

# A WESTERN AFFAIR <sup>20</sup><sub>23</sub>

*25 Years – Celebrating the Fruits of Our Labor*



**Saturday, May 20, 2023**

Yolo Land & Cattle Co. | Esparto, Yolo County

*With a pre-event on Friday evening, May 19<sup>th</sup>*

*A Western Affair brings together urban and rural communities to celebrate our shared love of the land and our rich Western heritage. Excitement fills the outdoors at this signature event for the California Rangeland Trust, raising meaningful funding to help ensure healthy working landscapes are available for future generations.*

CALIFORNIA  
RANGELAND  
*Trust*

We have a lot to celebrate. For 25 years, the Rangeland Trust community has come together to conserve California's working lands and keep ranchers ranching. Now we can look around us and see all the good that is resulting. Because of what has been conserved, today we can enjoy the fruits of our labor.

There is great diversity with more than 400 foods that can be produced in California. Our agricultural lands offer a unique story of abundance in which livestock play an important role. Our abundance means there is enough nutrition and variety for everyone. What we conserve now will enable us to keep celebrating these gifts of the land for generations to come.

As we gather round the table at Yolo Land & Cattle Co., we can celebrate the achievements of the past 25 years, enjoy good company and pasture-to-plate flavors, and look ahead to all that is possible for the future - a bountiful future worth fighting for!

# *The* A WESTERN AFFAIR <sup>20</sup>/<sub>23</sub> *weekend will feature...*

- An exclusive VIP experience on Friday night at the California Agriculture Museum in Woodland
- Conservation Awards Ceremony
- Silent Auction featuring Western-themed specialties
- Live Auction featuring one-of-a-kind experiences
- Cocktail Hour, Dinner, Live Music & Dancing

Early sponsorship of A Western Affair 2023 will enable us to provide maximum visibility and inclusion.

***Timing is key, as past events have sold out early!***



# Sponsorship Opportunities and Benefits

## HERITAGE SPONSOR

*\$25,000 (Limited availability)*

- Recognition with Logo on California Rangeland Trust website for support for our 25th anniversary
- Front-row VIP seating for up to **20** guests (2 tables) on Saturday night
- VIP parking passes for all your guests on Saturday night
- Full-Page Ad in event program
- Speaking opportunity from the podium (optional)
- **10** invitations to VIP reception at the Agriculture Museum in Woodland on Friday evening
- Inclusion in strategic advertisements promoting the event
- Name, including Logo recognition with Link, in all print and electronic event material
- 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!*

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## GOLDEN HILLS SPONSOR

*\$10,000*

- One premium table for **10** guests near the stage
- **3** VIP parking passes for Saturday night
- Half-Page Ad in event program
- **6** invitations to VIP reception at the Agriculture Museum in Woodland on Friday evening
- Inclusion in strategic advertisements promoting the event
- Name, including logo image with link, in all print and electronic event material
- Opportunity to include promotional materials in guest gift bags
- Recognition from the podium during the main event
- 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!*

## GREEN GRASSLANDS SPONSOR

*\$5,000*

- **4** admissions to the main event
  - Name and Logo recognition in all print and electronic event material
  - Opportunity to include promotional materials in guest gift bags
  - Customized name badges to showcase your commitment
- 

## BLUE WATERWAYS SPONSOR

*\$2,500*

- **2** admissions to the main event
- Name recognition in all print and electronic event material
- Customized name badges to showcase your commitment

# ADDITIONAL SPONSOR INFORMATION

*Not able to join us at the event?*

There are additional sponsorship opportunities that offer exposure for your business, including:

*Exclusive VIP Event Sponsor for Friday Night  
(\$15,000)*

*Print Advertisements in the Event Program*

*Full-Page Ad (\$2,000)*

*Half-Page Ad (\$1,000)*

*Quarter-Page Ad (\$500)*

*We are planning smaller 25th Anniversary programs throughout the year and around the state! Sponsorships of these activities begin at \$5,000; sole sponsorships are \$20,000 per event.*

Contact us to discuss these and other opportunities for your company to support our work and gain visibility among the Rangeland Trust community.



## *Who's Coming?*

For **A Western Affair 2023** 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 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 engage with our community - hardworking people who value personalized, individual services for their business and family, and who are committed to stewardship of our natural resources.

News of the event and acknowledgment of our sponsors will be shared with thousands of key Californians, and be promoted broadly throughout the greater Sacramento and Bay Area megaregion.



# PROTECTING WHAT MATTERS SINCE 1998

## *Your Sponsorship Benefits California Communities*

The funds raised through A Western Affair 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, reduced wildfire fuels, and valuable habitat for our endangered wildlife to thrive. Research has shown that every \$1.00 invested in this work through the Rangeland Trust returns more than \$3.50 through these ecological benefits.



## *The Need to Conserve Working Lands*



The American Farmland Trust recently projected that, at current trends, nearly 800,000 acres of agricultural lands will be compromised or lost by 2040 in California alone. There is urgency in saving what we can while we can, and the Rangeland Trust is uniquely situated through the ranching community to help protect significant natural resources before they are gone forever.

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. 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 365,000 acres already conserved, we've protected more working ranches than any other organization in our state. An ever-growing list of requests to conserve through us uniquely situates the Rangeland Trust to protect significant natural resources before they are gone forever.



# ABOUT 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 100 easements on over 365,000 acres. Our mission is to serve the land, people and wildlife by conserving California's working rangelands. 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 inquiries regarding the event, sponsorship opportunities, or auction items, please contact **Shannon Foucault**, Director of Development, at [sfoucault@rangelandtrust.org](mailto:sfoucault@rangelandtrust.org) or (916) 444-2096.

You can also follow updates online at: [rangelandtrust.org/a-western-affair](http://rangelandtrust.org/a-western-affair)

# Sponsorship Confirmation

Thank you for your sponsorship of A Western Affair 2023. Your support will help further efforts to preserve ranching throughout California as you join with 300 Cowboy Conservationists. We look forward to celebrating our 25th anniversary with you at Yolo Land and Cattle Co!

- HERITAGE SPONSOR (\$25,000)       GREEN GRASSLANDS SPONSOR (\$5,000)  
 GOLDEN HILLS SPONSOR (\$10,000)       BLUE WATERWAYS 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](http://www.rangelandtrust.org)  
IRS# 31-1631453

*Thank you for your support!*