



# 2025 SILVER SPUR PROGRAM

New for Silver Spur Qualifying in 2025 and beyond



## INDIVIDUAL QUALIFICATIONS AND BENEFITS

### Lamb & Goat, Poultry, School Art, Steer, Swine and Wine Auctions

The Silver Spur Club's mission is to recognize donors committed to supporting HLSR long term through the auctions where donations benefit HLSR exhibitors and HLSR's Education Fund. Donor recognition should be meaningful and impactful and in the best interest of the long-term success and sustainability of HLSR.

### YEARLY MEMBERSHIP BENEFITS

Qualifying individual Silver Spur Members must donate a cumulative total of \$25,000 or more in one show year at any or all the above listed Houston Livestock Show and Rodeo™ auctions. Monies may be donated in the form of auction day donations, cash donations or unmatched purchase commitments.

### CLUB MEMBER BENEFITS

After the 3<sup>rd</sup> year of consecutive membership, you are in the Silver Spur Club and your total amount donated is tracked for cumulative benefits that are awarded based upon cumulative donation amount. Accumulation will occur regardless of whether or not an annual total of \$25,000 is met.

#### Year One Member

- » **Donor Recognition:** Silver Spur Members will receive recognition on a donor board by the Louis M. Pearce Board Room and on the donor banner at the 2026 Auctions.
- » **Directors' Club Guest Passes:** Each individual Silver Spur Member will receive 2 Directors' Club Passes.
- » **Silver Spur Gala:** Invitation for 2 to the 2026 Silver Spur Gala.
- » **Parking Pass (1):** \$25,000 - \$59,999 (Purple Lot) or \$60,000 and above (Red Lot)
- » **Silver Spur jacket or vest**

#### Year Two Member

- » **Donor Recognition:** Silver Spur Members will receive recognition on a donor board by the Louis M. Pearce Board Room and on the donor banner at the 2026 Auctions.
- » **Directors' Club Guest Passes:** Each individual Silver Spur Member will receive 4 Directors' Club Passes.
- » **Silver Spur Gala:** Invitation for 2 to the 2026 Silver Spur Gala.
- » **Parking Pass (1):** \$25,000 - \$59,999 (Purple Lot) or \$60,000 and above (Red Lot)
- » **Choice of one:** Silver Spur watch, bracelet, purse or briefcase.

#### Year Three - Silver Spur Club Member and above

Individual Silver Spur Club Members will receive benefits based on the yearly donation amount. Year three members will receive a set of spurs at the 2026 gala.

##### \$25,000 - \$59,999:

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- » **Directors' Club Guest Passes:** Each individual Silver Spur member will receive one pass per \$3,500 spent with a minimum of 8 passes and a max of 40 pass (and 4 per day).
- » **Silver Spur Gala:** Invitation for 2 to the 2026 Silver Spur Gala.
- » **Parking Pass:** Purple Lot parking pass (sponsor parking across Kirby from NRG Stadium).

##### \$60,000 - \$99,999:

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- » **Silver Spur Gala:** Invitation for 2 to the 2026 Silver Spur Gala.
- » **Parking Pass:** Directors Lot parking pass
- » **Board Room Access:** Individual members spending at least \$60,000 receive access and charging privileges to the Louis M. Pearce Jr. Board Dining Room for themselves and one guest. Only one access card will be issued per Silver Spur member.

##### \$100,000 and above:

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- » **Board Room Access:** Individual members spending at least \$60,000 receive access and charging privileges to the Louis M. Pearce Jr. Board Dining Room for themselves and one guest. Only one access card will be issued per Silver Spur member.

### INDIVIDUAL SILVER SPUR CLUB MEMBERS WILL RECEIVE CUSTOM GIFTS BASED ON CUMULATIVE DONATIONS

- » **\$100,000:** sterling silver "\$100K" badge
- » **\$250,000:** hat and hat band
- » **\$500,000:** "\$500K" trophy belt buckle
- » **\$750,000:** custom boot gift certificate
- » **\$1,000,000:** trophy saddle and rack
- » **\$2,000,000:** Reserved parking spot regardless of current year spend

### SILVER SPUR CLUB POLICY CLARIFICATIONS

- » The Silver Spur Club is an invitational organization and members are bound to the rules and policies in the HLSR's Member and Volunteer Handbook. Any Silver Spur member or organization who violates any of the rules will forfeit their Silver Spur standing and all privileges related to it. HLSR has the right to settle all matters arising out of or connected with the Silver Spur Club or Membership.
- » All payments must be made by June 1, 2025 to receive yearly membership benefits and be in the Silver Spur Club.
- » Silent auction purchases, including those made at the Wine Auction, do not count toward Silver Spur.
- » **Questions?** Please Email: SilverSpur@rodeohouston.com



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### YEARLY ORGANIZATION BENEFITS

Qualifying Silver Spur 501(c)3 buying organization members must donate a cumulative total of \$50,000 or more at any or all the above listed Houston Livestock Show and Rodeo™ auctions. Monies may be donated in the form of auction day purchases, cash donations or unmatched purchase commitments. Buying organizations must make all payments under the name of the respective entity.

### CLUB BENEFITS

After the 3<sup>rd</sup> year of consecutive membership, you are in the Silver Spur Club and your total amount donated is tracked for cumulative benefits that are awarded based upon cumulative donation amount. Accumulation will occur regardless of whether or not an annual total of \$50,000 is met.

#### Year One Organization

- » **Donor Recognition:** Silver Spur Buying Organizations will receive recognition on a donor board by the Louis M. Pearce Board Room and on the donor banner at the 2026 Auctions.
- » **Directors' Club Guest Passes:** Each individual Silver Spur Member will receive 2 Directors' Club Passes.
- » **Silver Spur Gala:** Invitation for 2 to the 2026 Silver Spur Gala.
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- » **Silver Spur jacket or vest**

#### Year Two Organization

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Silver Spur Club Organizations will receive benefits based the yearly donation amount. Year three organizations will receive a set of spurs at the 2026 gala.

##### \$50,000 - \$99,999:

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- » **Directors' Club Guest Passes:** Each qualifying Silver Spur Buying Organization will receive one pass per \$5,000 spent. The maximum number of passes a member can receive is 40 (and 4 per day).
- » **Silver Spur Gala:** Invitation for 2 to the 2026 Silver Spur Gala.
- » **Parking Pass:** Purple Lot pass (sponsor parking across Kirby from NRG Stadium).

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- » **Silver Spur Gala:** Invitation for 2 to the 2026 Silver Spur Gala
- » **Parking Pass:** Directors Lot pass.
- » **Board Room Access:** Buying organization donating at least \$100,000 receive access and charging privileges to the Louis M. Pearce Jr. Board Dining Room for themselves and one guest. Only one access card will be issued per Silver Spur buying organization.

### 501(C)3 SILVER SPUR CLUB MEMBERS WILL RECEIVE CUSTOM GIFTS BASED ON CUMULATIVE DONATIONS

- » **\$250,000:** 4 – sterling silver "\$250K" badges
- » **\$500,000:** 10 – Silver Spur hat bands
- » **\$750,000:** custom boot gift certificate
- » **\$1,000,000:** trophy saddle and rack

### SILVER SPUR CLUB POLICY CLARIFICATIONS

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- » Committee-buying groups are not eligible for Silver Spur Membership or Silver Spur Club.
- » All payments must be made by June 1, 2025 to receive yearly membership benefits and be in the Silver Spur Club.
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#### YEARLY INDIVIDUAL MEMBER BENEFITS

An individual must contribute \$25,000 in one Show year to receive the yearly benefits which include (yearly benefits are for the following Show year):

##### \$25,000 - \$59,999:

- » **Donor Recognition:** Silver Spur Club Members will receive recognition on a donor board by the Louis M. Pearce Board Room and on the donor banner at the 2026 Auctions.
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#### \$1 MILLION LEVEL

Donors who reach the \$1 million level are invited to the Silver Spur Gala each year and receive a director lot parking pass regardless of the annual donation amount.

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### YEARLY 501(C)3 BUYING ORGANIZATION MEMBER BENEFITS

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### CUSTOMIZED 501(C)3 BUYING ORGANIZATION MEMBER GIFTS

501(c)3 Buying Organization Silver Spur Members will receive custom gifts based on years of membership or cumulative contributions. Members will have the option to receive a gift card of equal value in lieu of the trophy saddle and rack.

- » 2<sup>nd</sup> year consecutive members receive one Silver Spur watch, bracelet, purse, or briefcase
- » 3<sup>rd</sup> year consecutive members receive one set of silver spurs and silver spur bag.
- » After the 3<sup>rd</sup> year of consecutive membership, gifts are awarded based upon cumulative purchases. Accumulation will occur regardless of whether or not an annual total of \$50,000 is met. However, in order to receive additional benefits, including donor board recognition, the \$50,000 total must be met. The customized gifts are listed below:
  - » \$250,000: 4 – sterling silver "\$250K" badges
  - » \$500,000: 10 – Silver Spur hat bands
  - » \$750,000: custom boot gift certificate
  - » \$1,000,000: trophy saddle and rack

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