



The National Cowboy Poetry Gathering

nationalcowboypoetrygathering.org





Elko, Nevada

January 30-February 4, 2023



“Year after year, you manifest a miracle. You are the dozens of people who created this event and gave it a name, and the hundreds of volunteers who help make it happen. You are the ranch women and men who give voice to the power of their lives, who ride the river of change with courage and curiosity, who write poetry, make music, draw and paint their lives, explore their heritage and imagine their futures. You reinvigorate old poems and songs and give birth to new ones. You let us be the vessels that carry the wisdom and beauty born out of lives numbered by seasons, dependent on animals, shaped by brutal sun, brilliant stars, wind and snow and rain. Your art is born of these powerful elements; these elements imbue you with your power.”

— Hal Cannon, Founding Director

One Week in January

The *National Cowboy Poetry Gathering* takes place each January in Elko, Nevada. It all began nearly 40 years ago as a time and place where Western ranchers and cowboys could gather to share poems about their lives working cattle.

Today, we are a nation of Western poets, musicians, artisans, and storytellers, sharing our creativity around the world, telling stories of hard work, heartbreak, and hilarity—and what it means to make your way in the rangeland West.





“I love cowboy poetry, but cowboy poetry is far more than poetry alone. Cowboy poetry is performance art, adorned by all the accouterments of cowboy fashion, authentic or not, better on the stage than on the page. And cowboy poetry is community. Cowboy poetry is a few hundred or a few thousand people gathering to reaffirm their vows to the culture, despite the fact that—if pressed—they’d find as many contrasting definitions as attendees. When critics ignore the community aspect of cowboy poetry, they’re missing the point altogether. Cowboy poetry is a Basque meal at the Star Hotel in Elko, Nevada, the table ten-friends deep. Cowboy poetry is saying thank you too many times. Cowboy poetry is saying yes to what Paul Zarzyski calls ‘the glorious commotion of it all.’”

— Carson Vaughan, *The Paris Review*



Downtown Elko



Basque Food



Exhibits



Elko Convention Center

900-seat theater



Western Folklife Center

Intimate 300-seat theater







“People come from all over the world; I met a folk singer from Northern England, a Canadian cowboy, and even a few New Yorkers. The event is a celebration of Western storytelling, with movies and music, cooking workshops and square dancing—you won’t be able to do it all, but that’s maybe why so many return year after year. “

—Sonja Swanson, *Desert Companion*



One Jam-Packed Week!

Entertainment

- 30 ticketed shows featuring music and poetry
- Daytime performances on seven stages
- Films, lectures, discussions, and dances

Workshops

- Gear making
- Cooking, dancing
- Writing, reciting, and the business of performing

Exhibitions

- Historical art and objects
- Contemporary cowboy gear
- Educational interpretation

Western Mercantile

- 30 vendors with handcrafted Western art and gear



Educational Programming

Experiences

- Field trips for local youth with art, poetry, and music
- In-school performances by Gathering artists

Workshops

- Poetry writing and reciting for area high schools
- Square dance for the whole family
- Hands-on learning with cowboy arts masters

Exhibitions of Student Work

- Open mic stages for young poets and singer/songwriters
- Exhibitions highlighting the artistry of local students





Demographics

Attendance

6k+

Attendees

People of all ages
United States and beyond
Lovers of Western lifestyle
Ranchers and working cowboys
Fans of storytelling and creativity

Social Media + Email

170k Facebook followers
7k Instagram followers
10k newsletter subscribers

Featured in...

Vice, MTV , Western Horseman,
Wall Street Journal, New York Times, and
many more



The Western Folklife Center Presents

The 38th NATIONAL COWBOY POETRY GATHERING

January 30th thru February 4, 2023 ELKO, NEVADA



Across the Generations

The 38th National Cowboy Poetry Gathering will take place in Elko, Nevada, Jan. 30 - Feb. 4, 2023. Our theme is “Across the Generations,” and we’ll be inviting western poets, songwriters, artists, and land stewards to bring new and old stories to light as they endeavor to create a West that hosts healthy and hospitable landscapes and agriculture-based communities.





Watch at Home

- **Western Folklife TV:** Available to watch on iOS and Android operating systems, as well as via apps on Android TV, Apple TV, Roku, and Amazon Fire TV



Event Title Sponsor

\$50k (one available)

- Exclusive sponsor of livestream programming
- Exclusive category sponsor of VIP party
- Onsite activation

- Logo prominently displayed in all advertising, event website, ReadySetAuction mobile app, lobby screens, email correspondence to attendees, save-the-date cards, printed tickets and badges
- Verbal recognition from stage on each show
- Listing on poster and in program book with additional full-page, full-color ad
- Feature in monthly email newsletter and social media

- 20 VIP invitations to opening reception + VIP party
- 30 three-day Deluxe Passes
- 20 tickets to sponsored performance
- Framed poster



Poet Lariat

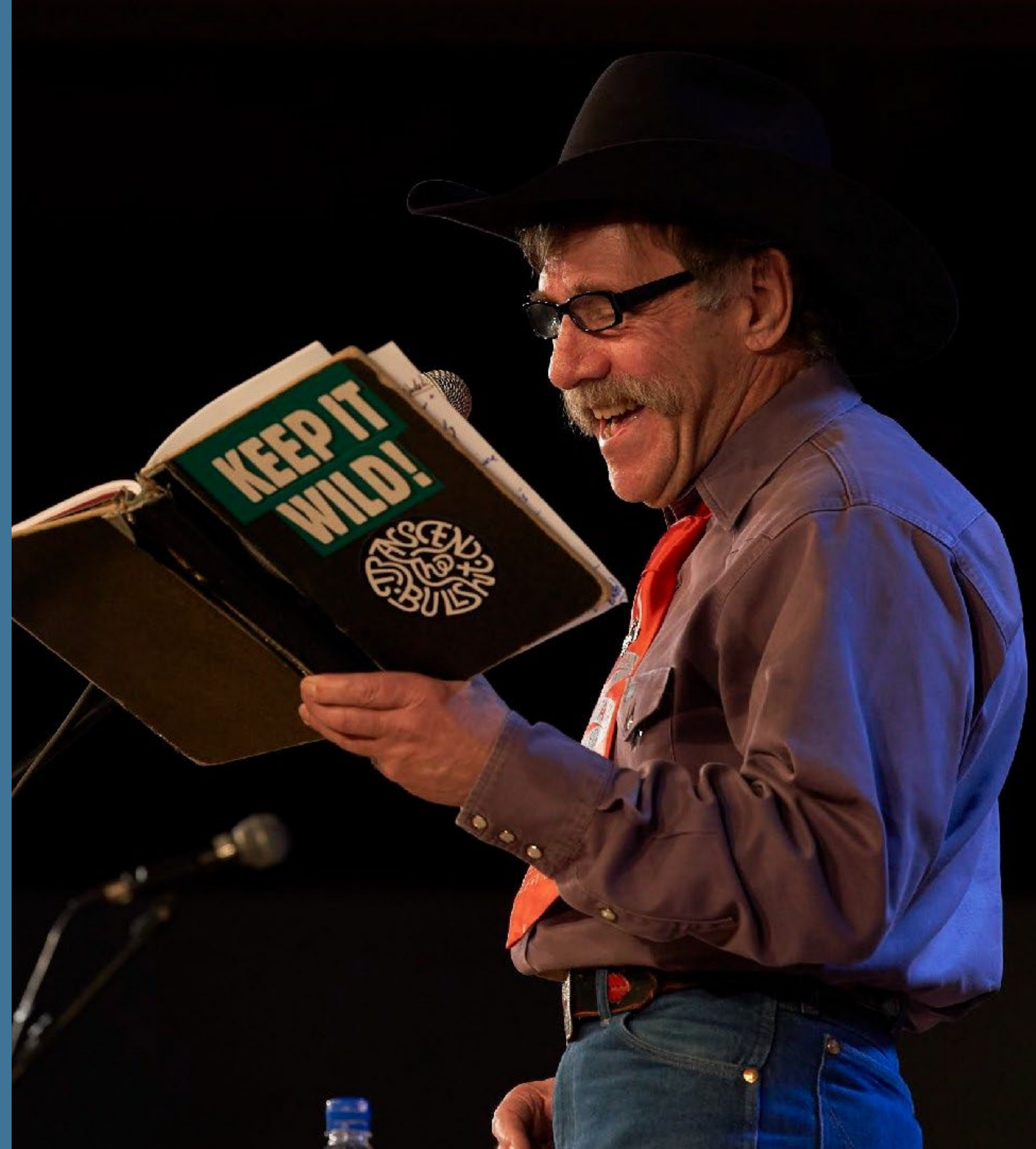
\$25k (six available)

- Exclusive category sponsor of VIP party
- Performance sponsor (sign + verbal from stage)
- Logo prominently displayed in all advertising, event website, ReadySetAuction mobile app, lobby screens
- Listing on poster and in program book with additional full-color, full-page ad
- Mention in email newsletter and social media
- 14 VIP invitations to opening reception + VIP party
- 20 three-day Deluxe Passes
- 14 tickets to sponsored performance
- Framed poster

Buckaroo Bard

\$15k (thirteen available)

- Performance sponsor (sign + verbal from stage)
- Logo prominently displayed in all advertising, event website, ReadySetAuction mobile app, lobby screens
- Listing on poster and in program book with additional full-color, half-page ad
- Mention in email newsletter and social media
- 8 VIP invitations to opening reception + VIP party
- 15 three-day Deluxe Passes
- 8 tickets to sponsored performance
- Framed poster





Verse Vaquero

\$10k (thirteen available)

- Performance sponsor (sign + verbal from stage)
- Logo prominently displayed in all advertising, event website, ReadySetAuction mobile app, lobby screens
- Listing on poster and in program book with additional full-color, half-page ad
- Mention in email newsletter and social media
- 6 VIP invitations to opening reception + VIP party
- 12 three-day Deluxe Passes
- 6 tickets to sponsored performance
- Framed poster



Word Wrangler

\$5k (eight available)

- Performance sponsor (sign + verbal from stage)
- Logo prominently displayed in all advertising, event website, ReadySetAuction mobile app, lobby screens
- Listing in program book
- 4 VIP invitations to opening reception + VIP party
- 10 three-day Deluxe Passes
- 4 tickets to sponsored performance
- Unframed poster

Saddle Sonneteer

\$1k

- Logo on lobby screens
- Logo on website
- Listing in program book

- 2 three-day Deluxe Passes
- Unframed poster







Mission

Use story and cultural expression to connect the American West to the world

What We Do

The Western Folklife Center is a nonprofit that provides a platform for rural and urban communities to communicate and exchange new ideas and avenues of expression. We produced the first Cowboy Poetry Gathering in 1985. Our National Cowboy Poetry Gathering continues to celebrate and promote the artistry and ingenuity of life in the American West. It remains our signature event, with programming changing to reflect contemporary realities and issues of the American West. Throughout the year, our fieldwork, research, exhibits, website, and archives preserve, document and share the heritage of the West. Our media and educational programs entertain and engage, deepening the understanding of the vitality and challenges of western communities.



Western Folklife Center

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