



Rails and Trails: Longhorns and Locomotives Weekend July 19th & 20th, 2008

Featuring a long horn cattle drive just as it was in the 1870s!!

Old Cowtown Museum's historic "town" is modeled after Wichita in the 1870s, when the cattle trade and railroad trade made Wichita a "cow town."

There were cowboys, cattle barons, railroad businessmen in town and Wichita was a "boomtown" of the prairie. There were many businesses, saloons, and houses springing up in this new town. And daily, for about four years, there were herds of cattle moved through the town to the stockyards and rail yards to ship to the East Coast and Chicago. A desire for beef kept the herds coming.

During this special event, Old Cowtown Museum delights its visitors with the history of cowboys, cattle and railroad history – through exhibits, actors in historic costumes, the backdrop and historic interpreters in the saloon and other buildings, cowboys on horseback, railroad memorabilia and things to do at the train depot, crafts and activities for children, entertainment in the saloon, and **a real longhorn cattle drive!** Complete with cowboys and cattle on the dusty streets of Cowtown.

This event has proven to be one of the most popular of our events, drawing thousands of visitors. The cattle are actually shipped in by trailer from Bucklin, Kansas, unloaded on a Friday night, and then there is a "dress rehearsal" as cowboys drive the herds through the streets of Old Cowtown. For our visitors on Saturday and Sunday, we hold two cattle drives per day. In advance of the cattle showing up, cowboys on horseback talk to the crowds and tell the history of this time period.

Cowtown is the only place in America that features such a cattle drive with the backdrop that is actually a Cowtown, giving visitors a sense of place and time like no other. Children and adults "witness" this history come alive. There is a sense of pride in this history of the "old west and cattle drive era" that feels patriotic and our visitors tell us it is moving to see this come alive before their eyes.

Of course the entire historic grounds are filled with history and entertainment and fun. Although only in its 6th year, Rails & Trails draws *thousands in attendance* and is sure to get your company excellent exposure. Your company will become associated with one of Wichita's most visited and recognizable attractions.



Sponsorship Proposal for “Rails & Trails” Event By Old Cowtown Museum, Wichita, KS

\$7,500 Package Presenting Sponsorship

Benefits include:

- Sponsor logo and acknowledgement on Old Cowtown Museum website for remainder of 2008 season;
- Sponsor logo and acknowledgement on flyers distributed to visitors during “Rails & Trails” event on July 19-20, 2008;
- Sponsor logo and/or presenting sponsor acknowledgement on all print, radio or television advertising for “Rails & Trails” event;
- Opportunity to display sponsor banner and set up table/booth at Museum’s Visitor’s Center where all visitors exit and enter at the “Rails & Trails” event;
- 20 individual free passes and four family passes for “Rails & Trails” event;
- Listing in Old Cowtown Museum’s annual report as sponsor;
- Your company becomes a part of one of Wichita’s most visible and recognizable attractions;
- Letter of receipt of donation for sponsor’s tax purposes

The sponsorship pays for all expenses of the event; from shipping in the cattle, to purchasing hotel rooms for the cattlemen, to advertising and general supplies. By sponsoring this event, it allows Cowtown to focus its resources on providing quality educational programs, restoring historic structures, and teaching our numerous visitors about the Southern Plain’s history.

Why Partner with Old Cowtown Museum

Now, more than ever, we need to preserve who we are as Americans. Our history makes us who we are. Old Cowtown Museum preserves our stories for the future. More than 26 historic structures need constant care. Period furnishings inside need to be preserved and maintained. The Museum is accredited by the American Association of Museums and brings national attention to our area. Visitors come from all 50 states and more than 80 countries. Help insure that accurate and compelling information about the Great Plains and Wichita is saved and shared. The Museum is an active part of the cultural life of the city. It is a mechanism for bringing tourism dollars into our community.

Please contact me with any questions. Thank you!

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