

YOU CAN HELP TEXAS HISTORY LIVE ON



FORT WORTH HERD

“THE HERD” IS THE SINGLE MOST
RECOGNIZABLE SYMBOL OF THE
CITY OF FORT WORTH AND YOU
CAN HELP KEEP ‘EM DRIVING.



THE HERD IMPACT

FORT WORTH HAS ALWAYS BEEN A HUB OF WESTERN HERITAGE AND TRADITION, ONE OF THE MOST ICONIC SYMBOLS OF THAT HERITAGE IS THE FORT WORTH HERD. IT IS THE WORLD'S ONLY TWICE-DAILY CATTLE DRIVE, THE NUMBER ONE ATTRACTION IN FORT WORTH AND AMONG THE MOST VISITED IN THE STATE.

Every detail of the cattle drive—from the saddles and chaps to the boots and hats — is authentic and historically true.

The Fort Worth Herd cattle drive is more than just a tourist attraction. The cattle drive is an important educational opportunity, offering visitors a chance to learn about the history and culture of the west.

More than 8.2 million visitors enjoyed the Fort Worth Stockyards last year, making an \$86 Million economic impact on North Texas.



DID YOU KNOW?

HERE'S HOW YOUR DOLLARS GO TO WORK FOR THE HERD

\$7,500 PROVIDES
PREVENTATIVE
VETERINARY CARE



\$10,000 PURCHASES A
HORSE FOR THE HERD



\$2,500 GIVES THE LONGHORNS FEED
& SUPPLEMENTS FOR ONE MONTH



\$5,000 PURCHASES A
HISTORIC REPLICA SADDLE

PARTNER LEVELS

Chisholm Trail Partner \$25,000

- Naming rights for the observation deck (where the steers stay during the day in between cattle drives)
- Logo listed on sign at observation deck and behind the Exchange Building
- Private Herd Experience for up to 25 people (Available from 1:30 - 2:30 pm Friday - Saturday - Sunday)
- Minimum of 3 social media posts and 1 story integrated throughout the year
- Logo listed on the Herd Website
- Rights to list on your website badge stating “Proudly Supports the Fort Worth Herd (will receive graphic to display)
- Table to attend annual Herd Gala and logo recognition at gala

Trail Boss \$15,000

- Logo listed on sign at observation deck and behind the Exchange Building
- Minimum of 3 social media posts and 1 story integrated throughout the year
- Logo listed on the Herd Website
- Rights to list on your website badge stating “Proudly Supports the Fort Worth Herd (will receive graphic to display)
- 6 seats to attend annual Herd Gala and logo recognition at gala

Longhorn Partner \$10,000

- Logo listed on sign at observation deck and behind the Exchange Building
- Minimum of 2 social media posts and 1 story integrated throughout the year
- Logo listed on the Herd Website
- Rights to list on your website badge stating “Proudly Supports the Fort Worth Herd (will receive graphic to display)
- 4 seats to attend annual Herd Gala and logo recognition at gala

Wrangler Partner \$7,500

- Logo listed on sign at observation deck and behind the Exchange Building
- Minimum of 1 social media posts and 1 story integrated throughout the year
- Logo listed on the Herd Website
- Rights to list on your website badge stating “Proudly Supports the Fort Worth Herd (will receive graphic to display)
- 2 seats to attend annual Herd Gala and logo recognition at gala

* Partnerships expire December 31, 2026 (Calendar Year)

** Custom partner levels available; please contact the Fort Worth Herd office at TheHerd@FortWorthHerd.com for more information

PARTNER LEVELS CONT'D

Top Hand Partner \$5,000

- Logo listed on sign at observation deck and behind the Exchange Building
- Minimum of 1 social media posts and 1 story integrated throughout the year
- Logo listed on the Herd Website
- Rights to list on your website badge stating "Proudly Supports the Fort Worth Herd" (will receive graphic to display)
- Logo recognition at annual Herd Gala

Ranch Hand Partner \$2,500

- Minimum of 1 social media post integrated throughout the year
- Name listed on the Herd Website
- Rights to list on your website badge stating "Proudly Supports the Fort Worth Herd" (will receive graphic to display)
- Name recognition at annual Herd Gala

Maverick Partner \$1,500

- Minimum of 1 social media story integrated throughout the year
- Name listed on the Herd Website
- Rights to list on your website badge stating "Proudly Supports the Fort Worth Herd" (will receive graphic to display)
- Name recognition at annual Herd Gala

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EQUIPMENT NEEDS



Compact Loader
(SKID STEER)



Stock
Trailer



Hydraulic
Dump Trailer



Horse Trailer



Utility Vehicles
(GOLF CART OR UTV)



4-Door, 4x4
Diesel Vehicle

THANK YOU

FRIENDS OF THE FORT WORTH HERD IS THE NON-PROFIT ORGANIZATION THAT SUPPORTS THE FORT WORTH HERD BY PROVIDING FUNDING FOR HORSES, FEED, TACK, VETERINARY CARE, AND EQUIPMENT.

FOR MORE INFORMATION REGARDING SUPPORT
FOR THE FORT WORTH HERD, PLEASE VISIT:

FORTWORTH.COM/HERDPARTNER

