



'26
SHEEP
OW™
JAN. 22-24
RENO, NV


WILD SHEEP®
Foundation



'26 SHEEP SHOW™ JAN. 22-24 RENO, NV

WELCOME TO SHEEP SHOW® 2026

**THE SHEEP SHOW® IS AN EXCEPTIONAL
MARKETPLACE, GROWING AND
DRAWS QUALIFIED BUYERS!**

2024

ATTENDANCE:

- 5,000 pre-registered guests
- 14,000 expo hall
- 1,700 banquets avg.

AUCTIONS SALES:

\$14,709 avg. item sale price
\$224,914 avg. auction sale

2025

- 5,000 pre-registered guests
- 15,000 expo hall
- 1,800 banquets avg.

\$10,525 avg. item sale price
\$416,500 avg. auction sale

The Sheep Show® is Dynamic!

While the wild sheep family includes and cherishes the icons of the sheep hunting community that have "been there done that", our family also includes the next generation of icons who are making their mark today as well as those new, fresh, enthusiastic young and young at heart aspiring sheep and mountain game hunters who come to the show to learn, absorb and be a part of this growing family.

Our attendees are the "who's who" of the sheep, goat, mountain, and "tough guy/gal" hunting and conservation community – both yesterday, today, and tomorrow!



THE SHEEP SHOW® IS INNOVATION!

WSF takes great pride in refreshing our programs, events, and offerings each year at the Sheep Show®. We are industry leaders and innovators who have to date conceived and brought to you the following unique programs that either help us Put and Keep More Sheep on the Mountain®, or put more sheep hunters on the mountain:

- One More for Four Drawing
- Marco Polo Society
- <1 Club & <1iClub
- Chadwick Ram Society
- Floor Credit Drawings
- Take One Put One Back
- Ride for the Brand Tattoo Parlor
- Culinary Corner
- Full Curl Cinema
- Tough Sheep Workout & Sheep Hunt Drawing

THE SHEEP SHOW® IS FUN!

The Sheep Show® is well known in the industry as THE show to attend for both exhibitors and attendees alike.

- Grand Opening Beer Reception Wednesday – FREE to Exhibitors
- Grand Opening Banquet Wednesday – FREE to Exhibitors
- Full Buffet Breakfast Thursday – FREE to Exhibitors
- Continental Breakfasts Friday & Saturday – FREE to Exhibitors
- Ram & FNAWS Awards Lunch – FREE to Attendees
- Beer & Bubbly Reception – FREE to Attendees
- Sporting Clays Shoot
- Horse Packing Competition
- Backpack Races
- TOUGH SHEEP Workout presented by MTNTOUGH
- Open Bars (1-2 hours nightly) at Wednesday – Friday Banquet
- <1Club & <1iClub beer reception and sheep hunt giveaway
- Sheep and other hunt drawings just for attending

***Our people Come for the
Sheep and Stay for the Party!***



2026 SHEEP SHOW® SPONSORSHIPS

SPECIAL NEW OPPORTUNITY FOR 2026

Wave sponsorship for the 2026 TOUGH SHEEP Workout - \$3,000

Five hundred TOUGH SHEEPERS registered for the MOUNTAIN TOUGH-TOUGH SHEEP workout in 2025 for a chance to test their fitness, have a chance to win as Dall's sheep hunt, and give back to wild sheep conservation (\$50,000 raised in 2025). The event was so popular we're expanding it for 2026 and giving our partners the opportunity to sponsor a wave of participants. (30 participants per wave)

Wave Sponsors receive:

- Wave naming rights. Participants select the wave they want to run in upon registration.
- Can supply T-shirts, other swag and/or raffle prizes for their wave's participants
- Event signage and recognition at the awards ceremony
- Recognition during the Saturday night banquet TOUGH SHEEP presentation



PRESENTING SPONSORS

\$50,000

PRESENTING SPONSOR EVENT/PROGRAM OPPORTUNITIES (FIRST COME)

1. Sheep Show® Raffle Title Sponsor
 - Signage in the Expo Hall Raffle area
 - Title Sponsor logo on all raffle tickets
 - Logo recognition Raffle Preview pages in Wild Sheep magazine and Raffle website
2. Bernie Fiedeldey One More For Four Challenge Title Sponsor

SPONSORSHIP BENEFITS

Booth, Reserved Table and Registrations

- Three complimentary 10'x10' booths in Expo Hall (\$5,300 value)
- Sponsor reserve table seating ten (10) plus ten (10) full registrations for Wednesday, Thursday, Friday, and Saturday evening banquets. The Wednesday Grand Opening Banquet is open seating. (\$8,000 value)

Brand Recognition

- Presenting Sponsor recognition signage at the Wednesday, Thursday, Friday, and Saturday banquets
- Banquet co-sponsor (Friday, or Saturday banquet)
- On-stage sponsor recognition and opportunity to address that evening's banquet audience
- Logo recognition on sponsored night banquet tickets
- Recognition as a Presenting Sponsor on the WSF Sheep Show® website
- Presenting Sponsor recognition in all other WSF event marketing and promotions
- Presenting Sponsor recognition in Wild Sheep® magazine
- Presenting Sponsor recognition in Banquet audio/visual programs
- Presenting sponsor video short played nightly at all four banquets and on screen by Tuscany Tower Elevator
- Presenting Sponsor recognition on signage within Expo Hall
- Sponsor logo's Gobo nightly at banquets
- Full-page ad in Auction Catalog
- Full-page ad in Sheep Show® Program

SPONSORSHIP BENEFITS – MEDIA

- National Press release announcing sponsorship
- Two dedicated eblasts (\$3,000 value) timing TBD
- Two editorial features in Mountain Minutes e-newsletter (\$2,000 value) timing TBD
- Dedicated Sheep Fever Podcast episode recording



DIAMOND SPONSOR

\$25,000

DIAMOND SPONSOR EVENT/PROGRAM OPPORTUNITIES (FIRST COME)

1. Sheep Show® Raffle Title Sponsor
 - Signage in the Expo Hall Raffle area
 - Title Sponsor logo on all raffle tickets
 - Logo recognition Raffle Preview pages in Wild Sheep magazine and Raffle website
2. Bernie Fiedeldey One More For Four Challenge Title Sponsor

SPONSORSHIP BENEFITS

Booth, Reserved Table and Registrations

- Two complimentary 10'x10' booths in Expo Hall (\$3,600 value)
- Sponsor reserve table seating ten (10) plus ten (10) full registrations for Wednesday, Thursday, Friday, and Saturday evening banquets. The Wednesday Grand Opening Banquet is open seating. (\$8,000 value)

Brand Recognition

- Banquet co-sponsor (Friday, or Saturday banquet)
- Logo recognition on sponsored night banquet tickets
- Signage with company name/logo in Expo Hall
- 30-60 second promotional video (provided by sponsor) played during sponsored banquet
- Recognition as a Diamond Sponsor on the WSF Sheep Show® website
- Diamond Sponsor recognition in all other WSF event marketing and promotions
- Diamond Sponsor recognition in Wild Sheep® magazine
- Diamond Sponsor recognition in Banquet audio/visual programs
- Diamond Sponsor recognition on signage within Expo Hall
- Sponsor's logo as a Gobo at the event sponsored
- Full-page ad in Auction Catalog
- Full-page ad in Sheep Show® Program

SPONSORSHIP BENEFITS – MEDIA

- National Press release announcing sponsorship
- Two dedicated eblasts (\$3,000 value) timing TBD
- Two editorial features in Mountain Minutes e-newsletter (\$2,000 value) timing TBD
- Dedicated Sheep Fever Podcast episode recording

Note: Cash-only sponsorship





SPECIAL DIAMOND EVENT SPONSORSHIP

\$25,000

Giving away North American wild sheep and international wild sheep and goat hunts at a free beer reception in front of 2,500 aspiring, first-time sheep hunters is a premiere event at the Sheep Show®.

<1 CLUB FULL CURL SPONSOR (NORTH AMERICA)

- On-stage event sponsor recognition as a hunt giveaway underwriter and opportunity to address the audience at the <1 Club Beer Reception
- Opportunity for product placement, donated to hunt winners or included in the <1 Club raffles – sponsor's choice.
- Sponsor recognition in all <1 Club promotions leading up to and during the event – website, print, digital, social, signage, and event tickets.

<1 CLUB ARGALI SPONSOR (INTERNATIONAL)

- On-stage event sponsor recognition as a hunt giveaway underwriter and opportunity to address the audience at the <1 Club Beer Reception
- Opportunity for product placement, donated to hunt winners or included in the <1 Club raffles – sponsor's choice.
- Sponsor recognition in all <1 Club promotions, website, print, digital, social, signage, and event tickets.

SPECIAL PLATINUM EVENT SPONSORSHIP

\$15,000

<1 CLUB THREE QUARTER CURL SPONSOR (NORTH AMERICA)

- Sponsor recognition in all <1 Club promotions, website, print, digital and social
- Opportunity for product placement, donated to hunt winners or included in the <1 Club raffles – sponsor's choice

<1 CLUB MARKHOR SPONSOR (INTERNATIONAL)

- Donated products awarded to hunt winners or included in the <1 Club raffles – sponsor's choice
- Opportunity for product placement, donated to hunt



PLATINUM+ SPONSOR

\$20,000

EXCLUSIVE EVENT SPONSORSHIP OPPORTUNITIES (FIRST COME)

1. Auction Catalog Title Sponsor
 - Logo recognition on the cover
 - Full-page ad placement, inside & back cover
2. Societies Lounge - Marco Polo, Chadwick Ram, Legacy*
 - Lounge sponsor signage, product & literature placement

EVENT CO-SPONSORSHIP OPPORTUNITIES

- Friday Evening Legacy Night banquet
- Saturday Evening Grand Finale banquet

SPONSORSHIP BENEFITS

Booth, Reserved Table and Registrations

- One complimentary 10'x10' booth in Expo Hall (\$2,200 value)
- Sponsor reserve table seating ten (10) plus ten (10) full registrations for Wednesday, Thursday, Friday, and Saturday evening banquets. The Wednesday Grand Opening Banquet is open seating. (\$8,000 value)

Brand Recognition

- Banquet co-sponsor (Friday, or Saturday banquets)
- Logo recognition on sponsored night banquet tickets
- 30-60 second promotional video (provided by sponsor) played at sponsored event
- On-stage sponsor recognition that evening, and the opportunity to address the audience
- Recognition as a Platinum+ Sponsor in Wild Sheep® magazine
- Recognition as a Platinum+ Sponsor on the WSF Sheep Show® website
- Platinum+ Sponsor recognition in all other WSF event marketing and promotions
- Recognition as a Platinum+ Sponsor Banquet audio/visual programs
- Recognition as a Platinum+ Sponsor on sponsor signage within Expo Hall
- Full-page ad in Auction Catalog
- Full-page ad in Sheep Show® Program

SPONSORSHIP BENEFITS – MEDIA

- National Press release announcing sponsorship
- Two dedicated eblasts (\$3,000 value) timing TBD
- Two editorial features in Mountain Minutes e-newsletter (\$2,000 value) timing TBD
- Dedicated Sheep Fever Podcast

Note: Cash-only sponsorship



PLATINUM SPONSOR

\$15,000

EVENT/PROGRAM TITLE SPONSORSHIPS

1. Title Sponsor - Thursday Awards Luncheon
 - Logo recognition on all event promotions (print, digital, social)
 - See Ram Awards Sponsor deck for full benefits
2. Annuli - 36th Duncan Gilchrist Photo Contest
 - Logo recognition on all event promotions (print, digital, social)
 - Logo recognition on the photo submission website & People's Choice Award voting site
 - Sponsor recognition and opportunity to address the audience during the Saturday night banquet contest winners' presentation
3. Culinary Corner Title Sponsor

EVENT CO-SPONSORSHIP OPPORTUNITIES

- Wednesday Grand Opening banquet sponsor
- Thursday Evening Conservation Night banquet sponsor

SPONSORSHIP BENEFITS

Booth, Reserved Table and Registrations

- One complimentary 10'x10' booth in Expo Hall (\$2,200 value)
- Sponsor reserve table seating ten (10) plus ten (10) full registrations for Wednesday, Thursday, Friday, and Saturday evening banquets. The Wednesday Grand Opening Banquet is open seating. (\$8,000 value)

Brand Recognition

- Banquet co-sponsor (Wednesday or Thursday banquets)
- On-stage sponsor recognition that evening and the opportunity to address the audience
- Logo recognition on sponsored night banquet tickets
- 30-60 second promotional video (provided by sponsor) played at sponsored event
- Recognition as a Platinum Sponsor in Wild Sheep® magazine
- Recognition as a Platinum Sponsor on the WSF Sheep Show® website
- Platinum Sponsor recognition in all other WSF event marketing and promotions
- Recognition as a Platinum Sponsor Banquet audio/visual programs
- Recognition as a Platinum Sponsor on sponsor signage within Expo Hall
- Full-page ad in Auction Catalog
- Full-page ad in Sheep Show® Program

Note: Cash-only sponsorship



GOLD SPONSOR

\$10,000

Bob Strong

GOLD SPONSOR EXCLUSIVE OPPORTUNITIES - FIRST COME, FIRST SERVED:

1. Beer & Bubbly Thursday Reception Title Sponsor
2. Thursday Ram, Awards Luncheon - North American Outfitter
3. Thursday Ram, Awards Luncheon - International Outfitter
4. Sheep Show® Mobile App Title Sponsor
5. Exhibit Hall Free Internet Provider
6. Sheep Show® Podcast Studio

EXPO HALL BAR SPONSORSHIPS

- Sheep Camp Bar
- Guzzler Bar
- Full Curl Bar
- Member's Bar

SPONSORSHIP BENEFITS

Booth, Reserved Table and Registrations

- One complimentary 10'x10' booth in Expo Hall (\$2,200 value)
- Two (2) full registrations for Thursday, Friday, and Saturday evening banquets Wednesday Grand Opening Banquet is open seating. (\$1,600 value)
- Signage with company name and logo in Expo Hall
- Recognition as a Gold Sponsor in Wild Sheep® magazine and Auction Catalog
- Recognition as a Gold Sponsor on the WSF Sheep Show® website
- Gold Sponsor recognition in all other WSF event marketing and promotions
- Recognition as a Gold Sponsor in Banquet audio/visual programs
- Recognition as a Gold Sponsor on sponsor signage within Expo Hall
- Logo recognition on all event promotions (print, digital, social) if an event
- Full-page ad in Auction Catalog

Note: Cash-only sponsorship

LADIES LUNCHEON & AUCTION TITLE SPONSOR

\$10,000

INCLUDES GOLD LEVEL SPONSOR BENEFITS, PLUS:

- Logo recognition on event tickets
- Title Sponsor may address guests during luncheon and play a 30-60 second promotional video.
- Recognition as Ladies Luncheon Title Sponsor in Wild Sheep® magazine and Auction Catalog
- Recognition as Title Sponsor on Expo and Banquet audio/visual programs
- Sponsors may place promotional material at each place setting
- Banquet table name signs will include the Title Sponsor name and logo

Note: Cash-only sponsorship



SILVER SPONSOR

\$5,000

SILVER SPONSORSHIP OPPORTUNITIES:

1. Ram, Mountain Monarchs & FNAWS Awards Lunch Co-sponsor
2. Beer & Bubbly Thursday Reception Co-sponsor
3. Horse Pack Competition Title Sponsor
4. Sporting Clays Shoot Sponsor
5. Attendee/Exhibitor Bags Co-sponsor
6. Move in Move Out (MIMO) Sponsor

SPONSORSHIP BENEFITS

- Two Full Registrations (\$1,200 value)
- Recognition as a Silver Sponsor in Wild Sheep® magazine and Auction Catalog
- Recognition as a Silver Sponsor in Banquet audio/visual programs
- Recognition as a Silver Sponsor on sponsor signage within Expo Hall
- Inclusion in the Sheep Show® Program – half-page ad

Note: Cash-only sponsorship

BRONZE SPONSOR

\$2,500

BRONZE SPONSORSHIP OPPORTUNITIES:

- Ram, Mountain Monarchs & FNAWS Awards Lunch Association Sponsor

SPONSORSHIP BENEFITS

- Full Registration for one person (\$600)
- Recognition as a Bronze Sponsor in Wild Sheep® magazine and Auction Catalog
- Recognition as a Bronze Sponsor in Banquet audio/visual programs
- Recognition as a Bronze Sponsor on signage within Expo Hall
- Inclusion in the Sheep Show® Program – half-page ad

Note: Cash-only sponsorship

