

WE LIVE FOR  
**THIS LAND<sup>®</sup>**

# **SPONSORSHIP OPPORTUNITIES**

MARCH 22-24, 2024 | FORT WORTH CONVENTION CENTER



**CATTLE RAISERS  
CONVENTION & EXPO  
2024**





## 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 2024. All sponsorship prices listed in this document include material production, labor and taxes.*

### ADDITIONAL INFORMATION

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

**Grace Dunham**  
817.916.1745  
gdunham@tscra.org

**Jana Earp**  
817.916.1744  
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TSCRA has over 26,000 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.



# EXHIBITOR INFORMATION

## Become an Exhibitor

### Standard Exhibitor Booth Space (100 square feet) \$995

*Premium booth space can be purchased for an additional fee.*

Your booth purchase includes your convention badges (no limit for exhibitors), one 8-foot-tall back panel, two 3-foot-tall side panels, a sign with the company name, and a garbage can in the booth space.

Tables, chairs, carpet, electricity, Wi-Fi, and meals are not included in the booth purchase and may be purchased separately.

To reserve your booth, please contact the TSCRA sales team at [events@tscra.org](mailto:events@tscra.org) or 817-916-1745. You can view the 2024 Expo Floorplan at [CattleRaisersConvention.com](http://CattleRaisersConvention.com).

## 2024 CATTLE RAISERS CONVENTION & EXPO MARCH 22 – 24, 2024 FORT WORTH CONVENTION CENTER | FORT WORTH, TEXAS







## CATTLE RAISERS CONVENTION & 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 4,000 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.

**2024 CATTLE RAISERS CONVENTION & EXPO MARCH 22 – 24, 2024**  
**FORT WORTH CONVENTION CENTER | FORT WORTH, TEXAS**

### CRITICAL DEADLINES

#### JANUARY 23, 2024

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, 2024

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 & Expo is available online at [CattleRaisersConvention.com](https://CattleRaisersConvention.com).**



## Keynote General Session

**\$20,000**

Keynote speaker, to be announced.

*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.



## Saturday Morning General Session & Annual Membership Meeting

**\$10,000**

The General Session a great way to showcase your organization. Featured speakers include Congressman Glenn "GT" Thompson, chairman of the House Committee on Agriculture and former committee chairman, Mike Conaway.

*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**

**\$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.

## **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.

## **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

## **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.

## **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.

## **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.

## **Cowboy Church**

**\$500**

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

*Sponsorship includes:*

Company logo on event signage and promotions.



# 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 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 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 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.

## 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.

## Photo 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

**\$5,000**

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.

# ADVERTISING

## 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, 2024.

## 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.





# 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.



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



# **CATTLE RAISERS CONVENTION & EXPO 2024**