

WE ARE COWGIRLS,
PROTECTORS OF THE WEST.

PAST, PRESENT AND FUTURE,
WE WILL ALWAYS STAND THE TEST.



ART OF THE COWGIRL

A CELEBRATION OF HORSEMANSHIP AND WESTERN ART
artofthecowgirl.com

Art of the Cowgirl is a dream come true.

Women have played a significant role in ranching and the western way of life. Most of today's successful ranchers and western artisans have wonderful stories to tell about a wife, mother or grandmother who influenced their lives.

Art of the Cowgirl is designed to spotlight these wonderful women, while sharing the stories of their families, marriages and partnerships that, in turn, shaped them.

Your participation and support will ensure our great artistic and cultural traditions continue, and help women celebrate, gather and connect around horses and western art. The event will feature female makers, master artists, silversmiths, braiders, saddle makers and horsewomen.

More importantly, Art of the Cowgirl also provides fellowships to individuals to further their knowledge with master artists in the trade of choice. The contributions of these cowgirl makers are truly worth celebrating, and we look forward to sharing them with you.

With Cowgirl Spirit at Heart,

Tammy Pate



"Your participation and support will ensure our great artistic
and cultural traditions continue, and help women celebrate,
gather and connect around horses and western art."

– TAMMY PATE, founder, *Art of the Cowgirl*





OUR MISSION

Art of the Cowgirl's mission is twofold:

Celebrate accomplished artisans and horsewomen through its event and other year-round media platforms, and to provide funding through its fellowship for emerging artists in the development of their crafts and businesses through the Fellowship Program.

"On many levels, we're all stewards of the West.
I especially feel passionate about sharing my craft and helping
someone else to bring them forward and keep the West alive."

– SHANNON LAWLOR, 2020 Master Fine Artist

The Art of the Cowgirl event is a gathering to celebrate cowgirls and their contributions to the western lifestyle and culture through workshops, horsemanship clinics, an all women's ranch rodeo, music, art auction, and an all women's horse sale.

The Fellowship Program supports emerging artists and expands their knowledge and skills through fellowships and mentoring by Master Artists in their respective fields.



ART OF THE COWGIRL: THE EVENT, JANUARY 13-17, 2021

Art of the Cowgirl's inaugural event was held February 2019 at the Corona Ranch in Phoenix, Ariz. The event is a celebration of cowgirls, their families, and their important contributions to the western lifestyle and culture. The event showcases horsewomen through demonstrations, women makers and artists, and female musicians portraying the western way of life. The event also has a women's only ranch rodeo, horse sale and art auction.

The 2020 event had more than 3,000 people in attendance – more than doubling 2019 attendance – from across the U.S., Canada and around the world. Its trade show supported 45 vendors, with the majority being small, female-owned businesses.

The 2021 event has expanded its reach by adding an hour-long nationally broadcast television documentary, a collector's edition magazine, and heightened social media platforms including regular webinars, podcasts, Facebook Live sessions and online videos about the Master Artists, their creative processes and others.

Location

In 2021, Art of the Cowgirl is headed to a new venue in the Phoenix area – Horseshoe Park and Equestrian Centre. It's a beautiful, 38-acre facility with plenty of space to accommodate all event activities. The area is quiet and secluded, yet conveniently located near the Phoenix International Airport.

Elite Ranch Horse Sale

The Art of the Cowgirl horse sale showcases horses

owned and trained by cowgirls from across the country. The auction, a true representation of their time, dedication and knowledge for the art of horsemanship, offered 28 horses and two stock dogs in 2020, averaging \$17,156 per lot and grossed over \$220,000.

World's Greatest Horsewoman

The 2020 event saw the addition of the World's Greatest Horsewoman competition. The event included reining, cutting, cow work and steer stopping. The winner, Kelsey Love Thomas of Rising Star, Texas, gained a spot in the World's Greatest Horseman competition in Texas.

Live Art Auction and Silent Auction

The live art auction and silent auction at the event is a fundraising effort for the Art of the Cowgirl Fellowship Program. Each year the Fellowship Program offers opportunities for individuals to study with Master Artists and Horsewomen to further their education in the trade and provide education for small business development.

Event Coverage

Art of the Cowgirl has gained a large following on social media, with **one Facebook post reaching over 230,000 people**. Instagram engagement has grown to more than 26,000 followers.

The event received coverage from **Wrangler Network, Cowgirl Magazine, Canadian Cowboy, The Cowboy Channel, Western Horseman** and comprehensive coverage in the local media market.

DEMOGRAPHICS

Attendance:

- Over 1,500 in 2019
- Over 3,000 in 2020

Attendees:

- Across the U.S., Canada and international
- Women and men of all ages
- Farmers and ranchers
- Rodeo enthusiasts
- Art enthusiasts
- Horse enthusiasts

Featured by:

- *Western Horseman*
- *Cowgirl* magazine
- *Cowboys and Indians* magazine
- Cowboy Channel, a nationally televised TV network
- *Canadian Cowboy*
- Wrangler Network
- Phoenix-area media

Social Media:

- 26,000 followers on Instagram and growing
- 19,000 followers on Facebook and growing





THE FELLOWSHIP PROGRAM

Central to the original vision for Art of the Cowgirl is the Fellowship Program, which provides up-and-coming western artists a one-in-a-lifetime opportunity—without restrictions of age or location—to work with and learn from masters in their fields.

- The fellowships will enrich, empower and educate while honoring western heritage—whether it be a fine art, functional trade or horsemanship.
- The fellowship seeks to remove obstacles such as funding and access for up-and-coming artists, without restriction of age or location.

Each year, Art of the Cowgirl fully funds fellowships through which all expenses are paid for the Master Artist and Fellowship Recipient. In spring 2020, more than 300 artists applied for the fellowships.

2021 MASTER ARTISTS

Kelly Martin - Master Bootmaker

Nancy Martiny - Master Saddlemaker

Amy Raymond - Master Silversmith

Teresa Black - Master Horse Hair
Hitcher/Rawhide Braider

Lee Smith - Master Horsewoman

Lindy Burch - Master Horsewoman



RIDE FOR THE BRAND

A variety of sponsorship opportunities are available for the 2021 Art of the Cowgirl, and we are happy to visit with you about any of the proposed packages in this document to help maximize the benefit and exposure for your company.

We are also open to discussing any new proposals that you may wish to put forward.

We have structured our sponsorship opportunities to ensure your company's access to thousands of people around the world through the event itself and a variety of media platforms – television, social media and print publications.

Art of the Cowgirl is unlike any other event. In just two years, it has doubled attendance from 1,500 people to more than 3,000 – and in addition to making the event more relevant for women, it's now moving into the next important phase of building committed followers by telling its story through the following new opportunities:

- A nationally broadcast television documentary, which will air on RFD-TV and the Cowboy Channel in December 2020. The program will be 60 minutes in length, and tell the stories of Art of the Cowgirl.
- An annual four-color magazine that will include feature articles and columns, as well as showcase western art created by our Master Artists and Fellowship Recipients.
- An enhanced digital presence – featuring webinars, podcasts, online tutorials and videos – all intended to expand the reach of Art of the Cowgirl.





"What I see is women who are skilled, who are professionals in their fields,
people who are so accomplished in their arts, that they want to pass it along".

– BARBARA VAN CLEVE, 2020 Master Photographer





EVENT SPONSOR: \$75,000

(three available)

- Logo included in all Art of the Cowgirl advertising
- Choice of Page 2, 3 or inside-back page position (full-page ad) in *Art of the Cowgirl* annual magazine/program (December 2020)
- Two, 30-second commercials in *Art of the Cowgirl* TV show (December 2020)
- 10 banners and advertising at the event
- Full-page ad in Elite Ranch Horse Sale catalog
- Trade show booth
- Receive 15 VIP event passes
- Table at VIP reception
- Official sponsor gift bag
- Eight social media posts
- Advertising on website

LEGENDS SPONSOR: \$35,000

(three available)

- Sponsor's name will follow all references to title sponsor category (one sponsor per title):
 - Ranch Rodeo
 - World's Greatest Horsewoman
 - Elite Ranch Horse Sale
- Logo included in all Art of the Cowgirl advertising
- Full-page ad in *Art of the Cowgirl* annual magazine/program (December 2020)
- One, 30-second commercial in *Art of the Cowgirl* TV show (December 2020)
- Eight banners and advertising at the event
- Full-page ad in Elite Ranch Horse Sale catalog
- Trade show booth
- Receive 10 VIP event passes
- Table at VIP reception
- Official sponsor gift bag
- Six social media posts
- Logo on website

“What we’re looking for in a Fellowship Recipient is someone who will bring it full circle to the next generation; someone who values the spirit of what the Fellowship Program is all about.”

– JAIMIE STOLTZFUS, *Art of the Cowgirl*

LARIAT SPONSOR: \$15,000 (five available)

- Full-page ad in the *Art of the Cowgirl* annual magazine/program (December 2020)
- One, 30-second commercial in *Art of the Cowgirl* TV Show (December 2020)
- Six banners and advertising at the event
- Half-page ad in Elite Ranch Horse Sale catalog
- Trade show booth
- Receive 8 VIP event passes
- Official sponsor gift bag
- Four social media posts
- Logo on website

RAWHIDE SPONSOR: \$10,000 (eight available)

- Full-page ad in the *Art of the Cowgirl* annual magazine/program (December 2020)
- Four banners and advertising at the event
- Half-page ad in Elite Ranch Horse Sale catalog
- Trade show booth
- Receive 6 VIP event passes
- Official sponsor gift bag
- Two social media posts
- Logo on website

COWGIRL SPONSOR: \$5,000 (15 available)

- Full-page ad in Elite Ranch Horse Sale catalog
- Two banners and advertising at the event
- Trade show booth
- Receive 4 VIP event passes
- Official sponsor gift bag
- Two social media posts
- Logo on website

ARENA BANNER SPONSOR: \$2,500

- Four banners at the event
- Receive 2 VIP event passes
- Official sponsor gift bag
- Two social media posts

AWARD SPONSOR: \$1,500

- One banner at the event
- Receive 2 VIP event passes
- Official sponsor gift bag
- One social media post

ADVERTISE WITH US!

- Full-page, four-color ads are available in the *Art of the Cowgirl* magazine for \$4,000
- 30-second spots are available for the *Art of the Cowgirl* TV documentary for \$2,500





ART OF THE COWGIRL



Together, we will go on.
Our spirits will remain strong.
We will stand for what's right,
And we will always ride into the light.

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