



\* SANTA YNEZ VALLEY HISTORICAL MUSEUM \*  
PARKS-JANEWAY CARRIAGE HOUSE



Vaquero, by Joe Milazzo.

2026

# VAQUERO BENEFIT

42ND ANNUAL DINNER & AUCTION

SATURDAY, NOVEMBER 7 • 5:00 - 9:00PM

3596 SAGUNTO ST • SANTA YNEZ • CA • 93460



# 2026 VAQUERO BENEFIT

Dear Friends of the Santa Ynez Valley Historical Museum,

For more than four decades, the **Vaquero Benefit Dinner & Auction** has brought together community leaders, ranching families, local businesses, and friends who share a commitment to preserving the rich history and traditions of the Santa Ynez Valley. We are honored to invite you to become a sponsor of the **42nd Annual Vaquero Benefit Dinner & Auction**, to be held on **Saturday, November 7, 2026, from 5:00pm-9:00pm**, at the Santa Ynez Valley Historical Museum & Parks-Janeway Carriage House. This year we are honoring two Vaqueros.

As the Museum's premier annual fundraising event, the Vaquero Benefit celebrates the enduring legacy of the California Vaquero while raising critical funds that sustain the Museum's mission to **preserve, interpret, and celebrate the history of human experience in California's Santa Ynez Valley and Central Coast.**

Your sponsorship directly supports the Museum's ongoing efforts to:

- U Preserve and care for our historic collections and archives.
- U Develop engaging new exhibitions and interpretive experiences.
- U Expand youth education programs, including growing our school outreach initiatives.
- U Maintain and enhance the nationally recognized Parks-Janeway Carriage House.
- U Improve accessibility and ensure that future generations can experience the stories, traditions, and heritage that define our Valley.

Whether you choose to become a **Title Sponsor, Cattle Boss Sponsor, Vaquero Sponsor, Western Saloon Sponsor, Buckaroo Sponsor, or Ranch Hand Sponsor**, your partnership demonstrates a meaningful investment in preserving our community's heritage while inspiring the next generation through education and cultural enrichment.

Thank you for your consideration and your commitment to preserving our shared heritage. To reserve your sponsorship or to request additional information, please reach out to **Donna Reeves** at [development@santaynezmuseum.org](mailto:development@santaynezmuseum.org) or call 805-895-1259

With sincere appreciation,

Krissy Castillo  
Executive Director

Tina Hansen McEnroe  
Board President

[DEVELOPMENT@SANTAYNEZMUSEUM.ORG](mailto:DEVELOPMENT@SANTAYNEZMUSEUM.ORG) • [WWW.SANTAYNEZMUSEUM.ORG](http://WWW.SANTAYNEZMUSEUM.ORG)

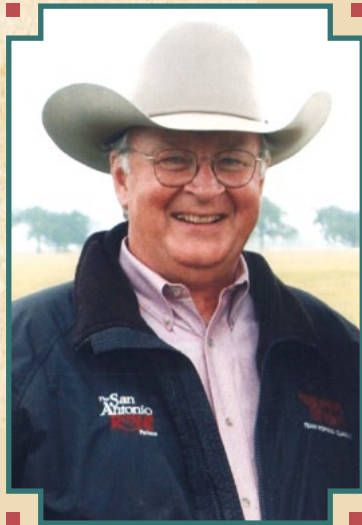
# 2026 VAQUERO BENEFIT

## HONORING OUR 2026 VAQUEROS

The Santa Ynez Valley Historical Museum is proud to honor two individuals whose lives exemplify the traditions, stewardship, and spirit of the American West.

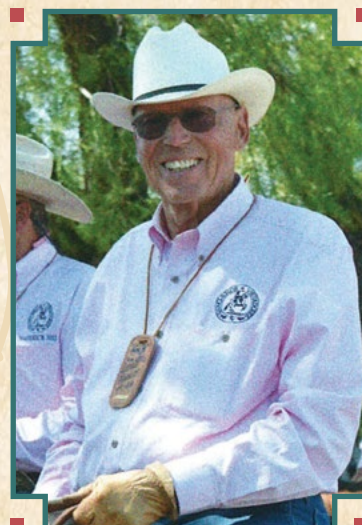
Two different paths. One shared spirit. Denis Carroll and Don Hanson have each shaped the American West in their own way – and this November help us honor them.

### DENIS CARROLL



**DENIS CARROLL** is a prominent businessman and the former owner of HatCo, the parent company behind iconic western brands Stetson and Resistol. As the founder of the Pro Equine Group, he quietly built an empire that includes Cactus Ropes and Cactus Saddlery, fundamentally shaping the modern equine and rodeo industries. Highly regarded for his humility and philanthropy, Carroll's corporate backing and strategic investments have transformed the earning potential and legacy of professional cowboys worldwide.

### DON HANSON



**DON HANSON** has spent more than seven decades making a lasting contribution to the Western cattle industry — from Colorado's mountain ranges and Hawaii's historic cattle country to the ranches of California and Wyoming. His lifetime of ranching experience represents a legacy of leadership, innovation, and devotion to the people, livestock, and landscapes of the American West.

# 2026 VAQUERO BENEFIT

## SPONSORSHIP OPPORTUNITIES

PROMOTING THE TRADITIONS AND INFLUENCE OF THE CALIFORNIO VAQUERO

| SPONSORSHIP<br>LEVELS & BENEFITS                  | \$15,000<br>TITLE | \$10,000<br>CATTLE BOSS | \$7,500<br>VAQUERO | \$5,000<br>SALOON | \$4,000<br>BUCKAROO | \$2,000<br>RANCH HAND |
|---------------------------------------------------|-------------------|-------------------------|--------------------|-------------------|---------------------|-----------------------|
| Exclusive Presenting Sponsor Designation          | U                 |                         |                    |                   |                     |                       |
| Personal Table Concierge                          | U                 |                         |                    |                   |                     |                       |
| One-of-a-kind Piece of Joe Milazzo's Artwork      | U                 |                         |                    |                   |                     |                       |
| Logo/Ad in Dinner Program Inside Front            | U                 |                         |                    |                   |                     |                       |
| Logo on Podium                                    | U                 |                         |                    |                   |                     |                       |
| Logo Placement on Sponsorship Collateral          | U                 | U                       |                    |                   |                     |                       |
| Recognition in Press Releases                     | U                 | U                       | U                  |                   |                     |                       |
| Vaquero Dinner Tickets                            | 10                | 8                       | 6                  | 4                 | 4                   | 2                     |
| Recognition in Speech                             | U                 | U                       | U                  | U                 | U                   | U                     |
| Featured Social Media Posts                       | 8                 | 6                       | 3                  | 3                 | 2                   | 1                     |
| Logo/Name at Dinner                               | U                 | U                       | U                  | U                 |                     |                       |
| Logo on Dinner Big Screen                         | U                 | U                       | U                  | U                 | U                   | U                     |
| Logo Placement on Website                         | U                 | U                       | U                  | U                 | U                   | NAME ONLY             |
| Logo Placement on Flyer                           | U                 | U                       | U                  | U                 | U                   | NAME ONLY             |
| Vaquero Dinner Program                            | FULL PAGE         | 1/2 PAGE                | 1/4 PAGE           | 1/8 PAGE          | 1/8 PAGE            | NAME ONLY             |
| Exclusive Custom Bar Signage with Name and Logo   |                   |                         |                    | U                 |                     |                       |
| Exclusive Naming Rights to Vaquero Western Saloon |                   |                         |                    | U                 |                     |                       |
| Exclusive Naming Rights to Signature Cocktail     |                   |                         |                    | U                 |                     |                       |

# 2026 VAQUERO BENEFIT

## FIRST RIDE PRICING

### Through September 30th • First Ride Pricing

\$225 per individual; \$1,600 per table of 8

### October 1st

\$275 per individual, \$2,000 per table of 8

Purchase tickets and reserve sponsorships at:  
[www.santaynezmuseum.org/vaquero-2026](http://www.santaynezmuseum.org/vaquero-2026)



## YOUR SPONSORSHIP MAKES A DIFFERENCE

Every sponsorship directly supports the Santa Ynez Valley Historical Museum  
& Parks-Janeway Carriage House by helping to:

- Preserve the history and heritage of the Santa Ynez Valley
  - Care for historic collections and exhibits
- Expand youth education programs, including Wild West Youth Camp
  - Provide school tours and hands-on educational experiences
- Present community lectures, exhibits, and cultural programs
  - Preserve the Parks-Janeway Carriage House and its nationally recognized carriage collection
- Improve accessibility and enhance the visitor experience

*Together, we are preserving the past while inspiring future generations.*

**Thank you for your time, consideration, and generosity.**  
Your support really does make a difference in helping us to preserve  
the history and legacy of the Santa Ynez Valley's heritage.



**DONNA REEVES**

DEVELOPMENT & GRANT SPECIALIST

[development@santaynezmuseum.org](mailto:development@santaynezmuseum.org) • 805-895-1259

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