



Expo Center of Taylor County
Abilene, Texas



westernheritageclassic.com

HISTORY OF WESTERN HERITAGE

In 1985, a few local cowboys formed teams to compete in authentic ranch activities that involved a scoring system used to determine who was the best working ranch. It was an event that not only challenged the participants but drew a crowd and established a way to support local charity.

Long before the name Western Heritage Classic was recognized, the ranch rodeo competition included five events - bronc riding, wild cow milking, team penning, team doctoring and calf branding. (Points are accumulated over a two-day period. The same format is still followed today.)

As the event began to grow, organizers set a goal to build a prestigious event that would preserve western heritage traditions. Activities during the annual event are designed to embody the essence of cowboy lifestyle and history. Everything that happens during the annual event ties back to the cowboy heritage and “the way it was” back on the ranch generations ago.



Today, the Western Heritage Classic is recognized internationally. Held on the grounds of the Taylor County Expo Center in Abilene, Texas the weekend event's showcase is the ranch rodeo; though it offers many activities that feature western interests, as well as history. These activities include the world's largest bit

and spur show, a chuckwagon cookoff, cowboy matched horse races, children's rodeo and dummy roping, cowboy poets and western artisans, ranch horse clinics, western trade shows and a giant western parade. All of these events add to the wide range that Western Heritage Classic offers spectators each year.

We are also happy to host the RHAA National Finals during the WHC weekend. The top class finalists compete for the national title Saturday afternoon before an energized crowd.

The WHC Invitational Ranch Horse Sale was also added to the Saturday Schedule. This exclusive sale features working ranch horses offered from a select group of historic ranches.

The idea that started with a few cowboys gathering to have some fun and show off what they do for a living has turned into a spectacular four-day event and is enjoyed by thousands of Western Heritage Enthusiasts.



Ranch Rodeo



Two Day Ranch Rodeo

Point Scoring System for both event days

10 Ranch Teams Compete for the Ultimate Prize

Bronc Riding // Wild Cow Milking // Team Penning // Team Doctoring// Calf Branding



Sponsorships Available!

(Refer to back pages 10-14)

- Signage Including Banners, Bucking Chutes, Event Sponsor, and More!
- Jumbotron with company logo during Ranch Rodeo
- Parade Flag and Flag hung in the Taylor Telecom Arena
- Recognition from announcer Bob Tallman

MATCHED HORSE RACE WORLD FINALS



Horse and Rider will face off in this exciting race to the finish line! The crowds fill the stands anxiously waiting to see who will win the race. It's the fan favorite and our pick to attend if you've never been to the Western Heritage Classic before.

Every year thousands of people gather their family and friends along with their trailers and tailgating necessities for this event alone. The Western Heritage Classic is recognized internationally and has over 33,000 attendees each year!

Needing some recognition? We've got you covered!

Bob Tallman born in Winnemucca, Nevada is a self-made man who motivates and entertains with his special brand of down-home character. From rodeo circuits to national commercials to regional charity events, his voice is heard by more than 60 million people across the country each year.

- Voted Professional Rodeo Cowboy's Association (PRCA) "Announcer of the Year" 12 times.
- Announced the National Finals Rodeo in Las Vegas for 26 years.
- For more than 33 years he has been "The Voice" of the Houston Livestock Show and Rodeo.
- The Western Heritage Classic Rodeo Announcer for over 30 years!



Rodeo Announcer: Bob Tallman

RANCH HORSE SALE

Western Heritage Classic Ranch Horse Sale -- you'll be sure to find a high-quality working ranch horse. The best offered today from some of the southwest's most esteemed ranches.



CHILDREN'S ACTIVITIES



Stickhorse Rodeo is here! Participants will parade their "horses" in rodeo's most famous custom, the Grand Entry. Events in the Haney Cannon Stickhorse Rodeo include Barrel Racing, Boot Scramble and Bronc Riding.

Pre-Registration is required for details, please visit westernheritageclassic.com.

Sponsorship Opportunities are available.

BIT & SPUR SHOW

Explore the world's largest Bit & Spur Show to buy, sell, trade or just see this magnificent display of collectibles, antique and contemporary western items. Show takes place in the Modern Living Mall and Round Building. Distinguished bit and spur makers from across the United States will be on hand to showcase and discuss products. Makers exhibit collectible, antique and contemporary items to buy, sell or trade with today's cowboy and western enthusiast. Working Cowboys as well as collectors take pleasure in this remarkable display of western items.



CHUCKWAGON COOKOFF



Take a trip back with us to the olden days as chuckwagons from across the southwest compete for cook-off champion titles and provide an opportunity to meal ticket purchasers to dine on the tasty cuisine of years past! Food division categories include meat, bean, potato, bread, and dessert.

COWBOY POETRY UNDER THE STARS

In the spirit of our Western Heritage, we invite you to an intimate evening of Cowboy Poetry. A sometimes-forgotten art form that has been carried on for over a century, mostly in the oral tradition, cowboy poetry has stood the test of time as a vital part of our western, ranching and cowboy heritage. Three of the country's best and most awarded contemporary cowboy poets will entertain and enlighten us with poems both classic and contemporary, some serious and some funny, it will be an event you will not soon forget.



COWBOY MUSIC



Much like Cowboy Poetry, Cowboy Music reflects the realities of the open range. Using string instruments and harmonicas, artists sing ballads of tending cattle, breaking horses and uniquely convey their love of the land. Combining lyrics and music, cowboy living comes to life for those who yearn for days past.

RHINESTONE ROUND UP

Come out and enjoy live entertainment from various artist every year, delicious food, and great beverages. Place your bets, grab your boots, and bring your hats for this exciting event! The Rhinestone Round Up is held right before the Ranch Rodeo!



PARADE & STREET DANCE



The parade symbolizes the spirit of West Texas with entries ranging from stagecoaches, chuckwagons, riding clubs, antique tractors, floats and nostalgic cars, all portraying the western spirit. The Western Heritage Classic Parade is one of the largest and most colorful of its kind and is enjoyed by thousands of on-lookers each year. The Parade takes place in Downtown Abilene, Texas. Sponsorship opportunities are available.

WESTERN HERITAGE CLASSIC



The Western Heritage Classic is a Texas Tradition that continues to touch the hearts of generations old and new! The Western Heritage Classic revives old memories and creates new ones through a variety of events and activities that make the weekend hard to resist. From the displays and shows to the tasty food, there is something for everyone to take pleasure in.



Many other Events include :

- RHAA(Ranch Horse Association of America)
- Trade Shows
- Concerts & Dances
- Fiddlers Contest
- Dog Trial Demonstrations
- Cowboy Church Service



WESTERN HERITAGE CLASSIC

WHC MOMENTS



WESTERN HERITAGE CLASSIC

2024 Sponsorship Opportunities

\$25,000 Title Spur

- Fifty (50) Two-Day Ground Admission Passes
- Thirty-Four (34) Reserved Box Seats for Friday Rodeo
- Thirty-Four (34) Reserved Box Seats for Saturday Rodeo
- Thirty-Four (34) Dance Tickets for Saturday Night
- Twenty (20) Rhinestone Round Up Tickets
- Five (5) VIP Parking Passes
- Two (2) 3ft x 10ft Banners in the Taylor Telecom Arena
- Two (2) 3ft x 8ft Banners in the First Financial Pavilion
- One (1) 4ft x 8ft Chloroplast Sign located on the facility grounds with heavy foot traffic
- Two (2) 3ft x 6ft Banners at the Matched Horse Race World Finals
- Two (2) 4ft x 8ft Banners at Gate A and Gate H
- One (1) Parade Flag Via Wagon
- One (1) Flag hung from the ceiling of the Taylor Telecom Arena
- One (1) Grand Entry Representative Via Wagon
- Two (2) ads, Front Inside Cover & Back Cover in the Official Program
- Two (2) Full 30- OR 50-AMP RV Hookup (must RSVP by Feb. 1st)
- Six (6) Seats at the Matched Horse Race World Finals Finish Line
- Official Bucking Chute Sponsor of the Western Heritage Classic
- Billboard Exposure
- Local Radio and News Exposure
- Logo listed in the Official Program in addition to page advertisements
- Business name listed on the Event Sponsor Page in Program
- Logo on jumbotron during the Western Heritage Classic Rodeo
- Year-round website listing with link to company website

WESTERN HERITAGE CLASSIC

2024 Sponsorship Opportunities

\$15,000 Platinum Spur

- Thirty (30) Two-Day Ground Admission Passes
- Ten (10) Reserved Box Seats for Friday Rodeo
- Ten (10) Reserved Box Seats for Saturday Rodeo
- Ten (10) Reserved Balcony Seats for Friday Rodeo
- Ten (10) Reserved Balcony Seats for Saturday Rodeo
- Twenty (20) Dance Tickets for Saturday Night
- Twenty (20) Rhinestone Round Up Tickets
- Four (4) VIP Parking Passes
- Two (2) 3ft x 8ft Banners in the Taylor Telecom Arena
- One (1) 3ft x 6ft Banner with logo in the First Financial Pavilion
- One (1) 4ft x 8ft Chloroplast Sign located on the facility grounds with heavy foot traffic
- One (1) 3ft x 6ft Banner at the Matched Horse Race World Finals
- Two (2) 4ft x 8ft Banners at Gate A and Gate H
- One (1) Parade Flag Via Wagon
- One (1) Grand Entry Representative Via Wagon
- One (1) Flag hung from the ceiling of the Taylor Telecom Arena
- One (1) 1 ½ Full page advertisement in the Official Program
- Two (2) Full 30- OR 50-AMP RV Hookup (must RSVP by Feb 1st)
- Four (4) Seats at the Matched Horse Race World Finals Finish Line
- Business name listed on the Event Sponsor Page in Program
- Logo on jumbotron during the Western Heritage Classic Rodeo
- Year-round website listing with link to company website

WESTERN HERITAGE CLASSIC

2024 Sponsorship Opportunities

\$7,000 Diamond Spur

- Twelve (12) Two-Day Ground Admission Passes
- Six (6) Reserved Box Seats for Friday Rodeo
- Six (6) Reserved Box Seats for Saturday Rodeo
- Six (6) Reserved Balcony Seats for Friday Rodeo
- Six (6) Reserved Balcony Seats for Saturday Rodeo
- Twelve (12) Dance Tickets for Saturday Night
- Six (6) Rhinestone Round Up Tickets
- Three (3) VIP Parking Passes
- One (1) 3ft x 4ft Banner in the Taylor Telecom Arena
- One (1) 3ft x 6ft Banner in the First Financial Pavilion
- One (1) 4ft x 8ft Chloroplast Sign located on the facility grounds with heavy foot traffic
- One (1) Parade Flag Via Wagon
- One (1) Grand Entry Representative Via Wagon
- One (1) Flag hung from the ceiling of the Taylor Telecom Arena
- One (1) Full page advertisement in the Official Program
- One (1) Full 30 AMP RV Hookup (must RSVP by Feb 1st)
- Four (4) Seats at the Matched Horse Race World Finals Finish Line
- Business name listed on the Event Sponsor Page in Program
- Logo on jumbotron during the Western Heritage Classic Rodeo
- Year-round website listing with link to company website

\$5,000 Gold Spur

- Eight (8) Two-Day Ground Admission Passes
- Four (4) Reserved Box Seats for Friday Rodeo
- Four (4) Reserved Box Seats for Saturday Rodeo
- Four (4) Reserved Balcony Seats for Friday Rodeo
- Four (4) Reserved Balcony Seats for Saturday Rodeo
- One (1) 3ft x 4ft Banner located in the Taylor Telecom Arena
- Eight (8) Dance Tickets for Saturday Night
- Four (4) Rhinestone Round Up Tickets
- Two (2) VIP Parking Passes
- One (1) 4ft x 8ft Chloroplast Sign located on the facility grounds with heavy foot traffic
- One (1) Parade and Grand Entry Representative Via Wagon
- Business name listed on the Event Sponsor Page in Program
- Logo on jumbotron during the Western Heritage Classic Rodeo
- 3/4-page advertisement in the Official Program
- Year-round website listing with link to company website

WESTERN HERITAGE CLASSIC

2024 Sponsorship Opportunities

\$3,750 Silver Spur

- Six (6) Two-Day Ground Admission Passes
- Two (2) Reserved Box Seats for Friday Rodeo
- Two (2) Reserved Box Seats for Saturday Rodeo
- Four (4) Reserved Balcony Seats for Friday Rodeo
- Four (4) Reserved Balcony Seats for Saturday Rodeo
- Six (6) Dance Tickets for Saturday Night
- Two (2) Rhinestone Round Up Tickets
- Two (2) VIP Parking Passes
- One (1) 3ft x 4ft Banner in the Taylor Telecom Arena
- One (1) 4ft x 8ft Chloroplast Sign located on the facility grounds with heavy foot traffic
- Business name listed on the Event Sponsor Page in Program
- Logo on jumbotron during the Western Heritage Classic Rodeo
- 1/2 advertisement in the Official Program
- Year-round website listing with link to company website

\$2,750 Copper Spur

- Four (4) Two-Day Ground Admission Passes
- Two (2) Reserved Box Seats for Friday Rodeo
- Two (2) Reserved Box Seats for Saturday Rodeo
- Two (2) Reserved Balcony Seats for Friday Rodeo
- Two (2) Reserved Balcony Seats for Saturday Rodeo
- Four (4) Dance Tickets for Saturday Night
- Two (2) Rhinestone Round Up Tickets
- One (1) VIP Parking Pass
- One (1) 3ft x 4ft Banner in the Taylor Telecom Arena
- Business name listed on the Event Sponsor Page in Program
- Logo on jumbotron during the Western Heritage Classic Rodeo
- 1/4-page advertisement in the Official Program
- Year-round website listing with link to company website

WESTERN HERITAGE CLASSIC

2024 Sponsorship Opportunities

\$1,750 Bronze Spur

- Four (4) Two-Day Ground Admission Passes
- Two (2) Reserved Box Seats for Friday Rodeo
- Two (2) Reserved Box Seats for Saturday Rodeo
- Two (2) Reserved Balcony Seats for Friday Rodeo
- Two (2) Reserved Balcony Seats for Saturday Rodeo
- Four (4) Dance Tickets for Saturday Night
- One (1) VIP Parking Pass
- Business name listed on the Event Sponsor Page in Program
- Logo on jumbotron during the Western Heritage Classic Rodeo
- 1/8-page advertisement in the Official Program
- Year-round website listing with link to company website

\$1,250 Nickel Spur

- Two (2) Two-Day Ground Admission Passes
- Two (2) Reserved Balcony Seats for Friday Rodeo
- Two (2) Reserved Balcony Seats for Saturday Rodeo
- Two (2) Dance Tickets for Saturday Night
- Business name listed on the Event Sponsor Page in Program
- Logo on jumbotron during the Western Heritage Classic Rodeo

\$750 Spur

- Two (2) Two-Day Ground Admission Passes
- Two (2) Reserved Balcony Seats for Friday Rodeo
- Two (2) Reserved Balcony Seats for Saturday Rodeo
- Business name listed on the Event Sponsor Page in Program



2024 Sponsorship Agreement

On behalf of the Western Heritage Classic & the Executive Committee we thank you for taking an interest in sponsoring the 2024 Western Heritage Classic.

THANK YOU!!!

If interested in the packages presented above please fill out the form below or contact jkittley@expoctc.com for more information. A formal contract will be sent once both parties agree on the sponsorship.

Select Your Package:

Sponsor Package: _____

Sponsor Name: _____

Sponsor Address: _____

Phone: _____ Email: _____

Total \$: _____

Signature: _____

Date: _____

Name: _____

Position: _____

Contact Information

Jordan Kittley
Expo Center of Taylor County
1700 HWY 36 Abilene, Texas 79602

P. 325.795.6708
E. jkittley@expoctc.com
W. www.westernheritageclassic.com

WESTERN HERITAGE CLASSIC



Contact: Jordan Kittley
Accounting & Sponsorship Coordinator
325-795-6708
Jkittley@expoctc.com