History doesn’t exist without a storyteller. Maybe something really happened, but without a storyteller, that piece of history is lost. Telling the ranching story to new generations was at the heart of the founding of the National Ranching Heritage Center. Ranching families and historians created the NRHC as a living memorial for future generations because it represents a way of life that uniquely developed in the real west. The assembled structures were chosen to represent the birth, growth and maturity of ranching in the region west of the Mississippi River just as Mount Vernon and Colonial Williamsburg represent the nation’s history east of the river. No state funding has ever been used to buy, build, move or furnish any structure at the NRHC, so private donations have been and continue to be essential to preserve the history and tell the story. In short, you—the donor—become the storyteller.
Sponsorship BENEFITS

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- Sign at structure with sponsor’s logo
- Logo included under sponsor level in the Ranch Record magazine
- Listing under sponsor level in the 6666 Ranch Main Entrance
- One email to Ranching Heritage Association members annually
- Brochure/material provided to NRHC visitors
- One private VIP tour
- One use of the NRHC for corporate luncheon, dinner or function for up to 200 people (must be scheduled at least 30 days in advance and subject to availability. Includes use of NRHC event space suitable to the group size and setup. All catering is the responsibility of the sponsor.)

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“Forty years ago the doors of the National Ranching Heritage Center (NRHC) opened for the first time. The mission was clear: preserve and bring to life the mystique of early ranch life in the American Southwest. Since the doors opened on July 4, 1976, hundreds of thousands of people have come through our facility. The NRHC is now recognized as the No. 1 visitor attraction in Lubbock.”

- Jim Bret Campbell, Executive Director

What makes an old building historic?

The story of the people who made their lives in that building.
The historical park is more than buildings. It is the people who lived their lives in those buildings and created stories, legends and history in the process. When we preserve the buildings, we preserve the history and the stories for a new generation.