



AMERICAN
JUNIOR
SHORTHORN
ASSOCIATION



2016 NATIONAL JUNIOR SHORTHORN SHOWS & YOUTH CONFERENCE

SHORTHORNS IN THE *Spotlight*



ST. PAUL - MINNESOTA
July 2-7, 2016

Sponsorship Marketing Opportunities

For Additional Information, Contact:

Gwen Crawford • 816-599-7777 • gwen@shorthorn.org
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EVENT
DEMOGRAPHICS

5

Days of upbeat, action-packed, competitive & educational youth

10

Industry Relevant, Motivational Youth Contests

400+

Youth Exhibitors

2,000+

Parents, Family, Professional Crew & Seedstock Breeders

**2016 NATIONAL JUNIOR SHORTHORN
SHOW AND YOUTH CONFERENCE**

Each summer, over 400 members of the American Junior Shorthorn Association make their annual trip to the National Junior Shorthorn Show and Youth Conference. Youth are able to showcase their talents during the week's events through educational contests, cattle shows, scholarships, and many fun activities to build friendships with other young Shorthorn enthusiasts!

SPONSORSHIP MARKETING OPPORTUNITIES

TITLE SPONSOR- \$10,000

- Arena Sponsorship:
 - An extra large, dominant banner advertisement in show arena
 - Your signage will be featured prominently on the arena announcer's stand and an additional banner in the show arena
 - Additional banner at high traffic location
- Logo placement on Exhibitor T-Shirt
- Trade Show Booth space in show arena
- Every Champion will be pictured with your company's logo
- NEW! 1 Year Contract Digital Advertising on the New ASA Website
- Jumbotron Advertising throughout the Week
- Sponsor One Contest
- Full Page Color Ad in Exhibitor Book
- Access to Show Ring for Photography/Video
- Engagement opportunity
 - Opportunity for your company to make a presentation or demonstrate product use to junior exhibitors
- Recognition as Title Sponsor in Press Releases

CONTEST SPONSOR- \$500

- Contest will be named after the company/person sponsoring. Examples: Stock Show University Team Fitting Contest; Sure Champ Showmanship Contest
 - Anywhere contest is listed sponsors name will appear
 - Anytime contest is announced it will be announced with sponsors name in show arena

SPONSORSHIP MARKETING OPPORTUNITIES

Arena Sponsorship-\$2,500

- Banner with your logo in Arena
- Jumbotron Advertisement
- Half-Price Trade Show Booth Space
- Exhibitor Book Listing (Full Page Ad)

Aisle Sponsorship-\$1,000

- Banner with your logo on Aisle
- Jumbotron Sponsor Name Listing
- Half-Price Trade Show Booth Space
- Exhibitor Book Listing (1/4 Page Ad)

Champion Sponsorship

Supreme Champion Sponsor-\$750

Champion Sponsor-\$500

- Sponsor can be in animal's Championship photo
- Sponsor will be recognized during the show

Legacy Sponsor- \$100

- Your donation sponsors one junior's participation in all activities at the Junior National and Youth Conference
- Sponsor will receive communication from junior sponsored



2016
 NATIONAL JUNIOR
 SHORTHORN SHOW
 &
 YOUTH CONFERENCE
 SPONSORSHIP
 AGREEMENT

COMPANY INFORMATION

Company Name _____
 Street Address _____
 City _____ State _____ ZIP _____
 Company Website _____
 Contact Person _____
 Email _____ Phone _____

SPONSORSHIP

Sponsorship Level _____ \$ _____
 Sponsorship Level _____ \$ _____
 Sponsorship Level _____ \$ _____
 TOTAL AMOUNT DUE TO SHORTHORN FOUNDATION -YDF \$ _____

TERMS OF AGREEMENT

Cash sponsorships are payable to 501c(3) Tax Deductible Organization:

The Shorthorn Foundation-Youth Development Fund

Payment Terms:

Cash sponsorships must be paid in full by May 1, 2016. The 2016 National Junior Shorthorn Show and Youth Conference will invoice for payment(s) upon receipt of signed contract.

Trade Show Space:

If sponsor receives/utilizes trade show space, a separate contract will be provided. The trade show contract must be completed and submitted by May 1, 2016.

Force Majeure:

Neither party shall be held responsible for any delay or failure in performance of its obligations hereunder to the extent such delay or failure is caused by fire, flood, strike, civil, governmental or military authority, acts of God, acts of terrorism, acts of war, epidemics, the availability of the Nebraska State Fairgrounds or other similar causes beyond its reasonable control and without the fault or negligence of the delayed or non-performing party or its subcontractors.

SPONSORSHIP AUTHORIZATION

Name _____ Title _____
 Signature _____ Date _____

FOR ADDITIONAL INFORMATION, CONTACT:
 GWEN CRAWFORD · 816-599-7777 · GWEN@SHORTHORN.ORG
 MONTIE SOULES · 816-599-7777 · MSOULES@SHORTHORN.US