORNIA
RANGELAND
Trust

EVENT DETAILS

California has very deep roots in ranching, and few know that some of the deepest beginnings were once in Orange County – known better today for its posh beaches and Disneyland adventures. With rapid growth happening in our state, we believe it is important to remember where many of us began.

From the earliest land stewardship traditions, running cattle along these scenic foothills has served to care for the land, build the backbone of local economies, and meet the needs of each new community.

Today, Rancho Mission Viejo is one of the last remaining working cattle ranches in the County. They continue to support a growing region by overseeing responsible and sustainable development that not only creates quality homes for Californians, but also provides opportunities to connect them to the region's natural spaces, our state's rich and deep diversity and multicultural legacies, and cowboy heritage.



In 2021, California Rangeland Trust will gather on the land at Rancho Mission Viejo to celebrate our ranching roots and the pivotal role ranching continues to play in the growth of healthy communities.

Each year, A Western Affair is held in a different region of California and offers an optional multi-day schedule of custom programs where guests can learn more about different aspects of working lands in the hosting locale. Many of these opportunities have the potential for Sponsor Recognition, such as through underwriting or a special invite to participate.

A TYPICAL WESTERN AFFAIR WEEKEND WILL FEATURE:

- ★ An exclusive VIP experience on Friday night: a “Cowboy Sundowner” at Cow Camp, a private and secluded location known as the “spirit of the ranch”.
- ★ Special Western-style activities at the host site
- ★ Conservation Awards Ceremony
- ★ Silent Auction featuring Western-themed specialties
- ★ Live Auction featuring one-of-a-kind experiences Dinner, Dancing and Live Music

Early sponsorship of A Western Affair 2021 will enable us to provide maximum visibility and inclusion. **Timing is key, as past events have sold out early!**



SPONSORSHIP OPPORTUNITIES AND BENEFITS

DIAMOND SPUR SPONSOR \$20,000 (LIMITED AVAILABILITY)

- ★ Recognition with Logo as a Diamond Sponsor on front page of California Rangeland Trust website and in all event materials
 - ★ One front-row VIP table for 10 guests
 - ★ VIP parking or Shuttle bus access (Saturday night only)
 - ★ Full-Page Ad in event program
 - ★ Speaking opportunity during the event (optional)
 - ★ 10 invitations to VIP Cowboy Sundowner on Friday evening
 - ★ Inclusion in strategic advertisements promoting the event
 - ★ Opportunity to include promotional materials in guest gift bags
 - ★ Customized name badges to showcase your commitment
 - ★ Public recognition in our newsletter, e-news, and post-event press release
 - ★ Opportunity to tour a ranch in your region conserved by California Rangeland Trust
- Your sponsorship will provide discounted event admission to our next generation of rancher conservationists!*

GOLD SPUR SPONSOR \$10,000

- ★ One premium table for 10 guests near the stage
 - ★ VIP parking or Shuttle bus access (Saturday night only)
 - ★ Half-Page Ad in event program
 - ★ 6 invitations to VIP Cowboy Sundowner on Friday evening
 - ★ Opportunity to include promotional materials in guest gift bags
 - ★ Recognition from the podium during the main event
 - ★ Customized name badges to showcase your commitment
 - ★ Name, including logo recognition with link, in all print and electronic event material
 - ★ Public recognition in our newsletter, e-news, and post-event press release
 - ★ Opportunity to tour a ranch in your region conserved by California Rangeland Trust
- Your sponsorship will provide discounted event admission to our next generation of rancher conservationists!*

SILVER SPUR SPONSOR \$5,000

- ★ 4 admissions to the main event
- ★ Name and logo recognition on the California Rangeland Trust website and newsletter
- ★ Opportunity to include promotional materials in guest gift bags
- ★ Unique name badges to showcase your commitment
- ★ Name and logo recognition, in all print and electronic event material

BRONZE SPUR SPONSOR \$2,500

- ★ 2 admissions to the main event
- ★ Name recognition in all print and electronic event material
- ★ Name recognition on the Rangeland Trust website and newsletter

ADDITIONAL SPONSOR INFO

NOT ABLE TO JOIN US AT THE EVENT?

There are additional sponsorship opportunities that offer exposure for your company at the event, including:

> **EXCLUSIVE VIP EVENT SPONSOR FOR FRIDAY NIGHT** (\$15,000)

> **PRINT ADVERTISEMENTS IN THE EVENT PROGRAM**

- ★ Full-Page Ad– 5½" x 8½" (\$2,000)
- ★ Half-Page Ad– 5½" x 4¼" (\$1,000)
- ★ Quarter-Page Ad– 2¾" x 4¼" (\$500)

Contact staff to discuss these and other opportunities for your company to support our work and gain visibility among the weekend's participants.



WHO'S COMING?

For A Western Affair 2021 we anticipate bringing together 300 attendees, representing a mix of prominent ranchers, elected officials, and rural and urban conservationists from throughout California. Over a third of past attendees to A Western Affair events are private business owners and 63% have an estimated net worth of more than \$1 million.

This high-profile event, and the months leading up to it, provide unique opportunities to meet multigenerational ranchers who value personalized, individual services for their business and family, and who are committed to responsible management of the environment. News of the event and acknowledgment of our sponsors will be shared with thousands of key Californians, and the actual celebration will bring "Cowboy Conservationists" together to enjoy all the things we love about our iconic Western heritage.



CONSERVING LAND FOR THE FUTURE OF CALIFORNIA

YOUR SPONSORSHIP BENEFITS CALIFORNIA COMMUNITIES

The funds we raise through A Western Affair will reach far beyond the ranching community. Your sponsorship helps conserve privately-stewarded open space that will forever give Californians peaceful restorative views, cleaner air and water, and valuable habitat for our endangered wildlife to thrive.



THE NEED TO CONSERVE WORKING LANDSCAPES

Over the last decade, 500,000 acres of rangeland were lost to development – imagine Los Angeles and San Diego combined! By 2050, California's population will top 60 million, and 2 million more acres will be lost.

The Rangeland Trust supports the ranching community in preserving grazing lands and ensuring a viable future for the agricultural industry in California. The beneficiaries of this work extend to people throughout our state through carbon sequestration and water storage services provided by well-managed rangelands, as well as the restorative views enjoyed along our scenic roadways. We remain committed to supporting the people who feed our communities, as well as to those who benefit from the value of open space here in California. This land, and the people who work it, will continue to give Californians so much more.

WHAT MAKES THE RANGELAND TRUST DIFFERENT?

There are more than 200 land trusts in California, and the Rangeland Trust is the only one working solely with the ranching community in our state. Our focus is to protect the unique resources on these properties with a holistic view of the needs of the people, livestock and wildlife that rely on them.

With more than 340,000 acres already conserved, we've protected more working ranches than any other organization in our state. An ever-growing list of requests to work with us uniquely situates the Rangeland Trust to protect significant natural resources before they are gone forever.





ABOUT THE CALIFORNIA RANGELAND TRUST

The California Rangeland Trust works throughout our state to assist families who want to permanently protect their ranches and continue ranching. We have been an agricultural conservation leader since 1998 and are the largest land trust in California holding 95 easements on over 340,000 acres. Our mission is to conserve California's working ranches that provide stewardship, open space and natural habitat for future generations. As the only rancher-governed California land trust, our shared values with the ranching community have made us the preferred choice when these landowners decide to protect their land for future generations.

The California Rangeland Trust is a 501(c)3 nonprofit charitable organization.

CONTACT INFO & WEBSITE

For specific inquiries:

- ★ Sponsorship Opportunities - Shannon Foucault, sfoucault@rangelandtrust.org
- ★ Event and Auction items - Kelly Swayze, kswayze@rangelandtrust.org
- ★ You may also call (916) 444-2096 to discuss further interest.
- ★ Follow updates online at: www.rangelandtrust.org/a-western-affair-2021/

SPONSORSHIP CONFIRMATION

Thank you for your sponsorship of A Western Affair 2021. Your support will help further efforts to preserve ranching throughout California as you join with 300 Cowboy Conservationists. We look forward to celebrating with you at Rancho Mission Viejo for A Western Affair 2021!

- ☐ DIAMOND SPUR SPONSOR (\$20,000) ☐ SILVER SPUR SPONSOR (\$5,000)
☐ GOLD SPUR SPONSOR (\$10,000) ☐ BRONZE SPUR SPONSOR (\$2,500)

CONTACT INFORMATION:

Company or Individual Sponsor _____

Name & Title _____

Address _____

Phone _____ Email _____

Our gift will be in the form of (choose one):

____ Check enclosed, or to be expected by _____

____ Credit/Debit Card: Visa MasterCard American Express Discover

Card Number _____ Exp. Date _____

Name as it appears on card _____ CVV/CVC# _____

Signature (required) _____ *Date* _____

Please return this form to:

California Rangeland Trust
1225 H Street Sacramento, CA 95814
Phone 916-444-2096 ★ Fax 916-444-2194

www.rangelandtrust.org
IRS# 31-1631453

THANK YOU FOR YOUR SUPPORT!