



2017 Sponsorship Opportunities

Base 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
- Plus much more

Overall World Beef Expo “presented by” sponsor - \$15,000 to \$25,000 range

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 Base 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

Educational Opportunities -

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 Base sponsorship *plus*:

- Logo and title of presentation listed on general educational flier
- ***An opportunity to speak to a captive audience during these times:***
 1. Thursday night dinner: **\$2,500 plus cost of meals**
 2. Friday lunch 12:00-1:00 p.m.: **\$1,500 plus cost of meals**
 3. Friday 2:30 p.m. ice cream: **\$1,000 plus cost of treats**
 4. Friday dinner: **\$1,000 plus cost of meals**
 5. Saturday lunch: **\$1,000 plus cost of meals**
 6. Saturday dinner: **\$1,000 plus cost of meals**

Showcase Sale Sponsor - \$2,500

The elite sale is growing in all aspects. Sponsors will enjoy the huge crowd in attendance during this exciting event.

Includes same benefits as Base sponsorship *plus*:

- Full page ad in sale catalog
- Signage in sale ring during sale
- Speaking opportunity at beginning of sale
- Recognition on World Beef Expo website sale page
- Multiple postings on WBE Facebook page with logo

Showmanship Cash Sponsor - \$2,500

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

Includes same benefits as Base sponsorship *plus*:

- Special signage in coliseum during showmanship
- Recognition on World Beef Expo website under showmanship page
- Opportunity to speak during the judging contest
- 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 Cash Sponsor - \$2,500

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

Includes same benefits as Base sponsorship *plus*:

- Special signage around contest area
- 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 Cash Sponsor - \$2,500

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 Base sponsorship *plus*:

- Special signage on Sunday in coliseum
- 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