



SPONSORSHIP OPPORTUNITIES

Support western art, heritage, and the Friends of the New Mexico Farm & Ranch Heritage Museum while showcasing your business to our community.

Art on the Range brings the spirit of the American West to life in Las Cruces, New Mexico. Set against the backdrop of the New Mexico Farm and Ranch Heritage Museum on **October 17, 2026**, this signature event features a juried Western art show and auction, a live plein air painting competition, and an elevated chuckwagon dinner under the stars—celebrating the landscapes, traditions, ranching heritage, and culture that define our region.

Every dollar raised benefits the Friends of the New Mexico Farm and Ranch Heritage Museum, directly supporting the museum's mission to preserve and share New Mexico's agricultural and ranching history for generations to come.

By becoming a sponsor, your organization joins a community of partners dedicated to keeping this rich Western heritage alive—while gaining valuable visibility among art lovers, museum patrons, and community leaders who share your commitment to celebrating New Mexico's agriculture heritage.

Bronze Sponsor \$750

- Reserved table for 10 guests with your company logo displayed
- Logo on the event website
- Recognition in the event program
- Group recognition on social media

Silver Sponsor \$1,000

- Includes all Bronze Sponsor benefits
- Reserved table for 10 guests with your company logo displayed
- Banner displayed at the event
- Logo on printed promotional materials

Gold Sponsor \$2,000

- Includes all Silver Sponsor benefits
- Reserved table for 10 guests with your company logo displayed
- Exclusive sponsorship of a featured event area (choose one, based on availability): Art Gallery, DanceFloor, Campfire Stories, Bingo, or another featured experience
- Recognition with signage at your sponsored area

Platinum Sponsor \$3,000

- Includes all Gold Sponsor benefits
- Reserved table for 10 guests with your company logo displayed
- Exclusive sponsorship of a signature experience (choose one, based on availability): Band & Stage, Chuckwagon Dinner, Photo Booth, Artist Check-In, or another signature feature
- Premier logo placement on event marketing and event signage



GET STARTED: Choose your sponsorship level at ArtOnTheRange.org
QUESTIONS? Email events@farmandranchfriends.org

COMMUNITY PARTNERSHIP OPPORTUNITIES

Not every business is in a position to provide a financial sponsorship. Community partnerships allow local businesses to support Art on the Range while being recognized for their generosity. *All Community Partners will be recognized in the event program and during the event.*

Artist Award Partners

- Donate prizes that celebrate and encourage participating artists.
- Ideas include gift cards, art supplies, framing services, gallery services, classes or workshops, and artist tools or equipment.
- Ideal partners include art supply stores, frame shops, galleries, and other creative businesses.

Community Prize Partners

- Donate prizes for our Western Bingo and attendee giveaways.
- Ideas include spa services, pottery painting experiences, craft studio gift certificates, restaurant gift cards, winery experiences, boutique merchandise, home décor, and family activities.
- A wonderful way to introduce new customers to your business while supporting a community event.



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The Friends of the New Mexico Farm & Ranch Heritage Museum is a 501(c)(3) nonprofit organization dedicated to supporting the Museum through fundraising, volunteerism, and community engagement.

The Friends provide critical resources that enhance exhibits, educational programs, and public events, ensuring that the Museum continues to inspire and educate visitors of all ages about New Mexico's rich agricultural and ranching heritage.

By building partnerships and generating financial support, the Friends play a vital role in preserving history, fostering cultural appreciation, and strengthening the Museum's impact across the region.

FarmAndRanchFriends.org