

2026 PARTNERSHIP/MEDIA KIT



OLD WEST DAYS





ABOUT

Step back in time, where Yosemite meets Gold Country. Experience the spirit of Old West Days of the 1800s in Groveland, California! This major event takes place on **Saturday, October 10-11, 2026**, and brings back the event that once graced our old west town of Groveland for decades; starting in 1973. Featuring history in motion, cowboy culture, live entertainment, and family-friendly fun in the heart of Groveland, California.

Celebrate history, mining, old west heritage and cowboy traditions; Old West Days isn't just an event — it's an adventure and journey through the live history-telling about gold country.

Stroll the miniature old west streets with 1/2 scale western buildings and facades such as saloons, trading posts, stables, banks and much more. Witness reenactments such as iconic staged shootouts and bank robberies. From chili-tasting, old-fashioned arcade games, and live country music, every activity honors the rich history of the old west and the natural beauty of gold country.

Old West Days' focus is on nonprofits and giving back to the communities of Tuolumne County. **The host fiduciary for the event is Turnkey Construction Management Institute, a 501(c)3 nonprofit organization benefitting veterans; EIN 81-4206218.**

The event is within walking distance of hotels, restaurants and coffee shops.



EVENT COMMITTEE



Bob Turney

Bob founded Turnkey Construction Management Institute Inc. (TCMI) in 1994 to help injured construction workers rebuild their futures through vocational rehabilitation focused on construction management. TCMI evolved into a 501(c)3 online technical college dedicated to serving and rehabilitating Veterans.

In 2014, Bob relocated from the Bay Area to Groveland and soon became actively engaged in the local community. That same year, he joined the 49er Festival planning committee—chairing the chili contest, reviving gunfight reenactments, and later serving as Master of Ceremonies for the festival parade. He made Groveland his permanent home through the purchase of Yosemite Adventure Supplies and later served as the final President of the Yosemite Hwy 120 Chamber of Commerce and is now a GCSD board member.



Christina Wilkinson

Christina is an Air Force veteran who served for over 10 years. Her event/festival development, planning and marketing experience spans over three decades on over 100 events. She has planned major events with celebrities such as David Cassidy, Siegfried & Roy, Desi Amaz Jr., Nancy Cartwright (voice of Bart Simpson), World Poker Association, NASA and many others on a large-scale. The largest events she worked on took place at The Mirage, The Venetian and The Rio Hotel; all in Las Vegas.

Local events include founding and managing the ITSA Film Festival for eight years, the 49er Festival, Amgen Bicycle Race Stage 4, Art Quotient (also the 501c3 founder), Groveland Art Stroll, Annual Groveland Christmas Craft Fair (host), Once Upon a Wine, Groveland Chocolate Festival and more. Christina is a professional illustrator and designer who co-owns Sabre Design based in Groveland, California.



Les Miller

Les' family has been here since the early 1900s. He is the founder and co-owner of Miller Brothers Automotive and Towing, as well as the Founder and CEO of Miller Mud Boggs in Groveland, California. The Mud Boggs currently hosts about 1000 attendees.

Les has seen this town change a lot, but he feels that one thing remains the same; the community's strength and resilience and he is proud to be a part of it.



Dorothy Landrum

A true Hot Rod gal, Dorothy got her start at 16 working at the Fremont Drags. She spent 19 years in finance at Mervyn's corporate headquarters and became known for planning unforgettable reunion events featuring bands like the Marshall Tucker Band and Kellie Pickler. Dorothy bought her home in Pine Mountain Lake in 1999, becoming a full-time resident in 2017. She brings her signature energy and creativity to everything she does.



Bethany Wilkinson

Bethany has worked on multiple events of all sizes. As a freshman in high school she ran for the (unofficial) mayor of Groveland under the name, "Bethany the Kid." She earned her degree in film and communications at UC Santa Cruz in 2015. She was the film liaison for the ITSA Film Festival spanning eight years. Bethany is also an artist, creating custom stamp etchings for print and apparel, as well as producing artwork in many mediums. She taught art classes to young artists at White Wolf Art Gallery right here in Groveland.

“ THIS AIN'T
OUR FIRST
RODEO ”



PARTNERS – JOIN THE FUN!

PARTNERSHIP OFFERINGS

Each of these branded opportunities is sure to place your company front and center.

Dynamite Sponsor

Create your own; above the Bonanza Sponsor (2 AT THIS LEVEL)

- Logo as main part of Custom Designed Playing Cards (individual suit cards to be utilized for a game during event)
- Logo on sleeve of event t-shirts
- Main stage banner
- Highest sponsor with logo on “Schedule of Events”
- Logo on secondary banner
- Logo on “Wild West” passport
- Logo on two (2) main advertisements
- Mentions on a bi-weekly basis on all social media (for 8 weeks leading up to event)
- Logo on main page of website
- Mentions at microphone on main stage during event

Bonanza Sponsor

\$3000

- Logo on “Schedule of Events”
- Logo on secondary banner
- Logo on “Wild West” passport
- Logo on two (2) main advertisements
- Mentions on a bi-weekly basis on all social media (for 8 weeks leading up to event)
- Logo on main page of website
- Mentions at microphone on main stage during event



Gold Strike Sponsor

\$2000

- Logo on secondary banner
- Logo on “Wild West” passport
- Logo on two (2) main advertisements
- Mentions on a weekly basis on all social media (for 8 weeks leading up to event)
- Logo on main page of website
- Mentions at microphone on main stage at event

Prospector Sponsor

\$1000

- Logo on secondary banner
- Logo on “Wild West” passport
- Logo on two (2) main advertisements
- Mentions on a weekly basis on all social media (for 4 weeks leading up to event)
- Logo on main page of website

Outlaw Sponsor

\$500

- Logo on secondary banner
- Mentions on a weekly basis on all social media (for 4 weeks leading up to event)
- Logo on website

TO RESERVE PARTNERSHIP
PLEASE CONTACT:

Christina Wilkinson

c: 209-841-8866

e: chris@sabredesign.com

Bob Turney

c: 510-520-9055

e: bob@turnkeyinstitute.com

ACTIVITIES

LIVE ENTERTAINMENT

- Live music
- Line dancing

CULTURAL EXPERIENCES

- PowWow
- Gold panning
- Horse demos
- Historical reenactments
- Historical demonstrations
- Gold Country heritage
- Stage scenes from the Old West
- Gunfight reenactments

COMPETITIONS AND AUCTIONS

- Chili cook-off
- Water balloon toss
- Costume contests for adults and children
- "Best of the Old West" awards for miniature town builds
- Auctions
- Playing card game
- Cornhole

FAMILY-FRIENDLY

- Stagecoach/wagon hay rides
- Train rides
- Petting zoo
- Craft vendors
- Vintage carnival arcade games
- Western movies shown for a multi-day event
- Stick horse crafting and races



“PUT ON YOUR COWBOY BOOTS AND LET’S CELEBRATE OUR COWBOY ROOTS”

MEDIA

SOCIAL MEDIA

- Facebook.com/Groveland (over 11,500 organic reach)
- OWD Facebook page
- Instagrams for Groveland/OWD
- Beneficiary outlets online

WEBSITE

- OldWestDays.org

PRINT ADS AND ARTICLES

- PML News Magazine (over 5,000 reach)
- Union Democrat
- Modesto Bee
- MyMotherlode.com



NONPROFITS and BENEFICIARIES

HOW THE TOWN BUILD WORKS

The fictitious western town for Old West Days is built by folks who name a beneficiary for their build.

1. A business or individual selects and pays a nominal fee for a build space (shown on the map on the next page).
2. Once a space is selected, a beneficiary must be named and approved by the Old West Days committee to become part of the record. Nonprofits, schools and various organizations are acceptable beneficiaries.
3. Each building must be created from 8'x4' plywood flats to resemble a miniature, 1/2-scale version of a building that fits into the fictitious western town and gold country backdrop.
4. Buildings are brought into the park the day before the event and are set up for display.
5. Individuals manning their build space must be in period costume.

THE BOX

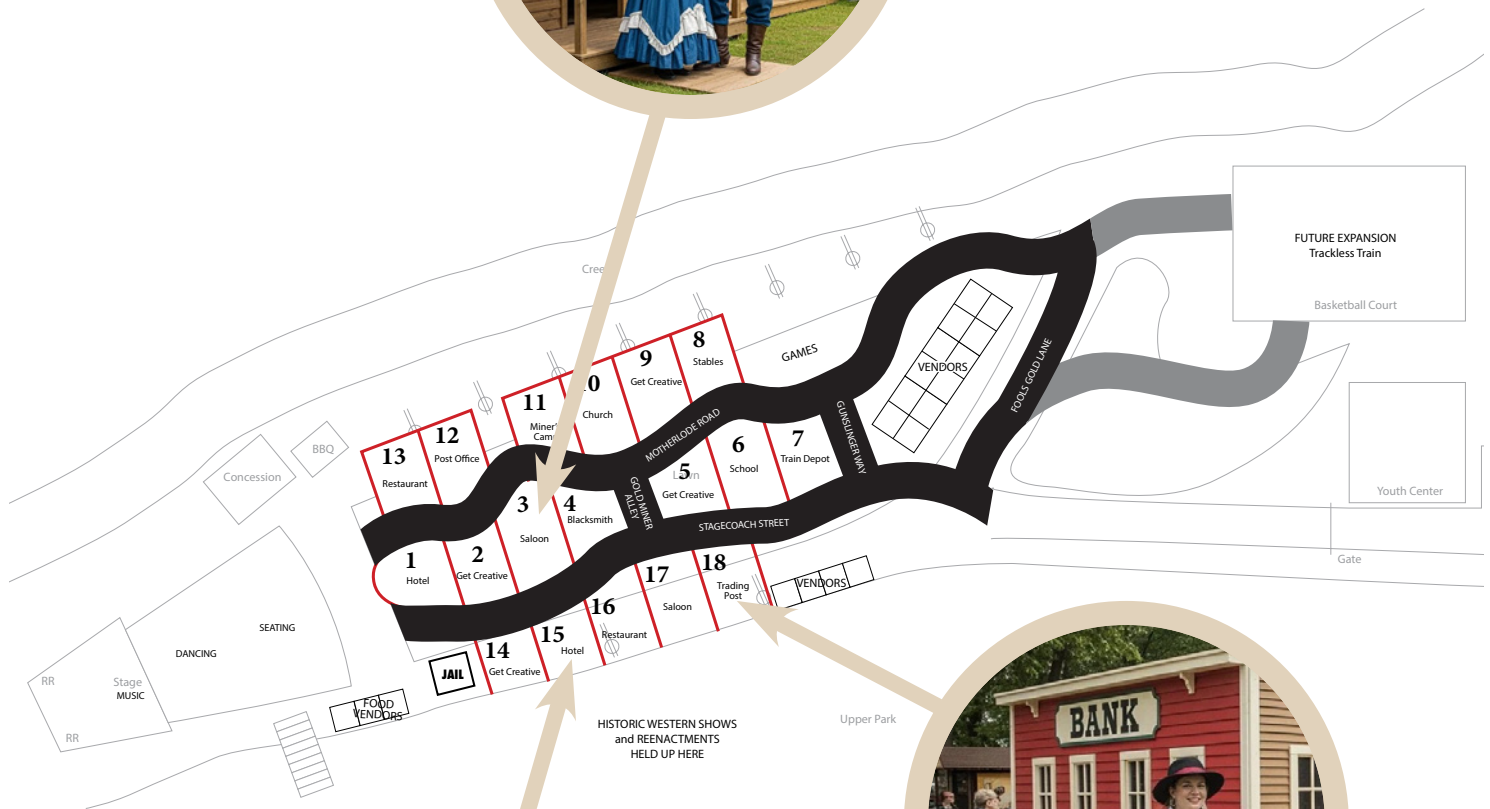
1. Event-goers purchase tickets to vote for their favorite building.
2. A secure box for tickets is provided for each building, allowing visitors to deposit a vote for their favorite.
3. The tickets deposited are considered a 1 ticket for \$1 vote, with 75% of these proceeds going to the named beneficiary for each building space after the event ends.
4. Three winners receive "Best of the West" awards; the most tickets, people's choice and judges choice.



THE TOWN

WESTERN TOWN SAMPLE LAYOUT

The fictitious western town for Old West Days is shown in an overview on a map of Mary Laveroni Park below.



HISTORIC WESTERN SHOWS
and REENACTMENTS
HELD UP HERE

Upper Park



NOTE: Photos show examples of what the western town buildings might look like.



@GrovelandOldWestDays

www.OldWestDays.org

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