Smithsonian
MUSEUM ON MAIN STREET

SPARK!
PLACES of INNOVATION

LEGENDS
AT
LAS MORAS

★ NOVEMBER 21, 2026 — JANUARY 3, 2027 ★

LEGENDSATLASMORAS.COM

Sponsorship Proposal

A Legacy of Community, Culture & Heritage Tourism

Support the six-week Smithsonian exhibition, the restoration and activation of the Dickman Hall Ballroom, regional heritage programming, permanent exhibit development, and the creation of a lasting visitor resource for Southwest Texas



TEXAS PECOS TRAIL

TEXAS HISTORICAL COMMISSION
REAL PLACES TELLING REAL STORIES

LEGENDS AT LAS MORAS

The Stories that Have Shaped Southwest Texas

Smithsonian MUSEUM ON MAIN STREET

About Legends at Las Moras

Legends of Las Moras is a six-week cultural experience that brings the Smithsonian's Spark! Places of Innovation exhibit together with the stories, traditions, and history of Fort Clark and Southwest Texas through tours, performances, presentations, and community events.

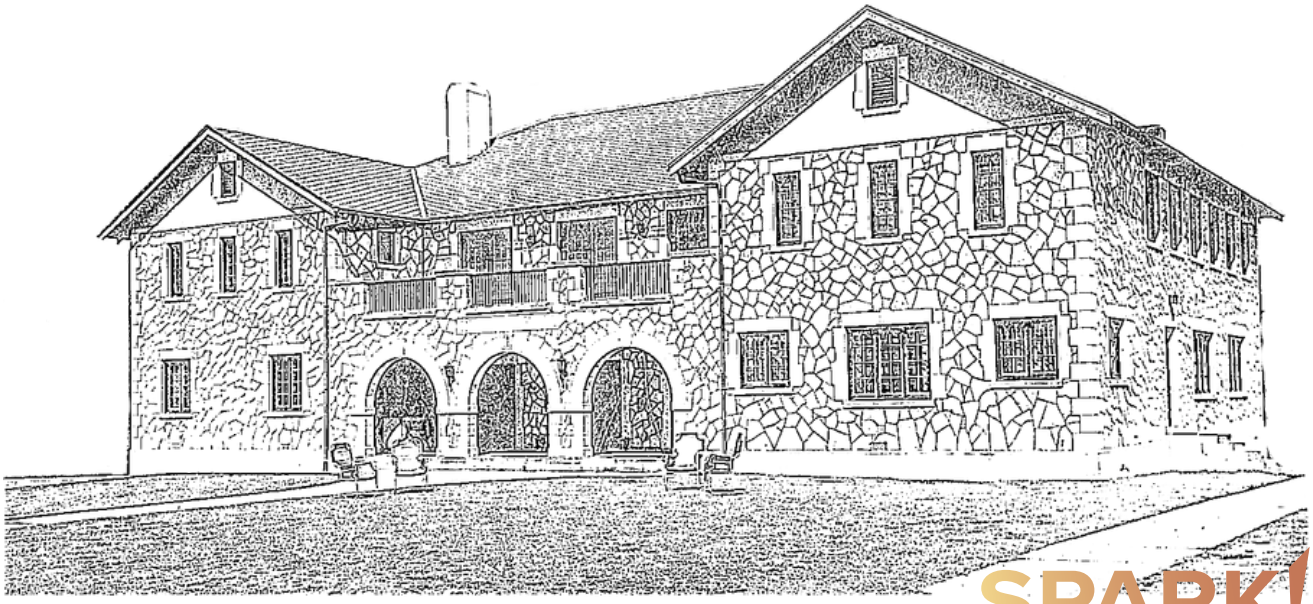
Smithsonian MUSEUM ON MAIN STREET

November 21, 2026 – January 3, 2027

Dickman Hall • Historic Fort Clark • Brackettville, Texas

One six-week moment.
A legacy far beyond it.

Legends at Las Moras is designed to turn a national traveling exhibition into something distinctly Southwest Texas: a reason to come, stay, explore, learn—and connect.



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LEGENDS AT LAS MORAS

LegendsatLasMoras.com

LEGENDS AT LAS MORAS

6 WEEKS OF PROGRAMMING

3K+ ANTICIPATED VISITORS

10K+ PLANNED FREE VISITOR GUIDES

1 HISTORIC OFFICERS' CLUB BALLROOM RESTORED FOR COMMUNITY USE

★ AUDIENCE ★

VISITORS & RESIDENTS

- Families
- Local Leaders & Residents
- Heritage Travelers
- Students & Educators
- Military Veterans
- Active-Duty Service Members & Military Families
- Civic Organizations
- Residents of Kinney County & Southwest Texas

PROGRAM HIGHLIGHTS INCLUDE

- Smithsonian Institute
- Historic Fort Clark
- U.S. Cavalry Association
- Buffalo Soldiers Heritage Trail
- Alamo Village Reunion
- Tribute to Johnny Rodriguez
- Vintage Car Show
- Lipan Apache Heritage
- Military Architecture
- Kickapoo Cavern State Park
- Seminole Canyon State Park
- Fine Art Exhibits
- Seminole Indian Scouts
- Musical Performances
- Guided Tours & Day Trips
- Birding & Natural History
- Frontier Christmas Festival
- Historic Home Tours
- Folklife Presentations
- Whitehead Museum
- Interactive Workshops & Classes & much more!

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SPONSOR BENEFITS

- High- visibility advertising in the Las Moras Visitor Guide (10,000+ copies)
- Recognition at the Smithsonian Exhibition and related events
- Listing on the project website and in promotional materials
- Support for tourism, community development and the preservation of local and regional history

★ *Honoring Our Past. Inspiring Our Future.* ★

Sponsorship Levels

SUPPORT HISTORY. STRENGTHEN COMMUNITY.

Partner with Legends at Las Moras to bring Southwest Texas history, culture, and innovation to life through a six-week Smithsonian exhibition, community programming, and the Las Moras Visitor Guide.

LEGACY SPONSOR — $3,500

1 Available | Back Cover Advertisement

- Premier recognition
- Signature program acknowledgement
- Top placement in sponsor listings
- Back cover advertising space in the Las Moras Visitor Guide

WEEKLY THEME SPONSOR — $2,000

6 Available | Full-Page Advertisement

- Prominent recognition
- Named sponsorship of one thematic week
- Week-specific signage, agenda, and digital acknowledgment
- Program acknowledgment
- Full-page advertisement in Las Moras Visitor Guide

Themes:

1. ***Land, Nature & Wildlife***
2. ***Art, Culture & Connection***
3. ***Military Heritage***
4. ***Social & Celebration***
5. ***Film & Music***
6. ***Technology & Innovation***

LAS MORAS SPONSOR — $1,000

2 Available | Half-Page Advertisement

- Program signage
- Website and digital acknowledgment
- Half-page advertisement in the Las Moras Visitor Guide

CAVALRY SPONSOR — $500

4 Available | Quarter-Page Advertisement

- Program signage
- Website and digital acknowledgment
- Quarter-page advertisement in the Las Moras Visitor Guide

HERITAGE SUPPORTER — $250

6 Available | Eighth-Page Advertisement

- Program signage
- Website and digital acknowledgment
- Eighth-page advertisement in the Las Moras Visitor Guide

Final placement depends on commitment date, program schedule and production deadlines. Nov. 5 deadline for artwork.

RESERVE YOUR SPONSORSHIP TODAY!

Legends at Las Moras
November 21, 2026 – January 3, 2027
Dickman Hall Ballroom
Fort Clark Springs | Brackettville, Texas
Contact: smithsoniankinneycounty@gmail.com
Website: LegendsatLasMoras.com

Please fill out the form online to secure your sponsorship by scanning the QR Code or visiting the link:
https://forms.gle/2tnTi3QyHjf4yvrB8

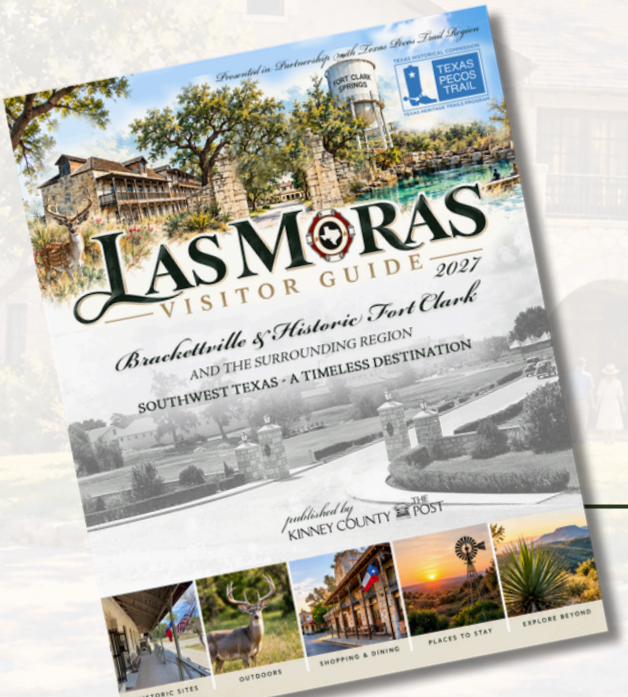
Checks can be made payable to:
Fort Clark Springs Community Council
Please add Legends at Las Moras Project Account in the memo line
or pay online with PayPal through the QR Code
Fort Clark Springs Community Council is a 501(c)3

****Artwork for Visitor Guide Advertisement and program printing is due by November 5, 2026**

What your sponsorship sparks:

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- Ribbon Cutting with Texas Historical Commission - Help launch six weeks of programming with a memorable community welcome.
- Supporting the people and stories that bring the program to life, including travel costs, honorariums, programming, equipment, etc...
- Supporting hands-on learning, youth participation and family-friendly experiences.
- Funding wayfinding, guest services, accessibility and the small details visitors remember.
- Making the experience polished, navigable and visually compelling.
- Helping turn a restoration into a lasting community asset.
- Develop a meaningful tourism asset and community resource, and much more!



Las Moras Visitor Guide

10,000+ Copies. Year-Round Visibility.

Put your business in the hands of visitors discovering Brackettville, Fort Clark Springs, and the surrounding region. The Las Moras Visitor Guide is a free, full-color, 8.5" × 11" magazine featuring local history, attractions, dining, shopping, lodging, outdoor recreation, and the people and places that make our region unique. Unlike a traditional event program or annual publication, this guide is designed with evergreen content that remains useful long after its initial release.

LegendsatLasMoras.com