

Base sponsorship

Base 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

Includes same benefits as base sponsorship +

- 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 judges to present Open show Champion Heifer award during Supreme Drive
- Logo or "presented by" on all WBE marketing material
- Multiple posts on WBE Facebook page with logo



Educational Opportunities

Includes same benefits as base sponsorship +

- 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 sponsorship plus cost of meals
 2. Friday lunch sponsorship plus cost of meals
 3. Friday afternoon ice cream social sponsorship plus cost of treats
 4. Friday dinner sponsorship plus cost of meals
 5. Saturday lunch sponsorship plus cost of meals
 6. Saturday dinner sponsorship plus cost of meals

Showcase Sale Sponsor

Includes same benefits as base sponsorship +

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

Showmanship Sponsor

Includes same benefits as Base sponsorship +

- Special signage in coliseum during showmanship
- Recognition on World Beef Expo website under showmanship page
- Opportunity to speak during 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

Visit our website:

www.worldbeefexpo.com



Junior Sweepstakes Contest

Includes same benefits as Base sponsorship +

- 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 Contest

Includes same benefits as Base sponsorship +

- Special signage on Sunday in coliseum
- Representative may 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 posts on WBE Facebook page with logo

**WORLD
BEEF**
25th Anniversary Expo

About World Beef Expo

Each year people from around the country visit Milwaukee for **one of the largest Midwest cattle events**. World Beef Expo will be celebrating its **twenty-fifth year** providing a world class open and junior beef cattle show, educational seminars, elite sale, junior sweepstakes, showmanship contest, and a trade show during an exciting, fun-packed, three-day event at the Wisconsin State Fairgrounds **September 22-24, 2017!**

Visit our website.

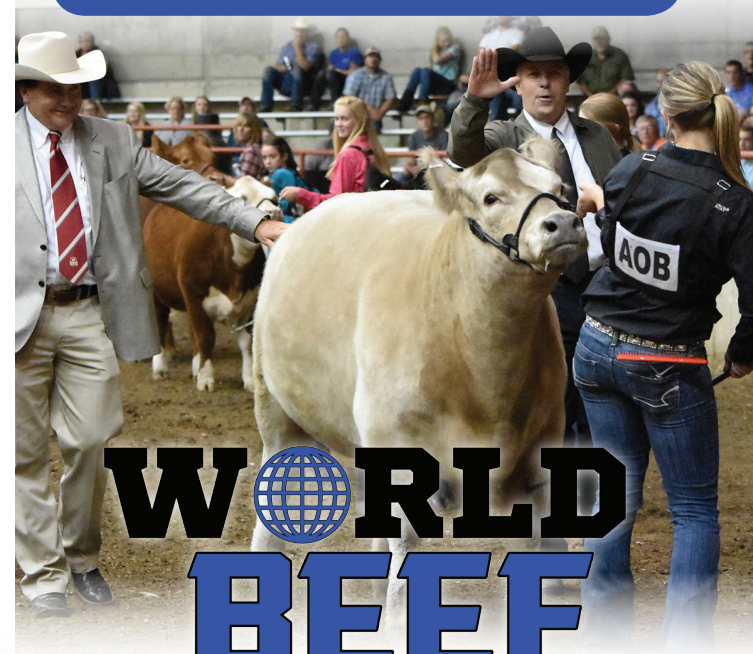
www.worldbeefexpo.com



FOR MORE INFORMATION:
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Be Part of a TRADITION



WORLD BEEF

25th Anniversary Expo

SEPTEMBER 22-24, 2017

Wisconsin State Fairgrounds • Milwaukee, WI

Become a SPONSOR

for one of the Midwest's
largest cattle expositions!!