



A Western Affair '11

Background Fact Sheet

Our Vision

Founded in 1998, California Rangeland Trust is a non-profit organization whose mission is to protect the state's working ranches, and the cultural and ecological values they provide. We work in three ways:

1. Partnering with ranchers, we provide tools and financial support for landowners who want to preserve the integrity of their ranches into the future.
2. Informing **policy-makers** at every level about initiatives that will help ranching families, rural communities, wildlife, and the **western way of life**.
3. Working with non-ranching stakeholders – from **universities to average citizens** – we reach out and strengthen an ever-widening circle of rangeland supporters.

A History of Success

We've discovered that a highly voluntary, rancher-led approach to conservation is strong, effective, and full of promise. To date, we've saved over **200,000 acres** of California rangeland, and **500,000 acres** await funding.

The Challenges We Face

As California's population hurtles toward 50 million by the year 2020, we continue to lose rangelands to development at an alarming rate. But look at all they give us:

- Thriving rural communities carrying on **cowboy ways of life**
- Open spaces that **renew our spirits** and fuel tourism
- **Water quality** capture and enhancement
- Corridors for **wildlife** movement and migration
- Habitat for a variety of common and **threatened species**

Join Us!

*Become a Sponsor of A Western Affair '11,
and help us change history!*

Tenth Annual
A Western Affair '11
A Benefit for the California Rangeland Trust

This year's signature event will be held on Friday, May 20, 2011 at the beautiful San Lucas Ranch in Santa Ynez in Santa Barbara County on the Central Coast. There is always an enormous demand – over 400 attendees last time – to attend this special evening celebrating the great work of the California Rangeland Trust.

As a Sponsor, you will be able to choose a category that provides valuable benefits such as brand advertising, signage, pre/post event publicity, and event tickets. Our previous Sponsors know what fun it is to enjoy an evening of superb food and great company while contributing to the best cause in the West: protecting the foundation of our industry ~ California's Rangelands. By securing the land we insure the way of life, the ranchers' stewardship, and the wildlife they support.

We invite you to be a special part of this unforgettable evening.

Additional information will be posted on the California Rangeland Trust website at www.rangelandtrust.org during the months prior to *A Western Affair '11*.

Event Sponsorship Benefits

Sponsors are an integral part of *A Western Affair*, and also sustain our work throughout the year. The California Rangeland Trust is a tax exempt 501(c)(3) and sponsors benefit from tax deductible donations while realizing significant market exposure.

Primary benefits include:

- **Advertising exposure to thousands of California ranchers and related businesses throughout the state.**
- **Marketing publicity throughout the year for your business that increases with every contribution level.**
- **Reaching an upscale, involved community whose livelihoods promote strong local economies.**

SPONSORSHIP LEVELS

for Individuals and Corporations

Bronze Spur

(Small Business and Association support)

\$1,000

*Name Recognition in all print and electronic event material
Public Recognition at the Event*

Silver Spur

\$3,000

*All Bronze Spur benefits and
Two Tickets to the Event*

Gold Spur

\$5,000

*All Silver Spur benefits and
Four Additional Tickets to Event
Six Tickets to exclusive VIP Event prior to the main event
Name, including logo recognition, on all print and electronic event materials
Unique name badges to showcase your commitment*

Diamond Spur

\$10,000

*All Gold Spur benefits and
One Table for Ten Guests
Ten tickets to exclusive VIP Event prior to main event
Premium Wines at your table*

To become one of our valued sponsors, simply send your payment along with the names of your guests (if available) to the Rangeland Trust at the address below. You may also register via our secure website at [**www.rangelandtrust.org**](http://www.rangelandtrust.org)

For more information or to design a unique sponsor package that specifically meets your company needs, please call:

Nita Vail, at 916-444-2096 or Erin Davis, at 559-553-2903

“The land does not belong to me. The land belongs to future generations...it’s one of the natural wonders. It’s there for humanity. And we dare not destroy it anymore than we’d cap the geysers in Yellowstone or put the Bridal Veil Falls of Yosemite in a pipe. I think we have a natural wonder here that I’ll do my best to preserve.”

– the late Attilio Genasci, Genasci Ranch, Protected 2006 - Sierra Valley