

Sponsorship Opportunities



September 25-27, 2020

Wisconsin State Fair Park

Sponsorship Opportunities

Opportunity	Value
Platinum “presented by” Sponsorship.....	\$10,000
Showmanship Contest.....	\$2,000
Junior Sweepstakes Contest.....	\$2,000
Junior Show Sponsor	\$2,000
Exhibitor Dinner.....	\$2,000
Friday Lunch.....	\$1,500
Saturday Lunch	\$1,500
Gold Sponsorship.....	\$1,000
Bronze Sponsorship	\$500
Silver Sponsorship	\$250
Class Sponsorship.....	\$75

In-kind items, services or miscellaneous sponsorship funds to be used where needed, are also greatly appreciated

We invite you to participate as a Sponsor



Sponsorship Benefits

Overall World Beef Expo “presented by” sponsor - \$10,000

This is an unbelievable opportunity to showcase your business as the Presenting Sponsor of WBE. Your business will value the marketing, advertising, and promotions that come with this exclusive partnership.

Includes same benefits as Gold sponsorship *plus*:

- Logo in large photo backdrop in coliseum
- Representative in picture with Supreme Champion Open Heifer
- Logo on top of World Beef Expo home page
- Signage with logo throughout expo grounds
- Premium location trade show booth space up to 10 x 20
- Speaking opportunity during Supreme Drive
- Logo on grab bags handed out to exhibitors
- Walk with the judges to present Open show Champion Heifer award during Supreme Drive
- Logo or “presented by” on all WBE marketing material
- Multiple postings on WBE facebook page with logo

Showmanship Sponsor - \$2,000

Sponsors will appreciate first hand excitement on the youth faces when you hand them an award for their accomplishment.

Includes same benefits as Gold sponsorship *plus*:

- Recognition on World Beef Expo website under showmanship page
- Hand out awards to youth during Supreme Drive
- Custom marketing flier made/promoted with your logo
- Logo on group winners’ photo on website
- Multiple postings on WBE facebook page with logo

Junior Sweepstakes Sponsor - \$2,000

Youth are challenged by entering the different educational contests sponsored by your firm.

Includes same benefits as Gold sponsorship *plus*:

- Recognition on World Beef Expo website under sweepstakes page
- Hand out awards to youth during Supreme Drive
- Custom marketing flier made/promoted with your logo
- Logo on group winners’ photo on website
- Multiple postings on WBE facebook page with logo

Junior Show Sponsor - \$2,000

The final day of WBE is packed full with hundreds of youth exhibiting their animals to win prizes sponsored by you.

Includes same benefits as Gold sponsorship *plus*:

- Representative can hand out awards to champions (heifers, steer, prospect)
- Representative will be in picture with Junior Show champions (heifers, steers, prospects)
- Custom marketing flier made/promoted with your logo
- Logo on champion photos on website
- Multiple postings on WBE facebook page with logo

Sponsorship Benefits

Meal Sponsors -

This is an excellent opportunity to promote your firm's products or services with an active audience. Presentations must be educational in nature and not solely push one product. It is the sponsor's responsibility to market and promote their presentation along with ordering food to be served.

Includes same benefits as Gold sponsorship *plus*:

Logo and title of presentation listed on general flier

An opportunity to speak to a captive audience during these times:

- Thursday night Exhibitor Dinner: **\$2,000 plus cost of meals**
- Friday lunch 12:00-1:00 p.m.: **\$1,500 plus cost of meals**
- Saturday lunch: **\$1,500 plus cost of meals**

Gold Sponsorship: *Your \$1,000 sponsorship includes:*

- Signage with logo in show ring
- Name placed in open and junior show books
- Recognition during Supreme Drive
- Logo on WBE sponsorship page with link to your website
- 10 x 10 booth in trade show that includes 2 chairs, 1 table, and electricity
- Option to include one sponsor-provided marketing item for open exhibitor grab bags
- 2 facebook posts

Bronze Sponsorship: *Your \$500 sponsorship includes:*

- Name placed in open and junior show books
- Logo on WBE sponsorship page with link to your website
- Option to include one sponsor-provided marketing item for open exhibitor grab bag
- 1 facebook post

Silver Sponsorship: *Your \$250 sponsorship includes:*

- Name placed in open and junior show books
- Option to include one sponsor-provided flyer or marketing item in exhibitor bag handed out on Thursday
- 1 facebook post with a link to your facebook page or website

Class Sponsorship: *Your \$75 sponsorship includes:*

- Name placed in open and junior show books as class sponsor
- Name recognized on WBE website as class sponsor

For additional information and details on sponsorships, please contact us at:

(920) 479-0658

info@worldbeefexpo.com

Sponsorship Agreement Form

Please type or print clearly. ALL INFORMATION MUST BE PROVIDED.

Company/ Farm Name _____

Contact Name _____

Email _____

Website _____

facebook page _____

Address _____

City & State _____

☐

I'm interested in donating the following item(s) for the Silent Auction:

Opportunity	Value	Please initial
Platinum "presented by" Sponsorship.....	\$10,000	_____
Showmanship Contest.....	\$2,000	_____
Junior Sweepstakes Contest.....	\$2,000	_____
Junior Show Sponsor	\$2,000	_____
Exhibitor Dinner.....	\$2,000	_____
Friday Lunch.....	\$1,500	_____
Saturday Lunch	\$1,500	_____
Gold Sponsorship.....	\$1,000	_____
Bronze Sponsorship	\$500	_____
Silver Sponsorship	\$250	_____
Class Sponsorship.....	\$75	_____
Other Amount to be used as needed	\$_____	_____

Please list any pertinent information regarding the sponsorship

Call 920-479-0658 to pay with card or make check payable to World Beef Expo.

Mail payment and/or form to:

World Beef Expo, P.O. Box 1, Burnett, Wisconsin 53922