

# Women's Work

ART SHOW AND SALE 2024




Mejo Okon



August – September 2024

150 E Main St, Trinidad, Colorado





Jill Latno-Yamate

# About Women's Work

*Women's Work* is a first of its kind exhibition, increasing the recognition of Western women artists and makers, and women working in the West. Juried fine and traditional artists have been connected with women on working ranches. Artists will spend time on their chosen or provided ranch, learn from the women's connection to family, land, plants, and animals, and create work for the show inspired by the people and places with whom they are connected.

Recognizing the intrinsic connections indigenous women have with their tribes, *Women's Work* provides a platform and supportive space for indigenous women to authentically share their own stories. It strives to honor, amplify, and celebrate the traditions, culture, and narratives of Indigenous women, highlighting their unique experiences and deep connections to the land and its history as the original inhabitants.

Cowgirl Artists of America is producing *Women's Work* in collaboration with the A.R. Mitchell Museum of Western Art in Trinidad Colorado, August 2 through September 30, 2024. The exhibition's opening weekend, August 2 and 3, will include a reception open to the community, a luncheon for juried artists, sponsors, and patrons, as well as artist demonstrations, and artist and rancher panels throughout the weekend.

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# How to Help

Sponsorships are critical to the success of Women's Work. Whether you choose sponsorship for a specific level, an opening weekend event, contribute in-kind donations, or join us as a ranch or Indigenous sponsor, your gift helps share the story of women working in the West.

The following pages highlight all sponsorship levels and benefits, like early access to the exhibition and voting rights for prizes.

The Cowgirl Artists of America and A. R. Mitchell Museum of Western Art teams will reach out to you to answer any questions and provide more information on sponsorship opportunities.

We hope that you will join us in supporting this remarkable event.

The Cowgirl Artists of America team is available to answer any questions and provide more information on sponsorship opportunities. Please email [info@cowgirlartistsofamerica.org](mailto:info@cowgirlartistsofamerica.org) to share you question or schedule a phone call.



# BECOME A SPONSOR

## Women's Work 2024

### EXHIBITION PATRON

**\$15,000**

- **Exhibition Patron Sponsorship supports all aspects of the full exhibition.**
- **Logo placement:** Primary and enlarged placement on all Women's Work materials
- **Website Recognition:** Clickable logo on CGA's welcome page and Women's Work page, as well as sponsor feature
- **Newsletter Recognition:** Clickable logo and recognition in a "Sponsor's Corner" post
- **Social Media:** Featured brand post (collaborative options available), with story share. Logo included in show event posts. Tagged in show event posts. 3 social media "influencer" type posts
- **Catalog Recognition:** Logo and Sponsors Corner
- **Podcast:** Sponsor ad in 2 podcast episodes and mentioned on 6 podcast episodes
- **Welcome bag:** Include a pre-approved item(s) in welcome bag
- **Sponsor Preview Party (opening night):** 6 tickets
- **Sponsor Lunch with Artists (Saturday):** 6 tickets
- **Sponsor Coffee (Sunday):** 6 tickets
- **Sponsor Votes:** 4 votes

### OPENING EVENT BENEFACTOR

**\$10,000**

- **Provide music for Friday evening's reception**
- **Provide Saturday luncheon for participating artists and sponsors**
- **Cover additional administrative costs for producing the exhibition**
- **Logo placement:** Prominent, regular size
- **Website Recognition:** Clickable logo on CGA's welcome page and Women's Work page
- **Newsletter Recognition:** Clickable Logo
- **Social Media:** Logo included in show event posts and tagged in show event posts and 3 social media "influencer" type posts
- **Catalog Recognition:** Logo included
- **Podcast:** Sponsor Ad in 1 podcast episode and mentioned on 6 podcast episodes
- **Welcome bag:** Include a pre-approved item(s) in welcome bag
- **Sponsor Dinner (opening night):** 4 tickets
- **Sponsor Lunch with Artists (Saturday):** 4 tickets
- **Sponsor Breakfast (Sunday):** 4 tickets
- **Sponsor Votes:** 2 votes



Artists (left to right): Jackie Sevier (Northern Arapaho), Maia Larkin, Beverly (Bear King) Moran ("Hunkpapa Lakota), Teresa Vito, Kari McCluey



# BECOME A SPONSOR

## Women's Work 2024

### **AWARD SPONSOR (1 available) \$6000**

- Cover the cost of artist's prizes for the Exhibition

### **CATALOG SPONSOR (1 available) \$6000**

- Cover the cost of design and production of 300 (150 page) hard-cover catalogs

### **ADVERTISING SPONSOR (1 available) \$6000**

- Cover the cost of targeted postcards, social media ads, printed materials, and publication print ads

### **EDUCATION SPONSOR (1 available) \$6000**

- Cover the cost of honorariums for artist discussions and demonstrations
- Cover expenses of artist printed materials to be included in exhibition

### **ALL SPONSORS IN \$6000 TIER RECEIVE**

- Provide cash prizes, awards, and exhibition juror stipends
- **Logo placement:** Bottom placement, regular size
- **Website Recognition:** Clickable Logo included
- **Newsletter Recognition:** Clickable Logo included
- **Social Media:** Logo included in show event posts and tagged in show event posts and 3 social media "influencer" type posts
- **Podcast:** Sponsor Ad in 1 podcast episode and mentioned on 3 podcast episodes
- **Catalog Recognition:** Logo included
- **Welcome bag:** Include a pre-approved item(s) in welcome bag
- **Sponsor Dinner (opening night):** 2 tickets
- **Sponsor Votes:** 1 vote

### **FRIEND \$1,000**

- Named on Women's work page on CGA's website, CGA's Women's Work focused newsletter, and exhibition catalog

### **ENTHUSIAST \$500**

- Named on Women's work page on CGA's website



# SPECIAL SPONSORSHIP

## Women's Work 2024

### RANCH PARTNER\*

**VALUED AT \$3,000**

This is a unique sponsorship opportunity for collaboration. Ranch partners must sign the ranch partnership agreement that outlines the details of allowing a Women's Work artist to visit their ranch to gather reference materials to create work for the exhibition.

Ranch Partners get:

- \$3000 credit toward upgrading their sponsorship (if desired)
- Logo placement in partner area of website, catalog, and newsletter.

Not all ranch partners are guaranteed artist placement. Ranch partners that do host an artist will receive upgraded logo placement with a clickable link, social media recognition, and opportunities for collaborative posts. In addition, the ranches and women represented by the artists will receive recognition within the show and with the work itself. These ranches will also have opportunities to participate in the opening weekend with community talks and event tickets.

- Host ranches will receive 2 tickets for Friday Dinner, Saturday lunch, and Sunday breakfast.
- All partner ranches will receive 1 voting right for the sponsor's choice award.

### INDIGENOUS ORG PARTNERS\*

**VALUED AT \$3,000**

Because Indigenous Women are intrinsically connected to their tribes, there is no partnership requirement like there is for women visiting ranches. However, we believe in collaboration and creating partnerships that benefit everyone, and we'd love to partner with you! If you are interested in becoming a partner, and receiving the benefits associated with partners, please email [info@cowgirlartistsofamerica.org](mailto:info@cowgirlartistsofamerica.org) to discuss options.

### IN-KIND DONATIONS

Donations of all sizes and in-kind donations are welcome and critical to our success. Sponsorship levels of in-kind donations are calculated based on the value of the donation. All in-kind donations must be pre-approved.



# Women's Work

## FAST FACTS

### **Cowgirl Artists of America and A. R. Mitchell Museum of Western Art**

Partnership

**A. R. Mitchell Museum of Western Art  
150 E Main St, Trinidad, CO 81082**

Location

**August 2-4, 2024**

Opening Weekend

**September 30**

Show Closes

**56**

Participating Artists



#### GET IN TOUCH



(405)492-1484



@cowgirlartistsofamerica



www.cowgirlartistsofamerica.org



info@cowgirlartistsofamerica.org



# FROM "WOMEN'S WORK" ARTISTS

*Lori Jones*

I'm honored to be included in this groundbreaking show. As a ranch wife, I've always been frustrated by the lack of representation for women on the ranch. I grew up doing all the things the guys did, and I'm looking forward to this opportunity to share my perspective with the public through my drawings.

It is my hope that this show will leave visitors with a deeper knowledge and understanding of a woman's "place" in the agricultural world. Our "place" is wherever we wish it to be, and more often than not, wherever we are called to be. Women in our world cook for the crew, wash the dishes, tend the children and saddle up and drag calves, ride colts and tend the cattle too. I'm excited to portray that.

*Kim Trichey*

I am beyond excited to be included in the upcoming "Woman's Work" show! To be participating in an all woman show where the whole focus is on celebrating the amazing women that have done so much to shape the western tradition-is my lifetime dream! I have spent my entire life working on a ranch and seeing firsthand these awesome women who tirelessly and selflessly do jobs typically thought of as a man's job. They do this while also doing the cooking, the cleaning, the raising of the children. To be presented with the opportunity to share my experiences with the visitors to this show is so inspiring! My vision [is for visitors] to witness the beauty and strength of the western/cowgirl/woman... [their] toughness, the tenderness, and the passion with which they do their jobs.

# FROM "WOMEN'S WORK" ARTISTS

*Lauretta Newby-Coker*

What a privilege it is to represent working women in a profession that is primarily viewed as a Man's job. I hope that each visitor to the A.R. Mitchell Museum of Western Art is awakened to roles that women have been filling for years.

The inspiration for my Artwork, is that of a treasure to our Tribe, the Endangered Choctaw Ponies. With about 300 in existence, taking care of them, and insuring that they thrive, is of utmost importance, and many times,

The vision for my Artwork is that of a Choctaw Woman outside, working with the endangered Choctaw Ponies on a ranch that is dedicated to insuring their survival. The ponies are part of rich heritage for the Choctaw Nation, and Women are out helping to keep that spirit alive.

*Amber Scally*

What the women on the ranches around me accomplish might seem like a novel story to some is the essential day-to-day grind that keeps these multi-generational ranches running and from becoming a thing of the past. They have sacrificed so much of themselves to support not only their ranches, but the men they work side by side with. They are stories I want to shout about. I want them to be heard. I hope visitors of this show come away with a profound sense of the strength, grace and determination that embody working women in the west.

I am working with a smaller local ranch...When there is work to do on this ranch, the whole family is involved... I want to capture and translate images that showcase all three generations: mother, daughter, and granddaughters.



# FROM “WOMEN’S WORK” ARTISTS

Renee Gould

I've been mulling over the idea of what a cowgirl is. Is it as simple as a woman who wears a hat, rides a horse, and owns cows?...

The definition of a cowgirl is bigger than just the way a person looks. A cowgirl tends to the land and its animals with grace and confidence. She is courteous, she is kind, she is gritty, she is skilled, and she is passionate. She is integral to the daily farm operations whether she is aboard her horse or busy in the kitchen ...

I am delighted and honored to be creating work featuring my.. neighbor and friend, Abbie Gattey, from Cross Bar Ranch. She works alongside her husband with kids in tow on their family farm. They tend to the land that has been in their family name for over 100 years....She is courteous, she is kind, she is gritty, she is skilled, and she is passionate. The bonus is that she wears a hat and can throw a rope.

Maia Chavez Larkin

Women's Work...speaks to me for its potential to change the narrative of the Western mythos. For so long, the history and the legend of the West has been dominated by male figures... A show that highlights the role of women in the West from both First Nation and post-colonial perspectives, through the eyes of women artists, has the potential to be ground-breaking on so many levels...

My hope is that this show has the potential to truly begin to change the narrative, and to alter the way art lovers of today view the history of the land that we all love. I hope that it opens the window on the multitude of ways in which women are and have always been pivotal to the infrastructure of the West, to the way we ranch, the way we grow our crops, the way we steward the land.