

Other Ways to Get Involved

Major Gift Opportunities

While the Cowboy Joe Club is the primary annual fundraising organization for Wyoming Athletics, we also promote the involvement of capital campaign and endowment giving to the donors of Wyoming. Currently, the Athletic Department is concluding its Athletics Facility Campaign, which when complete will have raised \$16,000,000 in private gifts to go along with \$16,000,000 in support from the State of Wyoming. This campaign's primary objectives include the completion of the \$11 million Indoor Practice Facility, the installation of sports turf on Jonah Field of War Memorial Stadium, as well as many other stadium and athletic facility upgrades. Even as this particular campaign comes to close, we still encourage donors who are interested in making a huge impact, to consider a major gift to the Athletic Department.

Another opportunity for our donors to become even more involved is through an endowed gift to the University of Wyoming Athletic Department. An endowed gift, which must be at a minimum \$25,000, makes a major impact on Wyoming Athletics for years to come. Whether it be an endowed scholarship or an endowed enhancement fund, gifts of these type are a great way to honor someone or leave a legacy at the University of Wyoming.

We encourage donors to consider a major gift to Wyoming Athletics, if you are interested please give the Cowboy Joe Club a call. Also remember, all major gifts to Athletics will count towards your priority point totals.

Steer-A-Year Program

The Steer-A-Year program has a long history at the University of Wyoming and is a great way for the AG community to get involved with Wyoming Athletics. When a donor wants to allocate their gift to the Steer-A-Year program, it goes directly to scholarships for UW student-athletes who graduated from a Wyoming high school, the UW Rodeo team and to the UW Animal Science judging team.

By donating a physical steer, contributing \$600 cash, or picking up steers for gift-in-kind, your contribution will provide you a membership at that particular gift's level in the Cowboy Joe Club, special recognition on the Steer-A-Year stadium sign, a Steer-A-Year hat and many other unique Steer-A-Year membership benefits.

Please remember, you must specify on your renewal that you would like your gift to be allocated to the Steer-A-Year program and you must pledge a steer, pledge to pick-up or contribute \$600 in cash by June 30th to be eligible for Cowboy Joe Club benefits, such as priority parking and priority seating. If you have questions regarding the Steer-A-Year program or are interested in giving a gift to this allocation, please give the Cowboy Joe Club a call.

Gift-in-Kind Program

The Cowboy Joe Club is always looking for area businesses to contribute their goods and/or services to Wyoming Athletics in order to help with budget relief. Hotel accommodations, food and beverage are the most sought after gift-in-kind, but the Cowboy Joe Club may also accept gas, office supplies, electronics, travel, merchandise, or many other budget relieving items.

Gifts of gift-in-kind may be eligible for membership benefits, priority seating, and priority parking, but the gift must be approved by the Executive Director each year to qualify. If you are interested in giving a gift of goods or services, please give the Cowboy Joe Club a call.

Cowboy Joe Courtesy Car Program

The Wyoming Athletics Department is proud to provide some of its coaches and staff the opportunity to drive a courtesy car. These courtesy cars are graciously donated by Wyoming car dealers, and in turn they are provided a Cowboy Joe Club Coaches Club membership, benefits, season tickets, and a trip to see the Pokes on the road. Currently there are more than 25 car dealerships who contribute more than 40 vehicles, but we are still in the need for more. If you are interested in giving a gift in the form of a courtesy car, please give the Cowboy Joe Club a call.

“W” Club

Former letter-winning student-athletes, managers, trainers, cheerleaders, Wildfire dancers, or coaches are invited to join the “W” Club. This exclusive club is designed as an opportunity for former letter winners to stay in touch and stay involved with Wyoming Athletics. Members are eligible to receive many benefits, and all gifts to the “W” Club will gain the donor priority points. If you are interested in joining the “W” Club, please give the Cowboy Joe Club a call.

Special Event Fundraising

At the Cowboy Joe Club, we have established a few different forms of special event fundraising that have proven to be very lucrative in the solicitation of scholarship support. The most successful fundraiser to date is the annual Cowboy Joe Club Auction, which takes place every October in Cheyenne. In 2007, the Cowboy Joe Club was able to break an all-time fundraising record by earning \$270,000 in net revenue.

Another successful and fun fundraiser is the Cowboy Joe Club Golf Series. Each summer, the Cowboy Joe Club, Coaches, Staff, and Poke fans from across the nation gather at golf courses for more than 15 four-person scramble formatted tournaments. Tournaments take place from as far away as Scottsdale, AZ to as close as Laramie. In 2007 the Golf Series also broke a fundraising record by earning a net revenue of \$198,000 towards scholarship support.

Other fundraisers that the Cowboy Joe Club produces include the annual Online Auction and War Memorial Stadium Seatback Rentals, as well as many other smaller fundraisers. All of these events are organized to help the student-athletes of the University of

Wyoming. Although special event fundraisers do not give membership credits or priority points, it is a great way to do that much more for the Cowboy Joe Club. If you are interested in participating in anyone of the special event fundraisers, please give the Cowboy Joe Club a call.

Media Partners

The UW Athletics Department has established a Media Partners program, designed to get the area media outlets involved with Wyoming Athletics. The Media Partners program, organized by the UW Marketing Department, allows donors to give advertising gift-in-kind for season tickets, priority parking and Cowboy Joe Club membership and benefits. Advertising that is currently accepted includes radio advertising, newspaper advertising and television advertising. This program allows Wyoming Athletics the opportunity to promote our athletic events and fundraising, and we are constantly in need for more media support. If you are interested in giving a gift in the form of advertising gift-in-kind, please give the Wyoming Athletics Marketing Department a call at 307-766-5236.

Corporate Support and Sponsorships

University of Wyoming Sports Properties (UWSP) is the multimedia rights holder and sports marketing arm for athletics at UW. UWSP presents the excitement, color and pageantry of college athletics through advertising, marketing and promotional opportunities. In addition to the radio broadcast programming for UW Athletics, UWSP has the exclusive rights for corporate sales of advertising, event sponsorship, game promotion, signage, publications, athletic trademarks and logos, cross-retail promotions, overall marketing partnerships and the development of the official athletic website, www.wyomingathletics.com. While sponsorships do not count towards Cowboy Joe Club membership or priority point accumulations, it is a great way to support UW Athletics. For more information on become an official sponsor or advertiser at UW, please call Wyoming Sports Properties at 307-766-5019.