

# Texas Ag Commissioner, Cowboy Stomp Case Study

Reinventing Fundraising: Engage, Connect, Celebrate with Sid Miller's Cowboy Stomp!

## At a glance

Pugnacious responded to a distinctive request from the Texas Ag Commissioner, reimagining fundraising beyond traditional galas. The innovative "Cowboy Stomp with Sid Miller" emerged, prioritizing personal interactions. The strategy comprised three components: a live RFD Network interview, an exclusive guided tour of the John Wayne Museum with Sid Miller, and a private concert at The Cowboy Channel Bar. This dynamic approach enabled the Commissioner to individually engage donors. The event triumphed by spotlighting Commissioner Miller's achievements and surpassing previous fundraising outcomes, showcasing Pugnacious' prowess in tailoring impactful experiences to perfection.

## CHALLENGES

Navigating tight schedules, the Pugnacious team faced the challenge of orchestrating the multifaceted "Cowboy Stomp with Sid Miller" event. Coordinating live tapings, museum tours, and private parties demanded seamless synchronization. Balancing the Commissioner's availability, media schedules, and venue logistics added complexity. Crafting an experience that resonated equally with past and new donors required meticulous planning. Ensuring the event's uniqueness and intimate atmosphere while maximizing fundraising was a delicate balance. Yet, pugnacious embraced these challenges, curating an exceptional occasion that celebrated achievements, fostered connections, and exceeded fundraising goals.

## SOLUTIONS

To tackle logistical complexities, pugnacious meticulously mapped out schedules, securing commitments from all stakeholders. Employing agile coordination, the team synchronized live taping and museum tour timings seamlessly. Tailoring donor interactions, pugnacious designed personalized engagement points within the event, enhancing individual experiences. Crafting captivating narratives, the team wove Commissioner Sid Miller's achievements into each segment, reinforcing his impact. By creatively harmonizing logistics, engagement, and storytelling, pugnacious delivered a well-executed, engaging "Cowboy Stomp" that left lasting impressions on donors and surpassed fundraising expectations.

## BENEFITS

### Benefits One

1

**Personalized Engagement:** The "Cowboy Stomp with Sid Miller" event offered attendees individual interactions with Commissioner Sid Miller, enhancing their sense of connection and commitment to his cause.

### Benefits Two

2

**Memorable Experiences:** By combining diverse settings, from live tapings to museum tours and private parties, attendees enjoyed a multifaceted experience that highlighted Commissioner Miller's accomplishments, leaving a lasting impact.

### Benefits Three

3

**Elevated Fundraising:** pugnacious' innovative approach breathed new life into fundraising efforts. The event's uniqueness and intimacy captured donors' attention, resulting in heightened engagement and increased donations, ultimately surpassing previous fundraising outcomes.

## Key metrics



50%

Increase in Fundraising



3

Unique opportunities to get to know the real Sid Miller and what he represents.

## PROJECT INFORMATION

Project Name: **Cowboy Stomp**

Location: **Stockyards, TX**

Year: **2022**

Prime Contractor: **Sid Miller**

## CONTACT INFORMATION



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Sid Miller



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