



A Historic Western Destination.

A BOLD NEW ERA.



RODEO ARENA



LIVE CONCERTS



EVENTS



COMMUNITY



LEGACY

SPONSORSHIP & MEDIA KIT



FOUNDING PARTNERSHIPS NOW AVAILABLE



WHERE ARIZONA'S WESTERN LEGACY MEETS ITS NEXT GREAT GATHERING PLACE



At the edge of the high desert beneath the Cottonwoods of historic Kirkland, Arizona, a legendary property is being reborn.



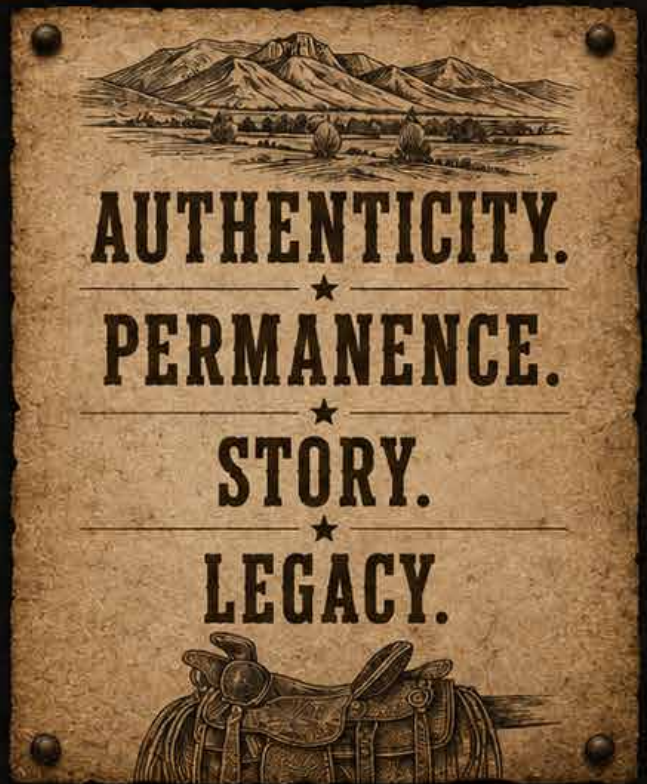
The Kirkland Outpost — home to the historic Kirkland Saloon & Steakhouse — is evolving into one of the Southwest's most authentic western destinations: a premier rodeo arena, live music venue, gathering place, and experiential outpost for the modern West.



This is more than sponsorship.
This is an opportunity to plant your brand inside a living piece of Arizona history — where rodeo culture, ranching heritage, tourism, music, food, and community converge beneath open skies and arena lights.



For a select group of founding partners, the Kirkland Outpost offers something increasingly rare:



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VISION FOR THE ARENA & OUTPOST

★ BUILDING THE SOUTHWEST'S NEXT ICONIC WESTERN VENUE ★

The Kirkland Outpost Arena & Event Center is designed to become a year-round destination for western sports, live entertainment, tourism, dining, and community events.

AT ITS HEART SITS A PROFESSIONALLY DESIGNED ARENA BUILT TO HOST:

- Team roping competitions
- Rodeos and jackpot events
- Western lifestyle gatherings
- Concerts and live music festivals
- Ranch and agricultural events
- Family entertainment experiences
- Seasonal festivals and community celebrations
- Car shows
- Farmers markets
- Culinary events
- Auctions
- ...and more!

SURROUNDING THE ARENA IS A CAREFULLY CRAFTED GUEST ENVIRONMENT DESIGNED TO IMMERSE VISITORS IN THE WESTERN EXPERIENCE:

- Shaded VIP seating beneath mature Cottonwoods
- Elevated observation decks overlooking the arena
- Signature handcrafted bars and hospitality spaces
- Outdoor dining and live music patios
- A retro-inspired drive-in theater experience
- Western-inspired gathering areas designed for storytelling, connection, and entertainment



THE RESULT IS NOT SIMPLY AN ARENA.

IT IS AN EXPERIENTIAL WESTERN DESTINATION BUILT FOR COMPETITORS, FAMILIES, TRAVELERS, MUSIC LOVERS, AND BRANDS SEEKING

★ MEANINGFUL CULTURAL CONNECTION. ★



EST. 1860s

KIRKLAND

★ OUTPOST ★

KIRKLAND, ARIZONA



THE KIRKLAND LEGACY

A PLACE BUILT BY THE WEST



Long before highways crossed Arizona, Kirkland stood as a rugged stopover for ranchers, travelers, miners, and cattlemen moving through the territory.



Dating back to the 1860s, the Kirkland property has served generations of hardworking western families, cowboys, and wanderers seeking good company, strong drinks, hearty meals, and a place to gather beneath the desert sky.



Today, that spirit remains alive within the walls of the Kirkland Saloon & Steakhouse. The worn wood, the open land, the arena dust, the sound of music rolling through the Cottonwoods — these are not manufactured experiences. They are earned over generations.



The Kirkland Outpost honors that legacy while building something entirely new for the future of western entertainment and hospitality in Arizona.



Not polished into something artificial. Not redesigned into a corporate venue. But elevated into an authentic western destination *unlike anything else in the region.*



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★ AUDIENCE & REACH ★

AN AUDIENCE THAT LIVES THE LIFESTYLE

The Kirkland Outpost attracts a uniquely loyal and emotionally connected audience — one deeply tied to western culture, outdoor living, ranching heritage, and community traditions.

OUR AUDIENCE INCLUDES:

-  Ranchers and agricultural families
-  Rodeo competitors and roping teams
-  Western lifestyle enthusiasts
-  Outdoor recreation audiences
-  Country music and live entertainment fans
-  Arizona travelers and tourists
-  Families seeking authentic experiences
-  Regional visitors from across the Southwest
-  Car shows
-  Farmers markets
-  Culinary events
-  Auctions and more



★
UNLIKE TRADITIONAL ADVERTISING ENVIRONMENTS,
GUESTS AT THE KIRKLAND OUTPOST ARE NOT PASSIVE CONSUMERS.



THEY STAY.



THEY GATHER.



THEY COMPETE.



THEY CELEBRATE.



THEY RETURN.

★ SPONSORS BECOME WOVEN INTO THE EXPERIENCE ITSELF —

★ SEEN NOT AS INTERRUPTIONS, BUT AS PART OF THE ★
ATMOSPHERE AND IDENTITY OF THE VENUE.

★ WHY SPONSOR KIRKLAND ★



BECAUSE AUTHENTICITY CANNOT BE MANUFACTURED

Modern audiences crave real places.
Places with history.
Places with texture.
Places that feel earned rather than engineered.

The Kirkland Outpost delivers exactly that.

While many sponsorship environments feel temporary or transactional, Kirkland offers sponsors something far more powerful:



EMOTIONAL ASSOCIATION

- Your brand becomes connected to:
- ★ Western heritage
 - ★ Family tradition
 - ★ Community gathering
 - ★ Live entertainment
 - ★ Competitive rodeo culture
 - ★ Arizona tourism
 - ★ Authentic experiences



YEAR-ROUND VISIBILITY

- Unlike single-weekend rodeos, Kirkland is designed as an ongoing destination with recurring:
- ★ Roping events
 - ★ Live music
 - ★ Dining traffic
 - ★ Seasonal festivals
 - ★ Community events
 - ★ Tourism visitation



HIGHLY SHAREABLE EXPERIENCES

- The venue itself is built to generate:
- ★ Social media photography
 - ★ Organic brand impressions
 - ★ Guest check-ins
 - ★ User-generated content
 - ★ Word-of-mouth visibility



EXCLUSIVITY & SCARCITY

Many sponsorship opportunities are intentionally limited, handcrafted, and permanently integrated into the venue itself — creating genuine prestige and long-term association.



**KIRKLAND ISN'T JUST AN EVENT.
IT'S A WAY OF LIFE — AND SPONSORS BECOME A PART OF IT.**

★ SPONSORSHIP OPPORTUNITIES ★



KIRKLAND OUTPOST ARENA SPONSORSHIPS

—★ *A Historic Venue. A Bold Future. A Place Where Your Brand Joins the Legacy.* ★—

★ THE ARENA ★

WHERE THE DUST FLIES AND THE CROWD WATCHES



The arena is the heartbeat of the Kirkland Outpost — a high-energy western environment where every guest, competitor, and spectator gathers around the action.



THESE SPONSORSHIPS PLACE YOUR BRAND DIRECTLY INSIDE THE EXPERIENCE.



VIP SPONSORSHIP HIGHLIGHTS



ONE-OF-A-KIND HOSPITALITY ASSETS

Kirkland Outpost offers a collection of one-of-a-kind, handcrafted hospitality and arena assets that put your brand at the center of where guests gather, compete, and celebrate. From VIP Fender Bars built from real trailer fenders under the Cottonwoods to hydraulic-lid Toolbox Tables that double as iced beverage stations, sponsors become part of the environment—not just a logo on a sign.



HANDCRAFTED SPACES THAT TELL A STORY

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PREMIUM ARENA VISIBILITY

High-impact arena placements on chutes, gates, and premium banners deliver authentic, front-and-center visibility in the heart of western competition, while the Chuter Bar and Registration Pavilion connect your brand to the most social, photographed, and trafficked spaces on property.



SOCIAL SPACES. LASTING IMPRESSIONS.

Across the Observation Deck, outdoor dining patio, and drive-in Trailer Bar, sponsors can own naming rights, storytelling benches, photo walls, patio pavers, live-music stages, games, and vintage-inspired bar and theater experiences—creating social, sharable, and memorable touchpoints long after the event ends.



LET'S BUILD SOMETHING LEGENDARY—TOGETHER.

If this feels like the kind of immersive, western-first partnership your brand is looking for, the next step is a short conversation to match the right assets to your goals.

AUTHENTIC. IMMERSIVE. MEMORABLE.

★ YOUR BRAND. OUR LEGACY. ONE UNFORGETTABLE EXPERIENCE. ★



SIGNATURE & ★ FOUNDATIONAL ★ SPONSORSHIPS



FOR BRANDS THAT WANT TO HELP SHAPE THE FUTURE OF KIRKLAND

A limited number of founding partnerships are available for brands seeking deeper integration and long-term legacy association.

..... THESE OPPORTUNITIES MAY INCLUDE:

- ★ Observation Deck naming rights
- ★ Concert series presenting sponsorships
- ★ Seasonal rodeo series sponsorships
- ★ VIP hospitality partnerships
- ★ Drive-in theater title sponsorships
- ★ Exclusive beverage or category partnerships



Founding sponsors will be recognized as instrumental partners in the creation and growth of the Kirkland Outpost experience.

THESE OPPORTUNITIES ARE INTENTIONALLY LIMITED.

★ INTEGRATED SPONSOR BENEFITS ★

EVERY SPONSORSHIP EXTENDS BEYOND THE ARENA



All sponsorship partners receive strategic exposure across multiple guest touchpoints, including:

- ★ Press release inclusion and media acknowledgment
- ★ Social media promotion and sponsor spotlights
- ★ Brand integration across flyers, posters, tickets, and digital advertising
- ★ Event emcee acknowledgments
- ★ Livestream and photography visibility
- ★ On-site hospitality and networking opportunities
- ★ Inclusion in sponsor appreciation campaigns
- ★ Priority access to future event sponsorship opportunities
- ★ Engraved legacy recognition elements for qualifying sponsorships

★ THE GOAL IS NOT SIMPLY LOGO PLACEMENT. IT IS MEANINGFUL INTEGRATION INTO THE IDENTITY OF THE KIRKLAND OUTPOST ITSELF. ★

★ EVENT & PROGRAMMING OPPORTUNITIES ★

BECOME PART OF THE EXPERIENCES GUESTS REMEMBER



SPONSORS CAN INTEGRATE DIRECTLY INTO RECURRING PROGRAMMING AND SIGNATURE EVENTS, INCLUDING:

- ★ Team roping jackpots
- ★ Rodeo weekends
- ★ Concert nights
- ★ Western festivals
- ★ Seasonal holiday activations
- ★ Cowboy karaoke nights
- ★ Drive-in movie nights
- ★ Family rodeo experiences
- ★ VIP hospitality gatherings
- ★ Sponsor-hosted customer appreciation events

CUSTOM SPONSOR ACTIVATIONS MAY INCLUDE:

- ★ Product sampling
- ★ Vehicle displays
- ★ Hospitality lounges
- ★ VIP experiences
- ★ Interactive contests
- ★ Branded western experiences
- ★ Signature cocktails or menu items
- ★ Giveaway partnerships



**BECOME
PART OF
★ THE ★
KIRKLAND
LEGACY**

The Kirkland Outpost is not simply building another event venue. We are creating a destination rooted in heritage, hospitality, western culture, and unforgettable experiences.

For the right partners, this is a rare opportunity to align with something authentic from the beginning — to help shape a place that families, competitors, travelers, and western enthusiasts will remember for generations.

**THE DUST. ★ THE LIGHTS. ★ THE MUSIC. ★ THE ARENA.
THE STORIES STILL WAITING TO BE TOLD.**

**YOUR BRAND CAN BECOME PART OF ALL OF IT.
JOIN US IN BUILDING THE NEXT GREAT
WESTERN GATHERING PLACE IN ARIZONA.**

★ KIRKLAND OUTPOST ★

**HISTORIC KIRKLAND SALOON & STEAKHOUSE
KIRKLAND, ARIZONA**

RESERVE YOUR SPONSORSHIP TODAY



KIRKLANDOUTPOST.COM



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FOUNDING SPONSORSHIP OPPORTUNITIES NOW AVAILABLE