Cowtown
Birthplace of Western Swing Festival

We welcome all Donors and Attendees to embrace our mission to preserve, promote and perpetuate the great music of Western Swing, the Official State Music of Texas! Join us as we celebrate the 90th Anniversary of the birth of this beloved dance music, a fusion of frontier fiddle, jazz, blues and pop that was created in 1931 at Fort Worth’s legendary Crystal Springs Dance Pavilion by “Father” Milton Brown, “King” Bob Wills and their Light Crust Doughboys.

Select from various levels of funding to support our historic documentary film, The Birth & History of Western Swing – a compelling story of Fort Worth’s early origins of western swing music that flourished during the 1930s and 40s, featuring the early pioneers, legendary musicians and their lasting influences.

The Cowtown Birthplace of Western Swing is a 501(c)(3) Non-Profit Organization
Western Swing Pioneers

Bob Wills

Milton Brown
Research & Production Team

Mike Markwardt  
Director / Producer  
CBWS Founder  
Entrepreneur

Carolyn Wills  
Daughter of Bob Wills  
Co-Founder of the Bob Wills Heritage Foundation

Barbara Martin  
Writer / Advisor  
Founder & Editor of Western Swing Monthly

Dr. Charles Townsend  
Historian / Author of Bob Wills Biography  
San Antonio Rose

Cary Ginell  
Historian / Author of Milton Brown and the Founding of Western Swing

Mark A. Nobles  
Writer / Filmmaker  
Produced Teen-A-Go-Go  
Fort Worth Rock & Roll Roots
Cast of Western Swing Stars

Private Film Screening at Inaugural Music Festival
Cowtown
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Jody Nix
Western Swing Legend
Entertainer / Bandleader
The Texas Cowboys

Red Steagall
Film Narrator
Cowboy Legend & Poet
Western Swing Star

Billy Mata
Award Winning
Entertainer / Bandleader
The Texas Tradition

Jason Roberts
Grammy Award Winning
Entertainer / Bandleader
Bob Wills’ Texas Playboys

Jake Hooker
Award Winning
Entertainer / Bandleader
The Outsiders

Ray Benson
Grammy Award Winning
Entertainer / Bandleader
Asleep At The Wheel
Built in the 1930s, National Hall has proudly hosted The Light Crust Doughboys, The Musical Brownies and Bob Wills & His Texas Playboys.
Cowtown - The Birthplace of Western Swing
Cowtown

Birthplace of Western Swing Festival

$1,000 DONORS
- 2 VIP Reserved Seating 3-Day Pass Tickets
- 2 Stockyards Tour Tickets, Including Lunch
- 2 Free Dinners Each Evening of Festival
- Bronze Sponsor & Film Credit Recognition

$3,000 DONORS
- 4 VIP Reserved Seating 3-Day Pass Tickets
- 4 Stockyards Tour Tickets, Including Lunch
- 4 Free Dinners Each Evening of Festival
- Silver Sponsor & Film Credit Recognition

$5,000 DONORS
- 6 VIP Reserved Seating 3-Day Pass Tickets
- 6 Stockyards Tour Tickets, Including Lunch
- 6 Free Dinners Each Evening of Festival
- Gold Sponsor & Film Credit Recognition

$10,000 DONORS
- 8 VIP Reserved Seating 3-Day Pass Tickets
- 8 Stockyards Tour Tickets, Including Lunch
- 8 Free Dinners Each Evening of Festival
- Platinum Sponsor and Major Film Credit

$15,000 DONORS
- 10 VIP Reserved Seating 3-Day Pass Tickets
- 10 Stockyards Tour Tickets, Including Lunch
- 10 Free Dinners Each Evening of Festival
- Ruby Sponsor and Premium Film Credit

$25,000 DONORS
- 12 VIP Reserved Seating 3-Day Pass Tickets
- 12 Stockyards Tour Tickets, Including Lunch
- 12 Free Dinners Each Evening of Festival
- Emerald Sponsor and Associate Producer

$50,000 DONORS
- 15 VIP Reserved Seating 3-Day Pass Tickets
- 15 Stockyards Tour Tickets, Including Lunch
- 15 Free Dinners Each Evening of Festival
- Sapphire Sponsor and Co-Producer

$100,000 DONOR
- 20 VIP Reserved Seating 3-Day Pass Tickets
- 20 Stockyards Tour Tickets, Including Lunch
- 20 Free Dinners Each Evening of Festival
- Diamond Sponsor and Executive Producer