



50TH ANNIVERSARY

2027 SHEEP SHOW

SPONSORSHIP OPPORTUNITIES

HONORING THE SPORTSMEN AND COMPANIES WHO'VE
SHAPED THE FUTURE OF WILD SHEEP CONSERVATION.



WELCOME TO THE
**50TH ANNIVERSARY
 OF THE SHEEP SHOW®**
 the Sheep Show® is
**AN EXCEPTIONAL MARKETPLACE
 OF QUALIFIED BUYERS!**

BY THE NUMBERS



ATTENDANCE

	2024	2025	2026
Pre-registered guests	5,105	4,781	6,641
Expo Hall Attendees	15,935	13,063	15,038
Evening Banquets Avg. Attendance	1,883	1,777	2,004



EVENING BANQUET AUCTION PARTICIPATION

2023	2024	2025	2026
\$10,332 avg. item sale price	\$14,709 avg. item sale price	\$13,449 avg. item sale price	\$13,014 avg. item sale price
\$208,229 avg. permit sale	\$224,914 avg. permit sale	\$226,749 avg. permit sale	\$207,118 avg. permit sale
\$375,000 highest item sold	\$600,000 highest item sold	\$1.3 million highest item sold	\$1 million highest item sold
\$7,550,522 total auction sales	\$10,425,543 total auction sales	\$10,418,892 total auction sales	\$10,507,315 total auction sales



RAFFLE PARTICIPATION - TICKET SALES

2023	2024	2025	2026
\$491,415	\$567,750	\$699,561	\$1,073,000



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 mountain game 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 conceived of 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 sheep hunt drawings
- Chadwick Ram Society
- Floor Credit Drawings
- TOUGH SHEEP Workout
- Sheep Week Day at the Range
- Take One Put One Back
- Ride for the Brand Tattoo Parlor
- Culinary Corner

THE SHEEP SHOW® PACKS A LOT INTO FOUR DAYS!

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
- Beretta Sporting Clays Shoot
- Horse Packing Competition
- Backpack Races
- TOUGH SHEEP Workout presented by MTNTOUGH
- Open Bars (1-2 hours nightly) at Banquets
- <1 Club & <1 iClub beer reception and sheep hunt giveaway
- Sheep and other hunt drawings just for attending
- Sheep Show Super Raffle
- The finest graphics, photo imagery, and visuals in the industry
- Nightly auctions that are events, not auctions.

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



PRESENTING: \$50,000

1

EVENT/PROGRAM SPONSOR OPPORTUNITIES

Consult with your WSF representative for special event opportunities.



2

SPONSOR 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 (Thursday, Friday, or Saturday banquet)
- On-stage sponsor recognition and opportunity to address that evening's banquet audience
- Logo recognition on sponsored night banquet tickets
- Presenting Sponsor recognition in WSF all-platforms event marketing and promotion
- Presenting Sponsor recognition in Wild Sheep® magazine
- Presenting Sponsor recognition in Banquet audio/visual programs
- Presenting Sponsor recognition on signage within Expo Hall
- Full-page ad in Auction Catalog & Sheep Show® Day Program

Sponsor Benefits – Media

- Inclusion in a National & Worldwide Press release recognizing Show sponsors
- Dedicated Sheep Fever Podcast episode

Note: Cash-only sponsorship



DIAMOND: \$25,000

1 EVENT/PROGRAM SPONSOR OPPORTUNITIES

1. Bernie Fiedeldey One More For Four Challenge
Title Sponsor - SOLD

2. Highlight Event - <1Club Beer Reception, Sheep Hunt Giveaway Hunt Underwriter

Giving away North American wild sheep and international wild sheep and goat hunts at a free beer reception in front of 2,000 aspiring, first-time sheep hunters is a premier event at the Sheep Show®.

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



2 SPONSOR 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 (Thursday, Friday, or Saturday banquet)
- Logo recognition on sponsored night banquet tickets
- Signage with company name/logo in Expo Hall
- Recognition as a Diamond Sponsor on The Sheep Show® online registration site
- Diamond Sponsor recognition in Wild Sheep® magazine
- Diamond Sponsor recognition in Banquet audio/visual programs
- Diamond Sponsor recognition on signage within Expo Hall
- Full-page ad in Auction Catalog & Sheep Show® Day Program

Sponsor Benefits – Media

- Inclusion in a National & Worldwide Press release recognizing Show sponsors
- Dedicated Sheep Fever Podcast recording

Note: Cash-only sponsorship



PLATINUM+: \$20,000

1 EXCLUSIVE EVENT SPONSOR OPPORTUNITIES (FIRST COME)

Auction Catalog Title Sponsor

- Logo recognition on the cover
- Full-page ad placement, inside & back covers
- Distribution: Print 5,500 copies + digital online edition

Societies' Lounges – Keep Climbing & Chadwick Ram Society Lounges

- Lounge sponsor signage, product & literature placement

Hotel Key Card Sponsor - **SOLD**

Annuli - 39th Duncan Gilchrist Photo Contest - **SOLD**

- 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

2 EVENT CO-SPONSOR OPPORTUNITIES

- Thursday Conservation Night banquet sponsor
- Friday Legacy Night banquet sponsor
- Saturday Grand Finale banquet sponsor

3 SPONSOR 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 (Thursday, Friday, or Saturday banquets)
- Logo recognition on sponsored night banquet tickets
- 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 Sheep Show® online registration site
- 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 & Sheep Show® Day Program

Sponsor Benefits – Media

- Inclusion in a National & Worldwide Press release recognizing Show sponsors
- Dedicated Sheep Fever Podcast

Note: Cash-only sponsorship



PLATINUM: \$15,000

1 EVENT/PROGRAM SPONSOR OPPORTUNITIES

- RAM/FNAWS/International Awards Luncheon Title Sponsor - **SOLD**
 - Logo recognition on all event promotions (print, digital, social)
- Culinary Corner Title Sponsor

2 EVENT CO-SPONSOR OPPORTUNITIES

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

3 SPONSOR 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
- Recognition as a Platinum Sponsor in Wild Sheep® magazine
- 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 & Sheep Show® Day Program

3 SPONSOR BENEFITS - MEDIA

- Inclusion in a National & Worldwide Press release recognizing Show sponsors
- Dedicated Sheep Fever Podcast

Note: Cash-only sponsorship



GOLD: \$10,000

GOLD SPONSOR EXCLUSIVE OPPORTUNITIES - FIRST COME, FIRST SERVED:

- Sheep Show® Mobile App Title Sponsor - **SOLD**
- Beretta Clay Shoot Title Sponsor - **SOLD**
- Beer & Bubbly social Title Sponsor
- Exhibit Hall Free Internet Provider
- Sheep Show® Podcast Studio
- Ram Award – North American Outfitter (video option during luncheon)
 - Stone's - **SOLD**
 - Dall's
 - Bighorn
 - Desert Bighorn
- Ram Award – International Outfitter (video option during luncheon)

EXPO HALL BAR SPONSOR

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

SPONSOR BENEFITS

Booth, Registrations & Branding

- One complimentary 10'x10' booth in Expo Hall (\$2,200 value)
- Two (2) full registrations, including Wednesday, Thursday, Friday, and Saturday evening banquet tickets (\$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 in Banquet audio/visual programs
- Recognition as a Gold Sponsor on sponsor signage within Expo Hall
- Full-page ad in Auction Catalog
- Full page ad in the Day Program

Note: Cash-only sponsorship

LADIES LUNCHEON & AUCTION TITLE SPONSOR: \$10,000



Includes Gold level sponsor benefits, plus:

- Logo recognition on event tickets
- Option to address Luncheon attendees
- 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: \$5,000

SILVER SPONSOR SPECIAL EVENTS & BRANDING OPPORTUNITIES

- RAM Awards Co-sponsor
- Horse Pack Competition Title Sponsor
- Sheep Show Raffle LED Wall
- Beer & Bubbly co-sponsor
- Attendee/Exhibitor Bags Co-sponsor
- Move in Move Out (MIMO) Sponsor
- Bernie Fiedeldey One More For Four Challenge

Note: Cash-only sponsorship

SPONSOR 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



TOUGH SHEEP WAVE SPONSOR: \$3,000

WHAT YOU GET

- Build authentic connections and lasting brand loyalty with participants in your wave
- Gain premium visibility through event promotion email, social, event signage, etc.
- Offer exclusive incentives, discounts, or giveaways to your audience
- Receive access to full participant email list
- Leverage high-quality photos, videos, and stories from your sponsored wave for your own marketing channels
- Built-in giveaway advantage: a 1 in 30 chance for someone in your wave to win your featured prize
- Align with a meaningful charitable impact through conservation-focused giving
- Create a lasting, positive connection by helping send someone on the hunt of a lifetime

WHY IT WORKS

- High-Impact Visibility: Expand your footprint and stand out at the Convention & Expo through a high-energy, crowd-drawing all-day event
- Built-In FOMO: Drive urgency and deeper brand alignment as participants select their preferred wave during registration
- Positive Brand Alignment: Support conservation, public lands, and the hunting community along side the Wild Sheep Foundation
- Cross-Channel Promotion: TOUGH Sheep is amplified through MTNTOUGH / WSF email, social media, and event marketing channels
- Tax Advantages: Contributions to WSF, a qualified 501(c) (3), may be tax-deductible



BRONZE: \$2,500



CO-SPONSOR OPTIONS:

- Sheep Show Raffle LED Wall
- Beretta Sporting Clay Shoot
- Floor Credit Drawings
- Women Hunt®
- One More For Four
- RAM Awards
- Bernie Fiedeldey One More For Four Challenge

SPONSOR BENEFITS

- Full Registration for one person (a \$750 value)
- 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

COPPER: \$1,000

CO-SPONSOR OPPORTUNITIES

- Bernie Fiedeldey One More For Four Challenge
- Sheep Show Raffle LED Wall
- Horse Packing Competition Prize Sponsor
- Women Hunt®
- Youth Programs
- RAM Awards

