



7th Annual Tahoe Donner **WILD WEST FEST**

2026 SPONSORSHIP OPPORTUNITIES



EVENT OVERVIEW

Wild West Fest is back for the seventh year to celebrate Labor Day weekend in classic Western fashion! The event sells out annually with over 600 attendees and continues to grow every year. Your sponsorship allows us to continue growing while we provide great exposure for participating partners. Attendees enjoy a day of family-fun activities in a beautiful setting, including:

- Dancing, live music and entertainment
- Equestrian performances
- Bounce house
- Face painting
- Pony rides and roping corral for kids
- Dress-up photo booth
- Western-style barbecue dinner

This packet provides event details and sponsorship opportunities for you and your business to consider for this family-fun event, which has been a Tahoe Donner favorite for years!

EVENT DETAILS

Who Attends: Tahoe Donner homeowners and second homeowners, Truckee/Tahoe residents and visitors

What: 7th Annual Wild West Fest

Where: Tahoe Donner Equestrian Center and Alder Creek Adventure Center

When: Saturday, Sept. 5

Tickets: Admission cost with option to purchase food, drinks + tickets to certain activities

Promotion: Marketing launch begins in late-July through Labor Day weekend

All dates, times and activities subject to change.



TAHOE DONNER AUDIENCE OVERVIEW

A Community Like No Other

For advertisers, Tahoe Donner presents an exclusive opportunity to connect with a dynamic, engaged audience of active families, high-net-worth individuals, and outdoor enthusiasts. Our members and guests are deeply invested in enjoying the best of the Tahoe lifestyle, making your brand part of their experience in an environment where adventure, recreation, and relaxation converge.

MEMBER STATS



72%

SECOND
HOMEOWNERS

28%

FULL-TIME
RESIDENTS

Second homeowners primary residences are primarily concentrated in San Francisco Bay Area and Sacramento.



52%

MALE



48%

FEMALE



85.4%

HAVE A 4-YEAR
OR GRADUATE-
LEVEL DEGREE



63.5%

MEDIAN INCOME
OF \$150K OR
HIGHER



\$1,172,500

MEDIAN HOME
PRICE

AGE PROFILE

0-6	4%
7-18	16%
19-30	13%
31-45	21%
46-64	14%
65+	32%

INTERESTS



SKIING



BIKING



HIKING



GOLF



WATER
SPORTS



OTHER
RECREATIONAL
AND FAMILY
ACTIVITIES

VISITOR STATS

650,000 visitors annually

Passionate about outdoor recreation and nature; very tech savvy

Reside primarily in San Francisco Bay Area and Sacramento



ATTENDEE SURVEY RESPONSES

ATTENDEE FEEDBACK

"WELL ORGANIZED AND FUN
EVENT! COMING BACK NEXT YEAR FOR
SURE!"

"JUST A THANK YOU FOR
EVERYTHING ELSE YOU DID RIGHT.
LOTS OF ACTIVITIES AND LOTS OF FUN
FOR KIDDIES. YUMMY FOOD AND
GREAT MUSIC. A SINCERE THANKS."

"TOTALLY FUN FAMILY EVENT.
THANK YOU!!!"

"OVERALL GREAT EVENT! MUSIC,
FOOD AND ACTIVITIES FOR THE WHOLE
FAMILY. STAFF AND VOLUNTEERS
WERE FRIENDLY AND HELPFUL
THROUGHOUT."

OVERALL SATISFACTION



77%

WERE SATISFIED WITH THE
OVERALL VALUE OF THE EVENT



81%

WOULD ATTEND NEXT YEAR'S EVENT



28%

WERE RETURNING ATTENDEES

SPONSORSHIP PACKAGES

BRONZE SPONSORSHIP \$500

- Logo and description on dedicated event website landing page
- Logo included in the event ticket sales announcement email to all Tahoe Donner members
 - ~20k+ subscribers, Avg. 57% OR, Avg. 3% CTR

SOCIAL

- Mention/tag in one social post or story

DAY-OF EVENT

- Logo inclusion on 24" x 36" sponsor thank you sign at event entrance
- Two event admission tickets

SILVER SPONSORSHIP \$1,000

INCLUDES THE BRONZE SPONSORSHIP PACKAGE + THESE ADDITIONAL ITEMS:

- Logo on event map + program

SOCIAL

- Mention/tag in two social posts or stories

DAY-OF EVENT

- Two 3'x8' event banners (sponsor provided)
- Two stage mentions
- Four event admission tickets

EXCLUSIVE GOLD SPONSORSHIP (1 AVAILABLE) \$2,200

INCLUDES THE SILVER SPONSORSHIP PACKAGE + THESE ADDITIONAL ELEMENTS:

PRINT + DIGITAL ADVERTISING

- "Featured Sponsor" logo inclusion in *Tahoe Donner News + Life* feature event article
- Exclusive banner ad and logo included in the event ticket sales announcement email to all Tahoe Donner homeowners

SOCIAL

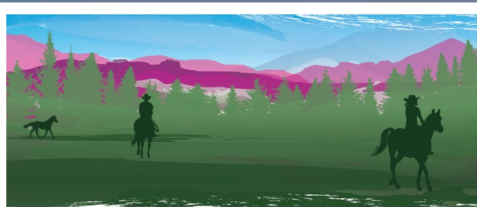
- Mention/tag in three social posts or stories

DAY-OF EVENT

- 10'x10' onsite booth for merchandise display or marketing
- Three 3'x8' event banners (sponsor provided)
- Three stage mentions
- Six event admission tickets

SPONSOR EXAMPLES

EVENT LANDING PAGE



The 5th Annual Wild West Fest is Back at Tahoe Donner!

Association News, Equestrian, Trails

Aug 02

SATURDAY, AUG. 31 | 4:30-7:30PM

Grab your cowboy hat and boots and join the fun at this high-country hoedown on Saturday, Aug. 31, at the Equestrian Center. Enjoy a taste of the old frontier with a ranch-style barbecue, live music, equestrian performances, pony rides and other Western-inspired activities. A rootin' tootin' good time for the whole family, round up all your cowgirls and cowboys for the most rip-roaring shindig this side of the Mississippi!

Kristal-Rae Meacham, equestrian manager at Tahoe Donner, shares, "The Wild West Fest is a great way for families to experience the equestrian culture firsthand, with exciting performances from local riders, a chance to meet our talented team of horses and ponies and other fun offerings for kids and adults. With a little something for everyone, come on over and let your inner cowgirl or cowboy run wild!"

Giddy up, folks! Wild West Fest is right around the corner. Click here to learn more.

EXHIBITIONS • ENTERTAINMENT

HONKY TONK TUNES

Stomp your boots and do-si-do along to your favorite country and rock and roll hits with RobbieGade and the Sagebrush Outlaw!

TRAIL RIDE COWBOYS

Learn about various horse breeds and riding styles as the Tahoe Donner horses demonstrate their skills. Enjoy an arena performance from Circus Cowgirl, Kansas Canine as she showcases her talents to the community.

BARNYARD PETTING ZOO

Give the kids a fun and up-close animal experience with an emu and ostrich, goats, rabbits, mini cow, mini pony and more with the Udder Chaos Petting Zoo!

CHUCK WAGON BBQ

It may not be an authentic chuck wagon, but you'll still be tipping your cowboy hats to the cook after indulging in this tasty, ranch-style BBQ dinner. Wash it all down with a cold beer or sip on a glass of wine, available for purchase at the event.

ACE-HIGH ACTIVITIES

Money on over to the Wild West Fest to enjoy activities for all ages, including:

- Pony rides for kids ages 2-6
- Rope throwing
- Bounce house
- Arena games
- Western dress-up photo booth
- And more!

PRICING

Members: Adult \$15 | Child (4-12) \$10 | Child (3-3) Free

Public: Adult \$20 | Child (4-12) \$15 | Child (3-3) Free

SOLD OUT

Thank you to our sponsors for helping make these events possible!



MANAGEHOME

Property Management makes it easy for you!
"We feel extremely fortunate to be working with you as we know you truly care about our place and our guests and that means a lot! You are a huge part of why we are successful so thank you!"
— Serena, Tahoe Donner



TAHOE DONNER EQUESTRIAN CENTER

Saddle up and smile for pony rides, exciting camps and more this summer at the Tahoe Donner Equestrian Center. Located at Alder Creek Adventure Center, the Equestrian Center is open to members, guests and the public and offers daily, weekly and monthly boarding.



TAHOE FOREST HEALTH SYSTEM

This year, Tahoe Forest Health System celebrates 75 years of emergency, specialty, and preventative services. We are honored to have served this community since 1948, and we are committed to providing exceptional healthcare in the years to come. Join us October 6th for our Anniversary Fall Festival and Fun Run at Truckee Regional Park.



PIZZA ON THE HILL

Voted best kid-friendly restaurant in 2023 by Sierra Sun Readers, find out why families love Pizza on the Hill. With delicious pizza, classic appetizers and more the whole family can enjoy, plus a nearby playground and cozy outdoor seating, it's no wonder Pizza on the Hill continues to be a fan favorite year after year. Make a reservation or stop by today for a dining experience like no other!



KTKE 101.5 RADIO

101.5FM Truckee Tahoe Radio is the soundtrack of the Lake Tahoe basin, carrying the message of community, lifestyle, and music, while living the Tahoe life. Our Mission is to entertain and inform the local community. Take a listen to 101.5FM TRUCKEE TAHOE RADIO today and see what LOCAL and INDEPENDENT radio REALLY sounds like!

EVENT CALENDAR PAGE



5th Annual Wild West Fest – SOLD OUT

Aug 31, 2024 | 📍 1 Alder Creek Adventure Center | 4:30-7:30PM

Grab your cowboy hat and boots and join the fun at this high-country hoedown on Saturday, Aug. 31, at the Equestrian Center. Enjoy a taste of the old frontier with a ranch-style barbecue, live music, equestrian performances, pony rides, a petting zoo, face painting and other Western-inspired activities. A rootin' tootin' good time for the whole family, round up all your cowgirls and cowboys for the most rip-roaring shindig this side of the Mississippi.

WESTERN-STYLE BARBECUE

You'll still be tipping your cowboy hats to the cook after indulging in this tasty, ranch-style barbecue dinner. Wash it all down with a cold beer or sip on a glass of wine, available for an additional cost.

OTHER WESTERN-INSPIRED ACTIVITIES:

- Pony rides (ages 2-6 and under 60 pounds)
- Rope Throwing
- Bounce House
- Arena Games (Box Race + Water Balloon Toss)
- Western Dress-Up Photo Booth
- Craft Cornal
- Face Painting

Date: Saturday, Aug. 31 | 4:30-7:30PM

Cost

Event Tickets | Member Adult \$15, Member Child (3-12) \$10, Public Adult \$20, Public Child (3-12) \$10; All children under 2 are free. Western-Style BBQ Dinner Add-On | Adult Meat \$30.95, Adult Vegetarian \$25.95, Child \$15.95 (Beer + wine available for purchase, sold separately).

Location: Equestrian Center

This event is held rain or shine and tickets are non-refundable.

The Equestrian Center is located at Alder Creek Adventure Center

15275 Alder Creek Rd.

Truckee, CA 96161

(530) 587-9470

SPONSORS



TD NEWS + LIFE MAGAZINE ARTICLE

YEE HAW!

SADDLE UP FOR THE 5TH ANNUAL WILD WEST FEST ON SATURDAY, AUG. 31

BY CYNTHIA COCHRAN

Grab your cowboy hat and boots and join the fun at this high-country hoedown on Saturday, Aug. 31, at the Equestrian Center. Enjoy a taste of the old frontier with a ranch-style barbecue, live music, equestrian performances, pony rides and other Western-inspired activities. A rootin' tootin' good time for the whole family, round up all your cowgirls and cowboys for the most rip-roaring shindig this side of the Mississippi!

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Giddy up, folks! Wild West Fest is right around the corner. Visit tahoedonner.com/wildwestfest to learn more.

WILD WEST FEST

Saturday, Aug. 31, 2024 • 4:30-7:30PM
Equestrian Center at Alder Creek Adventure Center

EXHIBITIONS • ENTERTAINMENT

HONKY TONK TUNES

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TRAIL RIDE COWBOYS

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PRICING

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ACE-HIGH ACTIVITIES

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- Pony rides for kids ages 2-6
- Rope throwing
- Bounce house
- Arena games
- Western dress-up photo booth
- And more!

EQUESTRIAN CENTER OFFERINGS

The Equestrian Center offers a variety of programs and services for all ages, including:

- Pony rides for kids ages 2-6
- Rope throwing
- Bounce house
- Arena games
- Western dress-up photo booth
- And more!

THANK YOU TO OUR SPONSORS

MANAGEHOME, TAHOE DONNER EQUESTRIAN CENTER, 75 TAHOE FOREST, PIZZA ON THE HILL, 101.5

SOCIAL MEDIA



Tickets on sale now! Join us on Saturday, Aug. 31, at the Tahoe Donner Equestrian Center for a rip-roaring adventure back to the old frontier. Enjoy a ranch-style BBQ, live music, equestrian performances, pony rides and so much more! It's a rootin' tootin' good time for the whole family, so round up your cowgirls and cowboys for an unforgettable evening.

Plus, indulge in a delicious Chuck Wagon BBQ and wash it down with a cold beer or a glass of wine available at the Trailside Bar. 🍷🍺

This event has historically sold out, so purchase your tickets today by clicking the [#linkinbio!](#)

And a huge thank you to our sponsors for making this event possible!
[@managemohetahe1](#)
Tahoe Donner Equestrian Center
[@tahoeforesthealthsystem](#)
Pizza on the Hill
[@1015ktke](#)

SPONSOR DELIVERABLES + KEY TIMELINES

DELIVERABLES	DUE DATES
Company Logo Vector files (AI or EPS ONLY) for inclusion on all print and digital promotional materials	July 1
600x200 banner ad for dedicated email (Gold sponsor only)	July 1
Instagram and Facebook handle(s)	July 1
50-word promotional copy for event landing page	July 1
25-word promotional script for stage mention(s)	Aug. 15
3'x8' banner(s)*	Aug. 15

*sponsors must pick-up banners at Tahoe Donner Member Services office 1 week after event or they will be disposed of

