

# Dear Potential Sponsor,

The American Shorthorn Association and the American Junior Shorthorn Association want to offer you the chance to be a sponsor! Our sponsorships opportunities go beyond just the National Junior Shorthorn Show and Youth Conference to provide a way for sponsors to be seen everywhere that the ASA and AJSA are present. From the Annual Meeting and Education Forum, to the NJSS and National Shows, we want to use your logo and give you recognition for your support.

As a sponsor, you will be contributing to the newly established Shorthorn Youth Development Fund. The fund was established in 2020 to provide financial support to develop Shorthorn youth as cattle producers and responsible, productive citizens. The fund is dedicated to enriching the lives of youth interested in agriculture, through support for the educational and leadership activities of the American Junior Shorthorn Association.

According to a 2015 survey conducted at the Shorthorn Impact Conference, 61% of the breeders in attendance were junior members. These active members of the American Shorthorn Association prove how important youth development is, and that junior involvement is the pathway to the future success of our breed and the agricultural industry.

One example of excellent programming for junior members is the National Junior Shorthorn Show & Youth Conference. Close to 400 young people and their families come together to compete with cattle in the show ring and as individuals and teams in a variety of contests. It's an action-packed week of learning and fun that develops skills, knowledge and confidence, along with love for the breed and friendships that last a lifetime. The cost to produce this annual event is more than \$250,000, raised through sponsorships and donations.

The Shorthorn Youth Development Fund is a non-profit organization and resource that allows you to directly invest in the future of the agricultural industry. We want to help your business be successful because your sponsorship does the same for us. By becoming a sponsor, you can create more recognition of your brand with our membership and other industry professionals.

If we don't offer something but you would like to see if it is possible, just contact us, we are happy to make our opportunity the best fit for both of us.

Thank you for your consideration in supporting the ASA and AJSA. We truly appreciate people like you who stand behind us.

Sincerely,



Shelby Rogers Diehm  
Director of Marketing, Communications & Youth Activities  
shelby@shorthorn.org | 816.599.7777



## **ABOUT the ASA**

Breeders from nine states formulated the American Shorthorn Association in 1872, wishing to provide a service for its members and a way to record ancestry through the registration of Shorthorns. The ASA is one of the oldest American breed organizations in existence today. The ASA records approximately 15,000 animals each year. The current membership is in more than 6,000 senior and junior members combined.

The mission of the American Shorthorn Association is to serve all members and enhance the value of the Shorthorn breed by managing data, maintaining the integrity of the herdbook, educating members and communicating the value of Shorthorn cattle resulting in the expanded use of Shorthorn genetics in the U.S. beef industry.

## **ABOUT the AJSA**

History was made July 22, 1968 in Louisville, Ky., during the first National Shorthorn Youth Conference when Mark Tracy of Boulder, Colorado was elected as the first president of the newly formed American Junior Shorthorn Association (AJSA). The National Shorthorn Youth Conferences have continued since, being held every summer in states all across the US. The first National Junior Shorthorn Show was held in Springfield, Illinois in 1973. The two events merged into one week full of activities held simultaneously since 1981. Since these modest beginnings, the AJSA now boasts over 4000 junior members from all across the US participating in one of the top Junior beef programs available. Youth have opportunities available to them through this association that led to unprecedented careers not only in the agricultural industry, but the skills and lessons learned from a Shorthorn project can be easily adapted to careers in any industry.

## **ABOUT the NJSS**

The National Junior Shorthorn Show & Youth Conference is the AJSA annual junior show held in a different location for a week each summer. Shorthorn members from all over the country to compete in more than 15 contests, exhibit their cattle, and be with their Shorthorn family. They compete for more than 787 awards and participation in all contests is almost 2,000. It is a great opportunity for youth to learn and grow. The NJSS is possible due to sponsorships and donations. It continues to grow and become better each year.

## **ABOUT the SYDF**

The Shorthorn Youth Development Fund was established in 2020 to provide financial support to develop Shorthorn youth as cattle producers and responsible, productive citizens. The fund is dedicated to enriching the lives of youth interested in agriculture, through support for the educational and leadership activities of the American Junior Shorthorn Association.

The Shorthorn Youth Development Fund is a non-profit organization and resource that allows you to directly invest in the future of agricultural industry. The reason for building this new fundraising platform was to streamline the donation process and make contributing to youth development more accessible for everyone, especially those whose business directly benefits from junior and family customers.

# sponsorship PACKAGES

Your sponsorship and support of the American Shorthorn Association and American Junior Shorthorn Association will increase recognition of your brand, business or product. This opportunity will help you build relationships with cattle breeders, junior members and other livestock professionals.

## Sponsorship Benefits

	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Contributor \$1,000	Friend \$500
Logo on t-shirt at the NJSS <i>*every exhibitor at NJSS receives t-shirt and additional shirts are sold*</i>					
Trade Show Booth during the NJSS <i>*10x10 booth provided, upgrade for an additional discounted rate*</i>					
Full Page Advertisement in the Exhibitor Magazine at the NJSS <i>*every exhibitor at NJSS receives an exhibitor magazine*</i>					
Banner Advertisements on Live Broadcast of NJSS <i>*Gold &amp; Silver: 3 days, Bronze: discounted rate with purchase of exhibitor folder ad*</i>					
Webpage with sponsor logos by level on shorthorn.org <i>*Logo can be linked to website or social media of your choice*</i>					
Facebook recognition of sponsorship <i>*Frequency of recognition will vary based on sponsorship level*</i>					
Banner advertisements on shorthorn.org <i>*Frequency of banners will vary based on sponsorship level*</i>					
Logo in the National Shorthorns Shows Show Program (inside front or back cover) to include NAILE & NWSS					
Sponsor Logo listing during ASA Annual Meeting & Educational Forum					
Logo in the NJSS Exhibitor Magazine with sponsor level					
Logo on sponsor banner with all sponsors level displayed at shows and/or events					

# *sponsorship* DETAILS

Sponsorship details listed below related to frequency of recognition, discounted advertisements and more!

## **GOLD** \$10,000

- ☞ Banner advertisements on the ASA website for the three months of your choice.
- ☞ Facebook 'thank you' on the ASA Facebook page once a month for 12 months. Must provide preferred dates in advance.
- ☞ For an additional \$1,000 you can purchase an individual sponsor banner to be displayed at events.
- ☞ Upgrade your free 10x10 booth to a 10x20 for \$150 and a 10x30 for \$250.

## **SILVER** \$5,000

- ☞ Banner advertisements on ASA website for two months of your choice.
- ☞ Facebook 'thank you' on ASA Facebook page once a month for 6 months. Must provide preferred months in advance.
- ☞ For an additional \$1,000 you can purchase an individual sponsor banner to be displayed at events.
- ☞ Discounted trade show booth prices: 10x10 for \$150, 10x20 for \$300, 10x30 for \$400.

## **BRONZE** \$2,500

- ☞ Banner advertisement on the ASA website for one month of your choice.
- ☞ Facebook 'thank you' on the ASA Facebook page once a month for 3 months. Must provide preferred months in advance.
- ☞ Trade Show Booth (10x10) for discounted rate of \$200.
- ☞ Opportunity for a FREE half-page advertisement in the exhibitor folder or buy a full-page for half-price (\$250). You can only choose one option.
- ☞ If you buy the full page exhibitor folder ad for the discounted rate, you can receive a discount on live webcasting ads. (1 day for free, 2 days for \$150 or 3 days for \$300)

## **CONTRIBUTOR** \$1,000

- ☞ Half-Price Trade Show Booth Space

# *additional* OPPORTUNITIES

Additional opportunities for sponsorships to create recognition of their brand.

## **Exhibitor Folder Advertisement**

*Every exhibitor at the National Junior Shorthorn Show & Youth Conference receives an exhibitor folder. This will be in the hand of 400+ exhibitors and their parents. Provides a great way to market your product, business or cattle!*

Full-Page: \$500

Half-Page: \$300

## **Live Broadcast of Show Advertisement**

*We use Walton Webcasting to broadcast our show during showmanship and both cattle show days. In 2019, we had more than 10,000 views of our show for three days. The more days you purchase, the better the rate!*

One Day of Advertisements: \$200

Two Days of Advertisements: \$350

Three Days of Advertisements: \$400

## **E-Newsletter Advertisement**

*Every other week, the ASA newsletter is sent out to over 6,000 members and Shorthorn enthusiasts. Your ad will be at the top of the e-newsletter and can be linked to your website, sale catalog, or social media.*

\$50 per e-newsletter issue

## **Tradeshow Booth**

*We offer tradeshow booths during the week of the NJSS. This is another great way to put your business in front of Shorthorn breeders. For full tradeshow information and contract, contact [shelby@shorthorn.org](mailto:shelby@shorthorn.org).*

10x10: \$250

10x20: \$450

10x30: \$600

For any of the above items, contact [shelby@shorthorn.org](mailto:shelby@shorthorn.org) to reserve your space and complete payment.

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# Sponsorship Package

COMPANY NAME \_\_\_\_\_

COMPANY CONTACT \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

Sponsorship does not permit the Sponsor to have any rights or responsibilities in the operation of the ASA, AJSA or related events. Nothing herein shall establish a partnership or joint venture.

In return for its investment the Sponsor will receive advertising and promotional recognition detailed in this agreement. The Sponsor is responsible for providing the appropriate materials for those efforts by established due dates after discussion with the director of marketing.

*Please select sponsorship level.*

**Gold** \$10,000 \_\_\_\_\_

**Silver** \$5,000 \_\_\_\_\_

**Bronze** \$2,500 \_\_\_\_\_

**Contributor** \$1,000 \_\_\_\_\_

**Friend** \$500 \_\_\_\_\_

*Please select any additional upgrade opportunities available for your sponsorship level.*

## Gold

### Booth Upgrade

10x20 - \$150 \_\_\_\_\_

10x30 - \$250 \_\_\_\_\_

### Banner

\$1,000 \_\_\_\_\_

## Silver

### Discounted Booth

10x10 - \$150 \_\_\_\_\_

10x20 - \$300 \_\_\_\_\_

10x30 - \$400 \_\_\_\_\_

### Banner

\$1,000 \_\_\_\_\_

## Bronze

### Discounted Booth

10x10 - \$200 \_\_\_\_\_

### Exhibitor Folder Ad (select one)

Half-Page - free \_\_\_\_\_

Full-Page - \$250 \_\_\_\_\_

### Live Broadcasting Ads Discount

(select one IF purchased a full-page ad)

One Day - FREE \_\_\_\_\_

Two Days - \$150 \_\_\_\_\_

Three Days - \$300 \_\_\_\_\_

*If you would like an invoice or to pay by credit card, contact [shelby@shorthorn.org](mailto:shelby@shorthorn.org) or call at 816.599.7777.*

*Please return this form and check payable to American Shorthorn Association or Shorthorn Youth Foundation to: ASA Sponsorships, ATTN: Shelby Diehm, 7607 NW Prairie View Rd, Kansas City, MO 64151*

Accepted and agreed by authorized sponsor signature \_\_\_\_\_

DATE \_\_\_\_\_