

Dude Ranchers' Association Convention Sponsor Information

About the Dude Ranchers' Association Convention

When and Where is the Event?

January 26–30, 2026 at The Northern Hotel | Billings, Montana

We're heading to Big Sky Country to celebrate 100 years of the Dude Ranchers' Association at the stunning Northern Hotel—don't miss this historic gathering!

What Happens?

Dude ranch owners, operators, and advocates from across the West come together for an unforgettable week of connection, collaboration, and celebration. Enjoy industry-specific educational seminars, lively discussions, and our trade show—a must-see for anyone in the dude ranch world. Plus, we've got plenty of fun on the agenda, including our legendary fundraising auction and centennial festivities!

Who Attends?

Members of the Dude Ranchers' Association, industry leaders, vendors, sponsors, corporate partners, and special friends of dude ranching—all gathering to celebrate a century of Western hospitality and tradition. We expect 250+ attendees to join this once-in-a-lifetime event.

All Sponsors Receive The Same Base Benefits Package:

- Individual recognition in front of the entire convention attendance during the Opening Session
- Logo included in the 2nd Annual Ranch Hand printed convention magazine/program
- Logo placed on Sponsor "Thank You" poster displayed at the convention
- Company listing and link on the DRA website in the "Sponsors" section of convention information
- Recognition on all copies of agenda next to the event(s) sponsored if applicable
- Electronic list of final attendees with full contact information before and after the convention
- With early commitment, logo included in all pre-convention emails and promotions
- Signage displayed near refreshments of event sponsored if applicable
- Sponsorship Level designation on nametag(s)
- Announced in the bi-monthly Ranch Ramblings newsletters
(Announcement is dependent on timing of sponsorship commitment)

Additional benefits per sponsorship level:

Bronze Bullet Package - \$750

Bronze Bullet Sponsorship Benefits:

- Company logo and business name displayed next to coffee bar and refreshments.
- Opportunity to display stand up banners (sponsor provided) and promotional items for attendees to take next to coffee bar.

Sponsorships Available:

<i>AM Coffee Break & Refreshments</i>	January 27 th Following Opening Session.
<i>PM Coffee Break & Refreshments</i>	January 27 th Following Keynote Speaker.
<i>AM Coffee Break & Refreshments</i>	January 28 th Following Keynote Speaker.
<i>PM Coffee Break & Refreshments</i>	January 28 th Following Keynote Speaker.
<i>PM Coffee Break & Refreshments</i>	January 29 th Following Member Session.

Silver Spur Package - \$1,500

Silver Spur Sponsorship Benefits:

- 1/4 page ad in the 2nd Annual Ranch Hand Convention Program/Magazine
- Verbal and visual recognition during event
- Opportunity to display stand up banners (sponsor provided) and promotional items for attendees to take on session tables.
- 1 free commemorative Centennial Celebration Deneen Pottery mug
- 1 free Centennial Gun Raffle ticket

Sponsorships Available:

<i>Dude Ranch 101 & Moose Milk</i>	January 27 th 3:15-4:45pm.
<i>Keynote Speaker - Jeff Kortes</i>	January 28 th 8:30-9:45am.
<i>Keynote Speaker - Katie Schrock</i>	January 28 th 10:00-11:15am.
<i>Circle the Wagons Member Session</i>	January 29 th 2:00-3:00pm.

Gold Buckle Package - \$2,500

Gold Buckle Sponsorship Benefits:

- 1/2 page ad in the 2nd Annual Ranch Hand Convention Program/Magazine
- 1 Complimentary Registration Pass
- Verbal and visual recognition during event
- Opportunity to display stand up banners (sponsor provided) and promotional items for attendees to take on session tables.
- 2 free commemorative Centennial Celebration Deneen Pottery mugs
- 2 free Centennial Gun Raffle tickets

Sponsorships Available:

<i>Gun Raffle</i>	Additional Benefits - Contact DRA Office for Details	
<i>Cocktail Hour</i>	January 27 th	5:00 - 6:00pm
<i>District Meetings</i>	January 28 th	2:45 - 4:45pm
<i>Business Session</i>	January 29 th	8:30 - 9:30am