



Death Valley '49ers Annual Encampment *Western Heritage & Music Festival*

November 4-11, 2018

The Ranch at Death Valley, Death Valley National Park

Opportunities for Sponsors

"a chance to bring Western history alive"



Who are the Death Valley '49ers?

Our Organization and Mission

The Death Valley '49ers is an all-volunteer, 501(c)(3) non-profit organization that seeks to expand public awareness of Death Valley. We have no headquarters office, equipment, vehicles, paid staff or employees, and we receive no government or other regular funding. Our mission is to foster appreciation for Death Valley as a rare desert environment having unique natural and cultural histories, which played an important role in the settlement of the West and the addition of California to the Union.

Special recognition is given to the California-bound pioneer wagon parties of 1849-50. Their indomitable will to survive and persevere through the ordeal of that winter serves as an enduring example of the hardy spirit of all Americans who traveled far searching for new and better lives.

History of the Encampment

The Death Valley '49ers sponsor the annual Encampment each November to celebrate the pioneer spirit and this special place called Death Valley. The first Encampment was held in 1949 as part of California's Centennial celebration. A great pageant was planned in Desolation Canyon, not far from Furnace Creek. A symphony was commissioned and performed by the Hollywood Bowl Orchestra as a procession of covered wagons entered the canyon; Jimmy Stewart narrated. Ten thousand spectators were expected but 65,000 showed up. Cars backed up for miles and people ended up camping wherever their cars stopped!

Since 1949, the Encampment has been held annually as a way of achieving its educational mission with hundreds of thousands of participants over the years.



Bleachers set up in Desolation Canyon for spectators



*Hollywood Bowl Orchestra
and covered wagons*

What is the '49ers Annual Encampment?



Since 1949, the Death Valley 49ers have invited one and all to come together during the second full week of November at the Ranch at Death Valley in Furnace Creek. This place is many things. It is the ancestral home of the Timbisha Native Americans, it is a beautiful oasis in the desert, and was once advertised as having "*all the advantages of hell without the inconveniences.*"

It was also the center of Death Valley's mining operations and home of the famous twenty-mule teams hauling borax across the Mojave Desert. Quite simply, it is the heart of Death Valley and the perfect place to experience one of our most beautiful national parks.

A Salute to the Pioneer Spirit



The Death Valley '49ers Encampment is an annual family event that creates a living history, demonstrating the hardy spirit and indomitable will of the pioneers who traveled far searching for better lives. We celebrate the joys and recognize the hardships of their daily lives, while paying homage to the western way of life. Days begin with community breakfasts, and are filled with



contests, programs, films, demonstrations, tours, tournaments, arts and crafts, and parades. Evenings are filled with western and old-time music. Many participants count their attendance in decades, not years.

Hundreds of thousands of participants over the years have enjoyed attending the Encampment, but they have also learned about the unique cultural and historical significance of Death Valley and about the original California Forty Niners.



This Year's Sponsorship Opportunities

As a major sponsor of the Death Valley '49ers Encampment, your brand is linked with the best of our western heritage. This is the largest event held in Death Valley, and about 10,000 visitors to the Furnace Creek area will be exposed to your branding during the week of the Encampment. The registration area for the Encampment will feature your sponsorship message, along with other sponsorship-specific opportunities, as each visitor to the popular Ranch at Death Valley enters the area.

Sponsorship opportunities at the Death Valley '49ers Encampment include:

- Xanterra Parks & Resorts is the **Host Sponsor** of the Encampment, providing the beautiful event venue at the Ranch at Death Valley and provides significant additional support to the Death Valley '49ers.
- 5 additional major sponsorships are available:
 - ✓ **Fiddler's Stage Sponsor**
 - ✓ **Live Oak Belgian Horse Wagon Sponsor**
 - ✓ **Gold Panning Event Sponsor**
 - ✓ **Invitational Western Art Show Sponsor**
 - ✓ **Southwest Mining, Mineral, Lapidary and Craft Show**

1) Fiddler's Stage Sponsor



The '49ers have consolidated all musical entertainment to the Fiddler's Stage. Western musical entertainment is the heart of our event, occurring throughout the Encampment. Participants can gather together and hear songs that evoke the era of wagon trains and pioneers around the campfire performed by top Western Music Association award-winning entertainers.

The Fiddlers Stage Sponsor will have the highest visibility at the Encampment. Signage will be placed at the '49ers Main Stage and the Registration areas of the Encampment. Your generosity will be acknowledged at the microphone at each performance by the master of ceremonies. In addition, your organization will be recognized by:

- Highlighted placement in Death Valley '49ers Encampment press release and Newsletter article. (Deadline August 15, 2018.)
- Highlighted placement on Death Valley '49ers Encampment Website.
- Invitation for 2 individuals to participate in all Death Valley '49ers Encampment activities and VIP events. (Travel expense and lodging not included.)

The Old Time Fiddlin' and Pickin' Contests have been part of the '49ers Encampment for over 25 years, and are known for friendly competition and old-fashioned fun. Through these contests the Death Valley '49ers are helping to preserve the fiddling culture and tunes, develop audience appreciation for this important part of our musical heritage, and to acknowledge today's musicians who are carrying on this traditional music genre.

The Fiddler's Stage Sponsor will be acknowledged at the microphone at the beginning of the preliminary and final contests, and by signage placed at the Fiddler's Stage and Registration areas of the Encampment. The Fiddler's Stage is also used for other events – including the popular Coyote Howl open pic performances – so the sponsor will also gain visibility during these activities. In addition, your organization will be recognized by:

- Death Valley '49ers Encampment press release.
- Prominent placement on Death Valley '49ers Encampment Website.
- Invitation for 2 individuals to participate in all Death Valley '49ers Encampment activities and VIP events. (Travel expense and lodging not included.)

2) Live Oak Belgian Horse Wagon Ride Sponsor



For the past two years, the Live Oak Belgians draft horse wagon team, owned by Kenn and Susan McCarty of northern Calif, has traveled to Death Valley and provided wagon rides and educational sessions free of charge. The morning starts with a demonstration of harnessing the team and then hitching the team to the wagon. Questions are answered and historical aspects of horses, mules, wagons and teamstering are shared with visitors. Wagon rides are typically scheduled for the A.M. hours and at sunset. They are working with the 49ers to add afternoon interpretive programming on pioneer transportation.

Their camp itself is a pioneer covered wagon display. When they are in camp, visitors are welcome to stop by to get a close up look at a covered wagon and all the related equipment, as well as the horses. You might even catch them cooking morning biscuits or a hearty stew in their Dutch oven. Their gentle-giant Belgian draft horses are equally welcoming and are always inclined to lower their head for a scratch and a visit.

Their Romie Red People Mover wagon (pictured) will carry up to 20 persons as it carries guests between the Furnace Creek Ranch Borax Museum and the National Park Visitor Center. During the ride, guests are entertained with facts, trivia and history of horses, wagons and their part in the history of Death Valley.

The sponsor of the Live Oak Belgian Team will be recognized by prominent signage on the wagon used for free guest wagon rides throughout the Encampment, as well as by signage placed at the Registration area of the Encampment. In addition, your organization will be recognized by:

- Death Valley '49ers Encampment press release release and Newsletter article. (Deadline August 15, 2018.)
- Prominent placement on Death Valley '49ers Encampment Website.
- Invitation for 2 individuals to participate in all Death Valley '49ers Encampment activities and VIP events. (Travel expense and lodging not included.)



3) Gold Panning Sponsor



The Gold Panning activities are perennial Encampment favorites! Black sand and gravel swirl as participants celebrate Death Valley's rich gold mining heritage. The whole family can get involved, first with practice time searching for real gold nuggets, then in divisional competition later on during the Encampment. The competition is conducted in accordance with international championship rules.

The Gold Panning Sponsor will be acknowledged at the microphone during each gold panning event and by signage placed at the gold panning area of the Encampment and the Registration area. In addition, your organization will be recognized by:

- Death Valley '49ers Encampment press release and Newsletter. (Deadline August 15, 2018.)
- Prominent placement on Death Valley '49ers Encampment Website.
- Invitation for 2 individuals to participate in all Death Valley '49ers Encampment activities and VIP events, including the golf tournament. (Travel expense and lodging not included.)

4) Invitational Western Art Show Sponsor



The Death Valley '49ers have sponsored the Invitational Western Art Show, the longest running western art competition, since 1951 to showcase the best in western art, with categories including oil, watercolor, sculpture, mixed media, and acrylic. Artists are also challenged in the "Quick Draw" event to complete a masterpiece in 45 minutes. Artists contribute artwork for auction, with 50% of the auction proceeds contributed to the '49ers Scholarship Fund.

The Invitational Western Art Show Sponsor will have high visibility, with signage placed at the Western Art Show and the Registration area of the Encampment. You will also be recognized at the microphone at the Quick Draw event and the awards ceremony. In addition, your organization will be recognized by:

- Death Valley '49ers Encampment press release and Newsletter article. (Deadline August 15, 2018.)
- Prominent placement on Death Valley '49ers Encampment Website.
- Invitation for 2 individuals to participate in all Death Valley '49ers Encampment activities and VIP events. (Travel expense and lodging not included.)

5) Southwest Mining, Mineral, Lapidary and Craft Show Sponsor



The Death Valley '49ers Encampment features the Southwest Mining, Mineral, Lapidary and Craft Show, providing all visitors to Furnace Creek the ability to view and purchase the highest quality mineral and western-themed art and craft items. Only original work is offered for sale, with vendors carefully selected for quality of work and variety.

The Southwest Mining, Mineral, Lapidary and Craft Show Sponsor will have signage placed at the Craft Show and the Registration areas of the Encampment. ***Not only is the show open to Encampment participants; it is open to all visitors to Death Valley National Park and is located at the park's Visitor Center.***

Your organization will also be recognized by:

- Death Valley '49ers Encampment press release and Newsletter. (Deadline August 15, 2018.)
- Prominent placement on Death Valley '49ers Encampment Website.
- Invitation for 2 individuals to participate in all Death Valley '49ers Encampment activities and VIP events. (Travel expense and lodging not included.)

For more information

Visit our website

www.deathvalley49ers.org/encampment

Contact our sponsorship coordinator

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