



Texas and Southwestern Cattle Raisers Association

2018 SPONSORSHIP & ADVERTISING KIT



The Cattleman

SUMMER MEETING

tscra.org

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UPDATE



SPECIAL RANGERS

RANCHING 101



TSCRA Policy Conference

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RANCH GATHERINGS

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BUYERS GUIDE



Partner With TSCRA

Reaching the right audience at the right time with the right information about your company or organization and the products and services you offer is critical to success in today's competitive business environment. Likewise, ranching suppliers are a vital component of TSCRA's success, not just through your monetary support, but by helping our members with their product and service needs.

This is a snapshot of the many partnership opportunities available with prices to fit any budget. You'll receive the best return on your investment and optimum exposure – we'll help you make the connection!

Our Values

TSCRA values include a reputation built on integrity and heritage; bold, rational, and informed industry leadership; protection of property and individual rights; and improving the business of ranching. Our strategic partners share these values and provide the resources to assist in advancing the association.

Our Members

- More than 17,500 beef cattle producers, ranching families and businesses make up the TSCRA membership.
- 30 percent of the cattle in our trade area are owned or managed by TSCRA members.
- 76 million acres of range and pasture land are owned or managed by TSCRA members.
- Each year, TSCRA members purchase more than \$864 million in consumables, land and pasture management services, fencing, and rolling stock.

Learn About Advertising in

- *The Cattleman Media Kit*
- *The Cattleman magazine*
- *The Cattleman News Update, daily emailed newsletter*
- *The Cattleman NOW smartphone news app*
- www.tscra.org
- www.thecattlemanbuyersguide.com, *Coming in 2018*

Print and digital display advertising and native advertising/ sponsored content opportunities ranging from \$125 to \$2,520 per insertion.

For More Information

For additional details on sponsorship and advertising opportunities, please contact:

Gina Bryson

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Texas and Southwestern Cattle Raisers Association

1301 West 7th, Suite 201

Fort Worth, TX 76102

www.tscra.org

TSCRA reserves the right to refuse any transaction that may conflict with TSCRA's mission.

Sponsorship Menu At-A-Glance

Cattle Raisers Convention

March 23 to 25, 2018

\$40,000	Cattle Raisers Dinner and Dance	\$5,000 per session	Information Sessions
\$20,000	Opening General Session	\$5,000	Saturday Expo Reception
\$15,000, includes 20' x 20' booth space	Expo Coffee Booth	\$5,000; non-exclusive sponsorship	School for Successful Ranching
\$10,000 each, Friday or Saturday	Lunch in the Cattle Raisers Expo	\$5,000 per workshop	Workshops
\$10,000	CattleFax Market Outlook	\$5,000	Young Cattle Raisers After Party
\$10,000	Cattle Handling Demonstration Area	\$4,000	Convention Handbook
\$10,000	Cattle Handling Chute-Out	\$4,000	Pre-Convention Mailing
\$10,000	Closing General Session Brunch	\$4,000 each, 2 locations	Lounge Areas
\$10,000	Registration	\$3,000	Convention Photography
\$10,000	Welcome Reception	\$3,000 to \$3,500	Escalator Clings
\$9,000	Coffee Break	\$3,000	Hotel Key Cards
\$7,000	Youth Art and Photo Contests	\$3,000	Lanyards
\$5,000	Board of Directors Meeting	\$3,000 each, 4 available	Welcome Banner

\$2,500 Executive Committee Luncheon
 \$2,000 Phone Charging Station
 \$2,000 per section, 2 sets of stairs..... Stair Graphics
 \$1,625 to \$3,250 Column Wraps in Expo
 \$1,500 plus mailer cost, per rental..... Pre- or Post-
 Convention Mailing
 \$1,500 per rental.....Pre- or Post- Convention Email
 \$1,00 Cowboy Church
 \$1,000..... Expo Entertainment
 \$1,000..... Glass Clings, second floor
 \$1,000..... Texas Beef Council Fun Run/Walk
 \$500 each, 13 available Aisle Signs
 Starting at \$500 Drink Coolers
 Starting at \$500 per day..... Breaks – Friday or Saturday
 \$300 to \$750 Gobos
 \$26 per square foot.....Additional Cling Options
 \$26 per square foot..... Floor Clings
 \$5 per room for under door drops; \$6 per room for walk-in drops
 Hotel Room and/or Door Drops
 Based on consumption..... Booth Bars
 Donation of merchandise or credit worth \$250 for Expo Drawing
 Depends upon selection Convention Gift Bags
 Depends upon selection Hospitality Suites
 Depends upon selection Notepads, Pens and Calculators
 Special order pricing Trash Can Wraps
 Depends upon selectionWireless Internet

TSCRA Summer Meeting

June 15 to 16, 2018, Marfa

or

TSCRA Policy Conference

Sept. 26 to 28, 2018, Austin

\$5,000 annually, two meetings per year Board of Directors Meeting

\$2,500 per meeting – Summer Meeting or Policy Conference
 Welcome Reception

Starting at \$2,000 annually, two meetings per year
 General Session

Starting at \$2,000 per meeting..... Luncheon

Starting at \$2,000 annually, two meetings per year
 Policy Committee Meetings

Starting at \$500 per meeting Coffee and Refreshments

Starting at \$500 per meeting General Sponsorship

Sponsors who contribute \$500 or more per meeting are also provided with complimentary registration and event tickets.

All event sponsors receive the attendee list from the event.

Exhibit tables at membership meetings are limited to meeting sponsors who contribute \$500 or more per meeting.

TSCRA Ranch Gatherings

\$100 to \$1,000, Door Prizes

Educational Programs

Starting at \$20,000 annually Texas Beef Quality Assurance Program

Starting at \$10,000 annuallyRanching 101

\$7,500 annually Webinars

Starting at \$2,000 annually Leader Workshop

\$500 per meeting CattleFax Market Outlook

Variable sponsorship levels Ranch Tours

Membership Promotions

In-kind product donation for contests

In-kind product or service discounts

Starting at \$1,000 per month, membership mailings

Law Enforcement

Variable sponsorship levels for TSCRA special ranger training

In-kind product contribution

Added Benefits Available at Cumulative Levels, 2018 calendar year

Platinum: \$50,000 or more, annually

Gold: \$30,000 or more, annually

Silver: \$15,000 or more, annually

Cumulative levels based on support during a calendar-year. Includes Member dues (Allied or regular), advertising, sponsorships, Cattle Raisers Expo booth space and in-kind donations. Product or service discounts are not included in cumulative levels.



What a Sponsorship or Advertisement Contains

All sponsorship and advertising prices or levels listed in this document include material production, labor, and taxes. This document contains sponsorship and advertising options for the calendar year 2018.

About TSCRA

Founded in 1877, TSCRA is an established, trusted, high-profile brand within the agricultural community. TSCRA is a unique trade association because, in addition to traditional member advocacy, education, and communications programs, we also have a significant law enforcement presence through our staff of commissioned special rangers.

For More Information

For additional details on sponsorships or advertising, please contact:



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