

An immersive “Wild West” experience had 600 guests saying “Yee-haw!” at Bonanza Creek Ranch, a working western town movie set, just outside of Santa Fe, New Mexico. The event team planned for 14 months and set up over 3 days to transform dusty building shells into a thriving festival town.

Highlights included:

- A fully activated town with 1000+ props, 36 entertainers, 17 activated buildings and 15 F&B stations!
- Sustainable catering with recycling, biodegradable serviceware and food donation
- Interactive, live-action stunt show
- Grub from an authentic chuck wagon
- Foot stomping hoedown
- Yodeling cowboy
- Old West photo op at The Water Tower
- Honky-tonk piano man in The Saloon
- Gospel duo in The Church
- Stargazing the night sky

