

A close-up photograph of several sheep with thick, light-colored wool. They are looking directly at the camera with various expressions. The background is slightly blurred, showing more sheep.

Trailing
of the
Sheep
Festival

2026 PARTNERSHIP OPPORTUNITIES



OCTOBER 7-11, 2026

30TH ANNUAL TRAILING OF THE SHEEP FESTIVAL

We are excited to bring you this year's Trailing of the Sheep Festival. Once again, we will gather to celebrate the history, heritage and cultures of sheep ranching and shepherding in Idaho and the West.

Proud to be ranked as "One of the Top Ten Fall Festivals in the World" by msn.com, we invite you to be a part of another year of stories!

The Trailing of the Sheep Cultural Heritage Center, Inc., is a 501(c)(3) nonprofit organization. As a non-profit Festival, we rely on the generosity of you, our Festival friends and fans, to support us.

We are grateful for your gifts to help us fulfill our mission to gather, celebrate, present, and preserve the history and cultures of shepherding in Idaho and the West. Thank you for your kindness!

For more information about supporting the Festival in any way, please contact Executive Director Laura Musbach Drake at 208.720.0585.

2026 FESTIVAL PARTNER PACKAGES

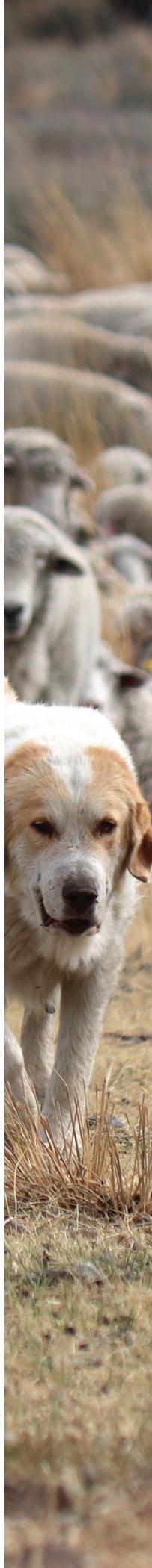
Sponsoring Festival events and programs benefits your business and the community.

The Festival is proud to have become a signature Sun Valley and international "bucket list" event with a just over \$7.5 million impact on the local economy.

	\$25,000 FESTIVAL PRESENTING PARTNER	\$15,000 FESTIVAL HOSTING PARTNER	\$10,000 "BIG SHEEP PARADE" PARTNER	\$7,500 "SHEEP FOLKLIFE FAIR" PARTNER
Tickets to Sheep Tales Gathering	14	10	8	6
Tickets to For the Love of Lamb	14	10	8	6
Ad in Printed Program	FULL	FULL	FULL	HALF
Featured in Email Blast as Naming or Host Partner	*	*	—	—
Co. Link & Listing on Festival Website Partner Page	*	*	*	*
Co. Link & Listing on Website Event Page	*	*	*	*
Mentioned as Partner in Newspaper Promo Including 'Wrap Around' in Idaho Mountain Express	*	*	*	*
Logo in Printed Program	*	*	*	*
Mention as Partner on all Event Signage	*	*	*	*

WITH YOUR PARTNERSHIP WE CAN CONTINUE TO FULFILL OUR MISSION...

To gather, celebrate, present, and preserve the history and cultures of sheepherding in Idaho and the West. Thousands of visitors help make this a premier extended weekend for local businesses every October. And, it is a great investment in the community and your business. We cannot do it without your support!



2026 FESTIVAL PARTNER PACKAGES CONTINUED...

FOR THE LOVE OF LAMB - \$6,000

Benefits: Five tickets to the Sheep Tales Gathering and For the Love of Lamb event, half page ad in printed program, listing on Festival website, and event signage.

SHEEP FOLKLIFE FAIR'S LAMB FEST - \$5,000

Benefits: Four tickets for lunch at Lamb Fest and For the Love of Lamb event, quarter page ad in printed program, listing on Festival website, and event signage.

WOOL FEST - \$5,000

Benefits: Four tickets to the Sheep Tales Gathering and two seats to a Wool Fest class of your choice, quarter page ad and logo in printed program, listing on Festival website, and event signage.

SHEEPDOG TRIALS - \$3,500

Benefits: Two tickets to the Sheep Tales Gathering and entry for two people all three days of the Trials, mention on Festival website, and event signage.

SHEEP TALES GATHERING - \$3,500

Benefits: Two tickets to the Sheep Tales Gathering and For the Love of Lamb event, mention on Festival website, and event signage.

COOKING WITH LAMB CLASSES - \$2,500

Benefits: Two seats to a Cooking Class of your choice, mention on Festival website, and event signage.

TUESDAY FARM TO TABLE DINNER - \$1,750

Benefits: Two seats to the Tuesday Dinner, listing on Festival website, and event signage.

WEDNESDAY FARM TO TABLE DINNER - \$1,750

Benefits: Two seats to the Wednesday Dinner, listing on Festival website, and event signage.

THURSDAY FARM TO TABLE DINNER - \$1,750

Benefits: Two seats to the Thursday Dinner, listing on Festival website, and event signage.

HAPPY TRAILS CLOSING PARTY - \$1,500

Benefits: Listing on Festival website, and event signage.

BIG SHEEP PARADE SHEEP CAMP & SHEEP TEAM SPONSOR - \$1,000

Benefits: Two 18"x24" signs carried in the parade in front of a sheep camp and sheep team with your name and/or logo, listing on Festival website and event signage.

BIG SHEEP PARADE SHEEP CAMP OR SHEEP TEAM SPONSOR - \$500

Benefits: A 18"x24" sign carried in the parade in front of a sheep camp or sheep team with your name and/or logo, listing on Festival website and event signage.

*We are happy to customize a partnership with benefits to meet your needs!

SHEEPDOG SPONSOR - \$150.00/DOG

We are offering 80 sheepdog sponsorships for this year's National Point Qualifying Sheepdog Trials. Each of the dogs in the preliminary rounds welcomes a sponsor to support and cheer them on during their runs. Dog supporters are randomly assigned a dog after the running order is established. However, you can request a specific dog and we will do everything possible to pair you with your favorite athlete! (*You can also "share" a dog with someone else!*)

Benefits: Free entry for two people each day of the Trials • Listing on the Festival website • Listing in the Trials' Program • Announcement each time your dog runs



JOIN THE FLOCK MONTHLY GIVING CIRCLE!

As a member of THE FLOCK, you will have early access to ticketed events for the 2026 Festival. In addition, you will receive a VIP badge as a member of THE FLOCK allowing you free entry to the 2026 Sheepdog Trials. **To join, visit: trailingofthesheep.org and click the DONATE button.**

LAMB BOOSTER - \$10.00/month

EWE FRIEND - \$30.00/month *(for the Festival's 30th anniversary!)*

RAM SUPPORTER - \$50.00/month

WOOLLY BENEFACTOR - \$100.00/month

HERD OF PATRONS - \$250.00/month

PARADE SHEEP SPONSOR: \$35.00

EWE too can sponsor a sheep in the annual Big Sheep Parade for just \$35.00!

Donate and receive a "ONE OF THE HERD" button to proudly wear during this year's Festival in support of "your" sheep!

Starry Starry
NIGHT
UNDER THE
WESTERN SKY

SPONSORSHIP OPPORTUNITIES

\$10,000 PRESENTING SPONSOR

Your sponsorship at this level will be an investment in the annual fan-favorite - the Big Sheep Parade. This Presenting Sponsorship will keep the Parade free and accessible to all.

- A \$10,000 investment in the Trailing of the Sheep Festival
- Exclusive recognition as Presenting Sponsor with name or logo incorporated into event branding
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral, including the program, and prominent signage at the event
- Prominent recognition on the online event page, e-blasts, and social networking campaigns (i.e., Facebook & Instagram) reaching Festival followers
- Link to your company website from the Festival website
- Invitation for a company representative to address the audience at the Starry Starry Night event with brief welcome remarks during the seated program
- First right of refusal to be the Presenting Sponsor for the 2027 Starry Starry Night event
- One prominent VIP table with seating for 8 guests

\$7,500 HOST SPONSOR

Your sponsorship at this level will be an investment in bringing to life the cultural performers from the sheep industry - the Basques, Scottish and Peruvians. These performers at the authentic Sheep Folklife Fair and in the Big Sheep Parade keep the stories of their cultures alive through music and dance for generations to come.

- A \$7,500 investment in the Trailing of the Sheep Festival
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral, including the program, and prominent signage at the event
- Prominent recognition on the online event page, e-blasts, and social networking campaigns (i.e., Facebook & Instagram) reaching Festival followers
- Link to your company website from the Festival website
- First right of refusal to be the Host Sponsor for the 2027 Starry Starry Night event
- One prominent VIP table with seating for 8 guests

Starry Starry
NIGHT
UNDER THE
WESTERN SKY

ONE-OF-A-KIND SPONSORSHIP OPPORTUNITIES

\$5,000 *Includes 4 VIP tickets*

MISSION MOMENT: Tie your company/business to the heart and soul of the Festival's mission through an exclusive Mission Moment video. Benefits: Verbal recognition during the introduction of the video, logo impressions during playback positioned as, "Brought to you by...." on the online event page, social media, program and event day slideshow.

LIVE AUCTION: Tie your name to the excitement of the Live Auction. Benefits Include: Logo recognition on the Live Auction preview eblast, Live Auction slides, program, the online event page and verbal recognition from the stage.

\$2,500 *Includes 2 VIP tickets*

PICTURE PERFECT: Your logo will be showcased as part of a custom photo opportunity where your brand will not only shine during the event but will continue to make an impact as photos are shared across social media platforms. Benefits: Logo on the online event page, social media, program and event day slideshow.

WILD WEST GAMBLE: One ticket out of the one-hundred sold will be chosen to win an amazing surprise. Your brand will be featured on the Wild West Gamble display and on stage as the winner is announced. Benefits: Be on stage to reveal the surprise, draw and then announce the winner, logo recognition on the online event page, program and event day slideshow.

VIP SWAG: Each guest will receive a VIP parting gift featuring your logo. Benefits: Logo recognition on the online event page, program and event day slideshow.

SWEET PARTING: Everyone loves a sweet dessert, and your logo will be featured on the packaging for these confections for guests to enjoy during dinner or to take home. Benefits: Logo recognition on the online event page, program and event day slideshow.

SILENT AUCTION: As guests bid to their heart's content on fabulous Silent Auction packages, your logo would be represented in this prime location. Benefits: Logo recognition on the Silent Auction preview eblast, Silent Auction description pages, the online event page, program and event day slideshow.

\$1,250 *Includes 2 General Admission tickets*

WESTERN SKY SALOON: As the sponsor of the evening's libations, your support will add an extra layer of glamour to the evening's celebration. Benefits: Your logo prominently displayed at the station(s) and included in the program.

PRINTED GLASS: These glasses are used for beverages at the event and guests are invited to take them home as a party favor. Benefits: Your logo on each glass and in the program.

GUEST SWAG: Each general admission guest will receive a special gift featuring a custom tag with your logo. Benefits: Logo recognition in the program.

COCKTAIL NAPKIN: Your logo will shine on our cocktail napkins that will be shared with guests during the reception. Benefits: Logo recognition in the program.



Trailing of the Sheep Festival

Be a part of another year of stories!

BE A FESTIVAL PARTNER

Join us in showcasing your business among the Festival's many unique offerings that bring the community together and keep the history and traditions of the industry alive.

For more information about any of this year's partnership opportunities, contact Laura Musbach Drake.

Email: laura@trailingofthesheep.org | Phone: 208.720.0585 | trailingofthesheep.org

Trailing of the Sheep Festival, PO Box 3692, Hailey, Idaho 83333