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CATTLE RAISERS CONVENTION & EXPO 2022

MARCH 25-27, 2022 | FORT WORTH CONVENTION CENTER

**SPONSORSHIP
OPPORTUNITIES**

Explore the wide world of cattle industry challenges, advances and possibilities with the best professionals in the industry at the Southwest's largest expo!



INTRODUCTION

This document contains sponsorship options through the Texas and Southwestern Cattle Raisers Association for 2022. All sponsorship prices listed in this document include material production, labor, and taxes.

Partnering 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 brochure presents 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!

If you would like more detailed information about a specific event or activity, please let us know.

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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.

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.

TSCRA Facts:

- TSCRA represents more than 17,500 beef cattle producers, ranching families and businesses
- Members own or manage 30% of the cattle in our trade area
- Members own or manage more than 76 million acres of range and pasture land
- Members annually purchase more than \$864 million in consumables, land and pasture management services, fencing, and rolling stock

For More Information

For additional details on any sponsorship, please contact:

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gdunham@tscra.org

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TSCRA reserves the right to refuse any sponsorship which may be detrimental to TSCRA's mission.

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PARTNERSHIP BENEFITS

In addition to the sponsorship benefits listed above, TSCRA offers additional benefits for cumulative support during the calendar year. The benefits schedule shown below is designed to give your company maximum exposure to TSCRA members.

Platinum Sponsorship - \$20,000

Platinum Sponsors will receive the following benefits:

- The opportunity to access the TSCRA mailing list twice per calendar year. The list may be segmented by operation size, zip code, county, or other criteria. The timings and cost of the mailings are the responsibility of the sponsor. Note that the membership list is not sold to third parties. This is an exclusive benefit to Platinum and Gold Sponsors.
- First priority booth selection for the 2022 Cattle Raisers Expo in Fort Worth, Texas.
- Ten complimentary subscriptions to The Cattleman magazine.
- Monthly recognition in The Cattleman magazine.
- Recognition on the TSCRA website, at www.tscra.org.
- Your choice of up to \$10,000 in sponsorship opportunities as laid out in this document.

Gold Sponsorship - \$10,000

Gold Sponsors will receive the following benefits:

- The opportunity to access the TSCRA mailing list once per calendar year. The list may be segmented by operation size, zip code, county, or other criteria. The timings and cost of the mailings are the responsibility of the sponsor. Note that the membership list is not sold to third parties. This is an exclusive benefit to Platinum and Gold Sponsors.
- Second priority booth selection for the 2022 Cattle Raisers Expo in Fort Worth, Texas.
- Five complimentary subscriptions to The Cattleman magazine.
- Monthly recognition in The Cattleman magazine.
- Recognition on the TSCRA website, at www.tscra.org.
- Your choice of up to \$5,000 in sponsorship opportunities as laid out in this document.

Silver Sponsorship - \$5,000

Silver Sponsors will receive the following benefits:

- Third priority booth selection for the 2022 Cattle Raisers Expo in Fort Worth, Texas.
- Two complimentary subscriptions to The Cattleman magazine.
- Annual recognition in The Cattleman magazine.
- Recognition on the TSCRA website, at www.tscra.org.
- Your choice of up to \$2,500 in sponsorship opportunities as laid out in this document.

The sponsorship levels listed above include the cost of Allied Member dues. They do not include the cost of your 2022 booth at the Convention and Expo. Production costs may apply to additional sponsorship opportunities.



CATTLE RAISERS CONVENTION AND EXPO

The Cattle Raisers Convention and Expo is the largest annual ranching event in Texas and Oklahoma. The event combines an industry-leading Expo, School for Successful Ranching, renowned speakers, and great parties into a single, action- packed weekend.

More than 3,500 cattle raisers, landowners, and allied industry professionals from Texas and Oklahoma attend the event. The Expo features more than 260 companies in 180,000 square feet of Expo space. The Expo is also home to the School for Successful Ranching and cattle handling demonstrations, all available to Expo attendees.

The 2022 Cattle Raisers Convention and Expo will be held March 25 – 27, 2022 at the Fort Worth Convention Center in Fort Worth, Texas.

Full information on the Cattle Raisers Convention and Expo is available online at www.cattleraisersconvention.com.

Critical Deadlines

JANUARY 21, 2022:

Deadline for sponsorships commitments requiring material production or printing.
Deadline for recognition in Convention handbook and on-site signs.
Deadline for all artwork.

MARCH 1, 2022:

General sponsorship deadline, graphics will not be included on any materials.

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PROGRAM AND EDUCATIONAL SPONSORSHIPS

Program and educational sponsorships provide an opportunity for companies to feature their brands in conjunction with some of our largest, best-attended programs. More than half of Convention attendees say that these educational opportunities are the primary reason they attend the event. Attendees value the broad but focused educational offering and your company can be a visible part of the experience.

Sponsors will be featured in logos and from the podium at each session in addition to all convention promotions related to your program. A representative from the sponsoring company will have an opportunity to welcome guests and/or show a brief video overview of their company. Sponsors may also elect to place materials in each seat or place-setting.

Keynote General Session

PRICE: \$20,000

The highly anticipated keynote general session will feature is our most well attended of the program and educational events and a great way to showcase your company. TSCRA is excited to host President George W. Bush as our 2022 keynote speaker.

Cattle Handling Demonstration Area

PRICE: \$20,000

We bring the ranch to the convention by bringing dirt, pens, and cattle into the convention center. We will conduct sessions on Friday and Saturday. This is a high-visibility, high-attendance area on the Expo floor.

Sponsors will receive recognition in numerous ways: print, electronically, through social media, on-site, and more.

Opening General Session

PRICE: \$10,000

The opening General Session is the official kick off to the convention featuring a well-known speaker.

CattleFax Market Outlook and Annual Membership Meeting

PRICE: \$10,000

Randy Blach, CEO of CattleFax, will discuss how Cattle Raisers might consider positioning themselves for the remainder of this decade. This session is always a convention favorite and very well attended.

Cattle Handling Chute-Out

PRICE: \$10,000

Part of the cattle handling area will be set aside for hands-on demonstrations of manual squeeze chutes. The program will take place Friday and Saturday. Sponsors will be recognized in several ways both in the area and in event promotional materials. This sponsorship can be customized to fit the unique needs of your company.



School for Successful Ranching

AMOUNT: \$5,000 PER SESSION

Sponsors at the School for Successful Ranching enjoy unique recognition with School attendees. Attendees can choose from 35 hours of practical classroom instruction and may earn Beef Quality Assurance credits. School sessions begin on Friday, March 25 and continue through Saturday, March 26.

For 2022, the School programs are once again open to all convention attendees. This means more value for the sponsorship. Call us to discuss the session topic you'd like to sponsor.

Your School sponsorship includes the following:

- Recognition pre- and post-event in print,
- online, in mailings and the School proceedings book
- Recognition in each classroom through
- digital banners
- Opportunity to staff a kiosk outside the
- meeting rooms, complete with TV monitor and high-boy table



Board of Directors Meeting

PRICE: \$5,000

The TSCRA Board of Directors is composed of 135 beef industry leaders throughout Texas and Oklahoma. Your sponsorship of the board meetings provides your organization with credibility and an audience with this influential group of ranchers. This is another opportunity to develop relationships with TSCRA leadership.

Executive Committee Luncheon

PRICE: \$2,500

The TSCRA Executive Committee gathers at Convention to manage TSCRA's affairs. This sponsorship will place your company alongside these industry leaders as they work on behalf of Texas and Oklahoma cattle producers.

New Member Orientation and Reception

AMOUNT: \$1,500

Be up front with the newest members of TSCRA. Conducted by the Regional Association Promotion Team, this is a great opportunity for new TSCRA members to learn more about the association and how to get involved.

Cowboy Church

PRICE: \$1,000

Attendees will enjoy the singing and encouragement from Jeff Gore, cowboy minister.

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ENTERTAINMENT OPTIONS

These events allow for attendees to catch up with old friends and meet new faces. We will work with you to make your sponsorship a big hit!

Cattle Raisers Dinner and Dance

PRICE: \$50,000

The official Saturday event of the Cattle Raisers Convention, this is an annual tradition and a favorite for our members.

Sponsors receive extensive recognition prior to the event and on-site during the event. This is a great option for companies who want to have a big brand impact on customers and prospects.

Expo Reception

PRICE: \$20,000

Attendees are welcomed to the Expo on Friday night and Saturday night with the Welcome Reception. This event features, reception food, drinks, and entertainment. It's the perfect backdrop for companies looking to promote their brands and products in a relaxed, casual environment to thousands of Convention attendees.

As part of your sponsorship of this event, you'll receive \$3,000 in free drink tickets that you can pass out to your customers and booth visitors to use at the reception.

Saturday Night After Party

PRICE: \$20,000

New this year, Cattle Raisers will be hosting an after party on Saturday night for our members to keep the fun going after the dinner and dance. This event offers a great way to customize how you promote your brand to attendees while they continue to socialize and dance to one of Fort Worth's most popular cover bands. This sponsor will be placed front and center for all attendees to notice.

Youth Contests

PRICE: \$5,000

Youth contests are popular for attendees and kids alike. We display the art and photo entries alongside your brands, linking your company to a family-oriented activity. 100% of this sponsorship is used to support the awards for participants.

Expo Entertainment

PRICE: \$1,000

Sponsorship of the entertainment in the Expo begins with strolling acts and bands during the welcome reception. The sponsorship continues with entertainers in open areas throughout the Expo hours. This sponsorship may be structured to help draw traffic into your exhibit.

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MEALS AND BREAKS

Expo Coffee Booth

AMOUNT: \$17,000

Cattle raisers love their coffee! Your company can be a sponsor of one of two coffee stations on the Expo floor. The cost of the sponsorship will include signage and on-site promotion.

Coffee Station on Second Floor

AMOUNT: \$12,000

Your company can be the exclusive sponsor of the only coffee station on the second floor where the convention programs occur. The cost of the sponsorship will include signage and on-site promotion. This sponsorship has been extremely popular at previous conventions.

Breakfast Taco Station

AMOUNT: \$10,000

Every Cattle Raisers knows the importance of starting the day with a full stomach. Your company can be the sponsor of this first-time opportunity to sponsor the breakfast taco stand every TSCRA member will be stopping by on their way to the morning sessions!

Lunch

PRICE: \$10,000 EACH FOR FRIDAY AND SATURDAY

On Friday and Saturday of Cattle Raisers Convention, the Expo floor is home to lunches for exhibitors and attendees. If you want to drive traffic to your booth, this is an excellent opportunity to bring attendees to your location.

Breaks – Friday or Saturday

AMOUNT: PRICES START AT \$500 PER DAY, PLEASE CALL FOR FULL DETAILS

Each afternoon during Convention we provide breaks for attendees to grab a snack and relax between meetings. If you want to drive traffic to your booth, this is an excellent opportunity to bring attendees to your location.

Booth Bars

AMOUNT: CONSUMPTION-BASED, CALL FOR DETAILS

Exhibitors have asked for bars in their booths and that's exactly what this sponsorship provides. On Friday and Saturday, exhibitors may sponsor a bar in their booth. Sponsors may select which type of bar they would like. The cost of the sponsorship is only what attendees consume. This is a unique pass-through opportunity for exhibitors. Please note that the bar must be within the booth so it will take away some of your exhibit space.



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CONVENTION AMENITIES

Registration

PRICE: \$10,000

When attendees register and arrive on-site, your company can be front and center. This sponsorship will have direct contact with all event attendees through placement of company and brand logos.

Convention App

PRICE: \$5,000

Have your company featured when attendees open this app to look up schedules, maps, speakers, and more.

Pre-Convention Mailing

PRICE: \$4,000

Prior to the convention we mail all registered attendees a confirmation letter and packet. Attendees open and take note of this mailing. This is an opportunity to get into the hands of convention attendees and help drive them to your booth.

Registration Bags

PRICE: DEPENDS UPON BAG SELECTION, CALL FOR DETAILS

All convention attendees are provided a complimentary gift bag. This sponsorship includes a counter that your team can staff to hand out the bags. This offers very high visibility at the event and years afterwards.

Convention Handbook

PRICE: \$4,000

We accept a limited number of advertisers in the Convention handbook which is provided to all attendees. Take advantage of this exclusivity by sponsoring the handbook.

Lanyards

PRICE: \$4,000

Place your company or brand logos on this simple, yet effective, convention staple.

Convention Photography

PRICE: \$3,000

The sponsorship will involve photography coverage, licensed images, and a custom website for all Convention attendees to view event photographs. The sponsorship is high-impact and will provide lasting promotional exposure post-event.

Phone Charging Station

PRICE: \$2,000

Attendees cite opportunities to network as a top reason for attending the convention. Sponsor an area where attendees can charge their cell phones, tablets, iPhones, and iPads. Your logo will appear on the charging station and in the final handbook on-site.



Expo Drawing

PRICE: DONATION OF MERCHANDISE OR CREDIT WORTH \$250

The Expo drawing will feature 24 companies who each donate \$250 worth of merchandise or credit. Their company logo and booth number will be featured on a special card that will be distributed to all attendees. Attendees who visit each booth will be entered into a drawing for each of the 24 prizes.

This is a unique opportunity to drive traffic to your booth and get involved in promoting the Expo, with no cash investment. This opportunity is limited to the first 24 companies to participate.

Notepads, Pens, and Calculators

PRICE: DEPENDS UPON SELECTION, CALL FOR DETAILS

Attendees appreciate a dedicated convention notebook or notepad and pen to write with. This is your opportunity to fill their need and provide them with an item that will definitely make the trip back to their ranch. This sponsorship is designed to allow some flexibility to meet different budget requirements.

Wireless Internet

PRICE: DEPENDS UPON SELECTION, CALL FOR DETAILS

Most convention attendees will have a smart phone or tablet and will be hungry for free wireless internet service. This premium sponsorship includes:

- Exclusive splash page to confirm wireless access for all users
- Extensive pre-event promotion
- Complimentary half-page ad in the convention handbook



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A photograph of two black cows standing in a field of tall grass and yellow wildflowers. The cow on the left is looking towards the camera, while the cow on the right is looking slightly away. The background is a clear blue sky.

ATTENDANCE LIST RENTAL

Want to send something to convention attendees? We can help you!

Pre- or Post-Convention Mailing

PRICE: \$2,000 PLUS MAILER COST, PER RENTAL

We will work with our mail house or yours to allow sponsors to send information to convention attendees. The lists include all registered attendees and may also include exhibitors.

We suggest that the all pre-event mailers are mailed by March 10, 2022. Post-event mailings can be sent as soon as one week after the event.

Pre- or Post-Convention Email

PRICE: \$2,000 PER RENTAL

For emails, we will send the message on your behalf. We will provide full reporting, including delivery rates, open rates, and click-through rates.

List will exclude all attendees who have opted out of marketing messages during the registration process.

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HOTEL OPTIONS

Hotel Key Cards

PRICE: \$3,000

Key cards are provided to all attendees within the convention room block. Your custom graphics can be used on the cards to create a lasting impression.

This option is only available at the Omni Hotel and Sheraton.

Hotel Room and/or Door Drops

PRICE: CALL FOR PRICE

Welcome attendees to Fort Worth with a gift placed outside or inside their hotel rooms. Circulate your company logo and build awareness among more than 1,500 industry professionals and invite attendees to come by your booth. Pricing based on type of room drop (inside or outside the room).

Hospitality Suites

PRICE: CALL FOR PRICE

Want to entertain guests in your own private suite. TSCRA works with the Omni Hotel to provide a first-class experience for you and your guests. Availability varies by room type and duration of stay so please act now to reserve your room.

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DISPLAY SPONSORSHIPS

Welcome Banner

PRICE: \$3,000 EACH, 4 LOCATION OPTIONS

Make an impact while welcoming attendees to the Cattle Raisers Convention with this unique entrance banner! Sponsor's logo will appear on the directional banner flanking the convention welcome banner. Placement opportunities in the main concourse of the Convention Center.

Lounge Areas

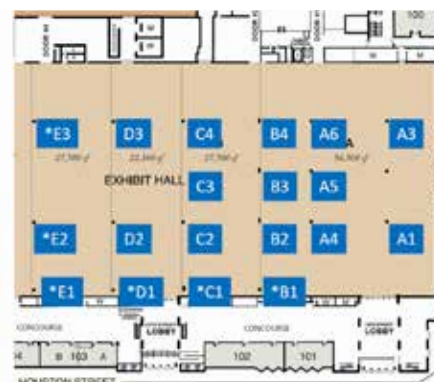
PRICE: \$4,000 EACH, 2 LOCATIONS

Give attendees a place to relax between sessions by putting your name on one of the lounge areas. Each area will have signage, literature racks and other graphics which recognize your product or brand.

Expo Column Wraps

**PRICE: \$3,500 FOR ALL FOUR SIDES;
\$1,750 IF OBSTRUCTED, MARKED
WITH AN ASTERISK BELOW**

Get the attention of convention attendees with custom column wraps throughout the exhibit hall.



Aisle Signs

PRICE: \$500 PER AISLE

Aisle signs are visible to all Expo visitors. Each sponsorship consists of a single full color logo applied to both sides of the sign and both sides of the intersecting sign.



LED Digital Advertising on Entrance Wall

PRICE: \$7,500

Have your company make a big splash with this unique exclusive advertising opportunity. We will work with you to design a digital impression that all of our attendees will remember!

Stair Graphics

PRICE: \$2,000 PER SECTION, TWO LOCATION OPTIONS

Each stair graphic is approximately 20' wide x 4' tall. Graphics will be visible Friday through Sunday.



Floor Stickers

PRICE: \$30 PER SQUARE FOOT

Drive traffic directly to your booth with these unique stickers. Clings can be in the shape of your logo, foot prints, or even hoof prints! Clings are placed throughout the convention center.

Second Floor Glass Clings

PRICE: \$1,000

This full color cling is on the second floor and very visible. Four panels total, each is approximately 2 feet wide and 4 feet tall. Graphics will be visible Friday and Saturday.



Gobos

PRICE: \$750 PER GOBO IF THE SPONSOR PROVIDES THE GOBO LENS; \$1,000 IF WE MAKE A GOBO LENS

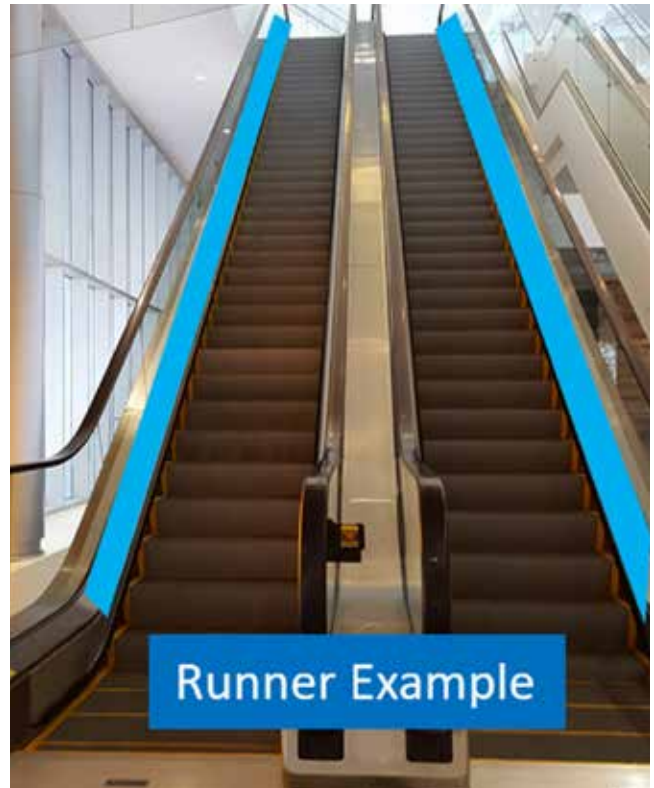
Gobos provide a large, high-visibility placement of your logo. Gobos may be placed in Expo, placing your logo on the wall for the duration of the event.



Escalator Clings

PRICE: CLINGS ARE \$4,000 PER SIDE OR \$3,500 PER RUNNER

Escalators provide great visibility for the duration of the convention. Please call us to discuss placement and graphic options.



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