

**MARCH 24-26, 2023 | FORT WORTH CONVENTION CENTER**



# **CATTLE RAISERS CONVENTION & EXPO 2023<sup>®</sup>**

## **SPONSORSHIP OPPORTUNITIES**



**GET MORE INFO AND SIGN UP AT  
[CATTLEAISERSCONVENTION.COM](http://CATTLEAISERSCONVENTION.COM)**





## Meet top professionals in the cattle industry and explore advances, challenges and possibilities at the largest expo in the Southwest.

### **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 in today's business environment. Likewise, ranching suppliers are a vital component of TSCRA's success — not only through your monetary support, but also helping our members with their product and service needs.

This brochure presents a snapshot of partnership opportunities that fit any budget. We'll help you make the connection and receive optimum exposure and the best return on your investment.

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

### **ABOUT TSCRA**

Founded in 1877, TSCRA is an established, trusted, high-profile brand within the agricultural community. TSCRA is a unique trade association. In addition to traditional member advocacy, education and communications programs, we also have Cattle Raisers insurance services and 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 improvement in the business of ranching. Our strategic partners share these values and provide resources to assist in advancing the association.

*This document contains sponsorship options through the Texas & Southwestern Cattle Raisers Association for 2023.  
All sponsorship prices listed in this document include material production, labor and taxes.*

*TSCRA has over 18,000 members who represent  
more than 55,000 cattle raisers.*

*Members own or manage 30% of the cattle  
in our trade area and 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.*

### **ADDITIONAL INFORMATION**

Looking for more details on a sponsorship? Let us know.

**Grace Dunham**

817.916.1745

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

## PARTNERSHIP BENEFITS

In addition to the sponsorship benefits, 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 BENEFITS

#### PLATINUM SPONSORSHIP

\$20,000

The opportunity to access the TSCRA mailing list\* twice per calendar year.

Early access to priority booth selection for the 2024 Cattle Raisers Convention & Expo® in Fort Worth, Texas.

Monthly recognition in *The Cattleman* magazine.

Recognition on the TSCRA website, at [www.tscra.org](http://www.tscra.org).

Your choice of up to \$10,000 in sponsorship opportunities as laid out in this document.

### GOLD SPONSORSHIP BENEFITS

#### GOLD SPONSORSHIP

\$10,000

The opportunity to access the TSCRA mailing list\* once per calendar year.

Early access to booth selection for the 2024 Cattle Raisers Convention & Expo® in Fort Worth, Texas.

Monthly recognition in *The Cattleman* magazine.

Recognition on the TSCRA website, at [www.tscra.org](http://www.tscra.org).

Your choice of up to \$5,000 in sponsorship opportunities as laid out in this document.

### TSCRA MAILING LIST\*

*This is an exclusive benefit to Platinum and Gold Sponsors.  
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.  
The membership list is not sold to third parties.*



## CATTLE RAISERS CONVENTION AND EXPO

The Cattle Raisers Convention & 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.

**2023 CATTLE RAISERS CONVENTION & EXPO**  
**MARCH 24 – 26, 2023**  
**FORT WORTH CONVENTION CENTER**  
**FORT WORTH, TEXAS**

### CRITICAL DEADLINES

#### JANUARY 23, 2023

Deadline for sponsorship commitments requiring material production or printing.

Deadline for recognition in Convention handbook and on-site signs.

Deadline for all artwork.

#### MARCH 1, 2023

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

### PROGRAM AND EDUCATIONAL SPONSORSHIPS

*All sponsorships include branding recognition in print, electronically, on social media and on-site.*

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.

Full information on the Cattle Raisers Convention and Expo is available online at [CATTLEAISERSCONVENTION.COM](https://www.cattleraisersconvention.com).





### **KEYNOTE GENERAL SESSION**

\$20,000

TSCRA is excited to host Dana Perino, a revered political commentator and journalist, New York Times bestselling author and former White House Press Secretary, as our 2023 keynote speaker. The highly anticipated keynote general session is our most-attended event and a great way to showcase your organization.

***Sponsorship includes:***

A representative from your organization can introduce the keynote speaker.

Pre-session meet and greet with keynote speaker.

Giveaways or handouts from your organization for each attendee.

Complimentary table for your organization or guests (event registration included).

Your organization's logo on event signage and promotions.



### **OPENING GENERAL SESSION**

\$10,000

The opening General Session is the official kickoff to the Convention and a great way to showcase your organization.

***Sponsorship includes:***

A representative from your organization can introduce the keynote speaker

Giveaways or hand outs from your organization for each attendee

Reserved complimentary table for your organization or guests to attend

Your organization logo on event signage and promotions

**CattleFax  
Market Outlook  
and Annual  
Membership  
Meeting**

**\$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.

***Sponsorship includes:***

A representative from your organization can introduce the keynote speaker.

Reserved complimentary table for your organization or guests to attend.

Giveaways or handouts from your company for each attendee.

Your organization logo on event signage and promotions.

**Cattle  
Handling  
Demonstration  
Area**

**\$20,000**

We bring the ranch into the convention center, including dirt, pens and cattle. We will conduct sessions on Friday and Saturday. This is a highly visible, well-attended area on the Expo floor. We also provide the opportunity to feature your organization's logo on event signage and promotions.

**Cattle  
Handling  
Chute-Out**

**\$10,000**

Sponsor hands-on demonstrations of manual squeeze chutes by the demo area on Friday and Saturday.

***Sponsorship includes:***

Company logo on event signage and promotions.

Opportunity for a company representative to speak during the event.

**School for  
Successful  
Ranching**

**\$5,000  
per session**

Sponsors at the School for Successful Ranching enjoy unique recognition with school attendees.

***Sponsorship includes:***

Recognition in each classroom on the presenter slides and on the stage backdrop.

Opportunity to speak on Friday or Saturday at our Expo Floor Learning Area.

Priority time slot assignment for Expo Floor Learning Area session.

## Board of Directors Meeting

**\$5,000**

Your sponsorship of the board meetings provides your organization with credibility and an audience in front of TSCRA's Board of Directors, composed of 135 beef industry leaders throughout Texas and Oklahoma.

### ***Sponsorship includes:***

Company logo on event signage and promotions.

Opportunity to speak during the board meeting.

## Convention Interns

**\$5,000**

Impact the future leaders of the beef industry by sponsoring our Convention interns. The TSCRA Convention intern program provides an opportunity for college students to network and learn in a real-world setting.

### ***Sponsorship includes:***

Your brand on the 30 intern's shirts as they work throughout the convention.

Opportunity to speak to interns during orientation.

## Executive Committee Luncheon

**\$3,500**

This sponsorship will place your company alongside TSCRA's Executive Committee as they work on behalf of Texas and Oklahoma cattle producers.

### ***Sponsorship includes:***

Company logo on event signage and promotions.

## Expo Floor Learning Area

**\$2,500**

A 20-minute educational session on a topic of the sponsor's choosing. Sessions are available on Friday and Saturday during trade show hours. Availability is limited.

### ***Sponsorship includes:***

Speaking opportunity on Friday or Saturday.

Opportunity to hand out promotional items.

## Cowboy Church

**\$500**

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

### ***Sponsorship includes:***

Company logo on event signage and promotions.

## Graduate Poster Showcase

**\$3,000**

The graduate poster showcase allows students in graduate programs at universities in Texas and Oklahoma to showcase their research. Last year we had 20 students participate from 5 universities including Tarleton, WTMU, TAMU, OSU and ASU.

### ***Sponsorship includes:***

Logo included on advertisements sent to all College of Ag departments.

Logo featured in the handbook along with information on the showcase.

## ENTERTAINMENT OPTIONS

All sponsorships include branding recognition in print, electronically, on social media and on-site.

### **Cattle Raisers Dinner and Dance**

**\$50,000**

**This Saturday evening event of the Cattle Raisers Convention & Expo is an annual tradition and a favorite for our members.**

***Sponsorship includes:***

Company logo on event signage and promotions.

Reserved complimentary table for your organization or guests to attend.

The opportunity for a representative from your organization to kick off the event.

### **Expo Reception**

**\$15,000**

**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.**

***Sponsorship includes:***

Company logo on event signage and promotions.

Complimentary drink tickets for your company or guests included.

### **Expo Reception Signature Cocktail**

**\$4,000**

**Select and name a cocktail for attendees to enjoy.**

***Sponsorship includes:***

Company logo on each bar highlighting your signature cocktail.

Your company-branded cups, drink stir sticks or koozies provided with each drink.



## SATURDAY NIGHT PARTY ENTERTAINMENT

All sponsorships include branding recognition in print, electronically, on social media and on-site.

### **Saturday Late Night Party**

**\$10,000**

TSCRA's late night party for our members to keep the fun going after the dinner and dance.

***Sponsorship includes:***

Company logo on event signage and promotions.

Complimentary tickets for your company or guest to attend.

### **Saturday Late Night Party Mechanical Bull**

**\$5,000**

Stand out with the top attraction at the Late-Night Party by sponsoring the mechanical bull for the night.

***Sponsorship includes:***

Company logo by the mechanical bull.

Four VIP tickets to be first in line.

### **Saturday Late Night Party Signature Cocktail**

**\$2,000**

Select and name a cocktail for attendees to enjoy.

***Sponsorship includes:***

Company logo on each bar highlighting your signature cocktail.

### **Saturday Late Night Party VIP Table**

**\$1,000**

Two reserved high top tables for your company and guests to gather around and people-watch between dancing.

***Sponsorship includes:***

Two reserved high top tables with your company logo.

### **Saturday Late Night Party Sponsored Song**

**\$500**

Choose a song from the artist playlist, gather your colleagues and friends and get on the dance floor.

***Sponsorship includes:***

Company name introduced before the song plays.

## ENTERTAINMENT OPTIONS

All sponsorships include branding recognition in print, electronically, on social media and on-site.

### Youth Contests

**\$1,500**

We display the photo entries alongside your brands, linking your company to a family-oriented activity. One hundred percent of this sponsorship is used to support the awards for participants.

***Sponsorship includes:***

Company logo on display area.

Company recognition when presenting the awards.

Company recognition in The Cattleman when the award winner's photograph is featured.

### Breakfast Taco Station

**\$7,500**

Every cattle raiser 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 visit on their way to the morning sessions. Available for Friday and Saturday.

***Sponsorship includes:***

Company logo on breakfast station.

Company logo on event signage and promotions.

Your team staffing the taco station to greet attendees.

### Coffee Station on Second Floor

**\$5,000**

Your company can be the exclusive sponsor of the only coffee station on the second floor where the Convention programs occur. Available for Friday and Saturday. Minimum of two hour sponsorship.

***Sponsorship includes:***

Company logo on cups, napkins and coffee bar display.

### Expo Coffee Booth

**\$1,000/per hour**

Cattle raisers love their coffee. With the coffee bar placed in or near your booth, your company can sponsor everyone's first morning stop. Available for Friday and Saturday. Minimum of 2-hour sponsorship.

***Sponsorship includes:***

Company logo on cups, napkins and coffee bar display.

### Booth Bars

**Price is consumption-based, call for details**

Exhibitors have asked for bars in their booths and that's exactly what this sponsorship provides. Sponsors may select which type of bar they would like and set the price limit on how much they want to spend.

### Expo Entertainment

**Call for price**

Sponsorship of entertainment in the Expo helps draw traffic into your booth. Opportunities are only limited to what you can dream up.

***Examples include:***

Popcorn Bar

Caricature Artist

Boot Shining

## CONVENTION AMENITIES

All sponsorships include branding recognition in print, electronically, on social media and on-site.

### Registration

\$10,000

**When attendees register and arrive on-site, your company can be front and center.**

***Sponsorship includes:***

Company logo on event signage and promotions.

Company logo on registration confirmation emails.

### Lanyards

\$5,000

**Place your company or brand logos on every lanyard so they can be high visibility during the event as well as featured in countless pictures after the Convention.**

***Sponsorship includes:***

Logo co-branded with TSCRA logo on each lanyard.

### Headshot Booth

\$5,000

Professional headshots are a great way to update LinkedIn, social accounts, email signatures and resumes.

***Sponsorship includes:***

Company logo on signage.

One hour for company employees and a guest to have professional headshots.

### Expo Drawing

**\$250 + 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.

***Sponsorship includes:***

Company logo on event signage and promotions.

### Hotel Key Cards

\$3,500

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

***Sponsorship includes:***

Company logo on every attendee hotel keycard.

### Hotel Room and/or Door Drops

**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 before and during the event.

***Sponsorship includes:***

Materials provided to each hotel by the sponsoring company.



## Convention Handbook

**\$5,000**

Every attendee will receive a handbook upon registration. This exclusive sponsorship is a great way to put your brand directly into the hands of a large audience.

## Convention Handbook Ad

**\$500**

We accept a limited number of advertisers in the Convention handbook, which is provided to all attendees.

## Pre-Convention Ad in The Cattleman

**\$2,900**

Promote attendance at your expo booth with a full-page ad in the March Cattleman.

Artwork due by January 24, 2023.

## Pre- or Post-Convention Email

**\$2,500**

Work with TSCRA to design a message for all attendees to see. TSCRA will send the message on your behalf and provide full reporting, including delivery rates, open rates and click-through rates. Limit one per company.

## Pre-Convention Email Blast Ad

**\$750**

Banner ad inside the weekly email to registered attendees, beginning in December. Limited availability.



Texas & Southwest Cattle Raisers Association | Registration Invitation



☐ Texas & Southwest Cattle Raisers Association

To: ☒ Texas & Southwest Cattle Raisers Association Members

A banner for the 2023 Cattle Raisers Convention &amp; Expo. The top section has a dark background with the text "CATTLE RAISERS CONVENTION &amp; EXPO 2023" in white. Below this is a large, bold, white text that reads "REGISTRATION IS NOW OPEN". Underneath that, in smaller white text, it says "REGISTER TODAY AT CATTLERAISERSCONVENTION.COM". The bottom section has a dark background with the text "YOU'RE INVITED" in white, followed by "2023 Cattle Raisers Convention" in white. At the very bottom, in large, bold, white text, it says "March 24 - 25" and "Fort Worth Convention Center".

## DISPLAY SPONSORSHIPS

### Welcome Banner

**\$3,000 each, 4 location options**

Make an impact while welcoming attendees to the Cattle Raisers Convention & Expo with this unique entrance banner. Sponsor's logo will appear on the directional banner flanking the Convention welcome banner.



### Aisle Signs

**\$400 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.



### Floor Stickers

**\$30 per square foot**

Drive traffic directly to your booth with these unique stickers. Clings can be in the shape of your logo, footprints or even hoofprints.



### Escalator Clings

**\$4,000 per side**

Escalators provide great visibility for the duration of the Convention.

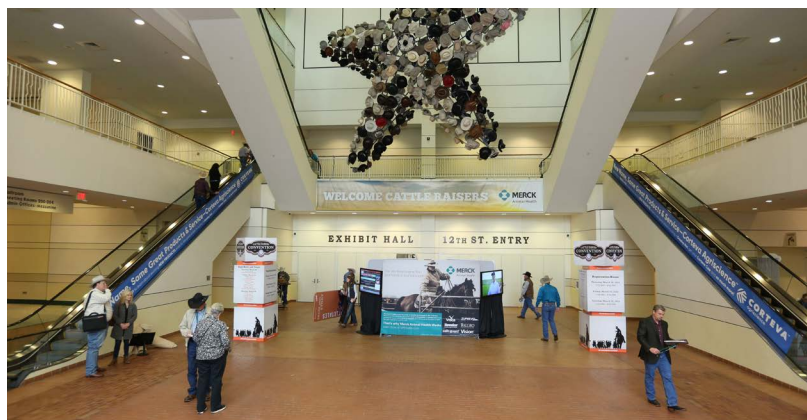
### Social Media Package

**\$2,500**

Two Facebook or Instagram posts (sponsor choice).

One post before the convention and one after the convention.

One 2-minute Facebook Live or Instagram Live interview from the show floor.







# **CATTLE RAISERS CONVENTION & EXPO 2023<sup>®</sup>**