



SPONSORSHIP  
OPPORTUNITIES  
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#BEEFMEET

NCBA.org



The cattle industry comes together twice a year to discuss current issues as a group, to work on programs and initiatives, and to set the course we should take with our various projects for the betterment of the beef cattle industry. Featuring meetings of the National Cattlemen's Beef Association, Cattlemen's Beef Promotion & Research Board, American National CattleWomen, Inc. and the National Cattlemen's Foundation.

Show your support for the beef cattle industry and make an impact at the 2024 Cattle Industry Summer Business Meeting. This is an exclusive opportunity to get your company brand in front of the top leaders in the beef industry.

# Why Sponsor?

- ▶ Show your support of the beef cattle industry
- ▶ Increase brand awareness
- ▶ Build a positive image
- ▶ Boost sales & generate leads

## BASE SPONSORSHIP

All 2024 Cattle Industry Summer Business Meeting sponsors will receive the Base Sponsorship Package, which includes:

- Sponsor ribbons for company representatives
- Company logo inclusion on Printed program, NCBA.Org, and Onsite Signage
- First right of refusal for the 2025 Summer Business Meeting

## CONTACT THE CORPORATE RELATIONS TEAM

The 2024 Cattle Industry Summer Business Meeting offers a variety of sponsorship opportunities for every budget and can be customized to not only meet your marketing goals but give your company additional exposure.

For more information about NCBA sponsorship opportunities, please contact the **Corporate Relations team** at 303-694-0305 or email [CorporateRelations@beef.org](mailto:CorporateRelations@beef.org).

# Prime

## SPONSOR OPPORTUNITIES

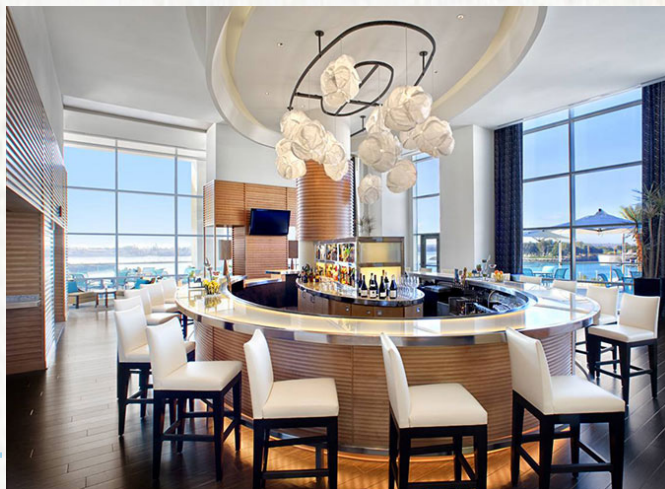
Prime level sponsorships offer increased brand exposure for a higher impact sponsorship.

### OPENING GENERAL SESSION - \$10,000

The Opening General Session is the official start to the Summer Business Meeting. This opportunity features a professional speaker and kicks off a great week.

#### Benefits include:

- Opportunity to address the group at the general session.
- Opportunity to play commercial at the general session.
- Opportunity to provide handout for general session attendees.
- Logo on screens/Gobos on wall in general session room
- Recognition on website, onsite signage and in printed onsite program



### LOBBY BAR - \$20,000

Brand the lobby bar with your logo and grab attendees' attention with branding on signage throughout the bar. This is the perfect place for cattlemen and cattlemen to end their day!

#### Benefits include:

- Logo'd napkins/coasters at bar
- Opportunity to provide table tents or other branded signage.
- Recognition on website, onsite signage and in printed onsite program
- Opportunity to provide drink tickets for attendees\* (additional charge)

### REGISTRATION - \$12,000

Help attendees get registered for the Summer Business Meeting and be their first stop when their boots hit the ground in San Diego.

#### Benefits include:

- Signage onsite
- Branding on registration site
- Opportunity to provide additional banners/signage onsite in the registration area.
- Sponsor recognition on confirmation emails including opportunity for sponsor banner.
- Sponsor recognition in "Know Before You Go" email to attendees.
- Branding on onsite registration system
- Sponsor logo on lanyards
- Recognition on website, onsite signage and in printed onsite program

# Choice

## SPONSOR OPPORTUNITIES

Choice level sponsorships offer brand exposure through event specific materials or media.

### GRAB & GO LUNCH - \$5,000

Showcase your brand as attendees take a break from business and enjoy lunch.

#### Benefits include:

- Opportunity to provide handout inside box lunch.
- Logo'd stickers on lunch boxes
- Logo'd napkins
- Signage onsite
- Recognition on website, onsite signage and in printed onsite program



### COMMITTEE REFRESHMENT BREAKS - \$7,500

Showcase your brand at Committee Refreshment Breaks. This is a great opportunity to connect with committee members as they are taking a break from discussing action items that affect the beef industry and its producers.

#### Benefits include:

- Logo'd Cups/napkins/plates
- Signage Onsite
- Recognition on website, onsite signage and in printed onsite program



### EDUCATION SESSION - \$5,000

This sponsorship gives your brand exposure and allows you to sponsor an educational session with a professional speaker.

#### Benefits include:

- Opportunity to address the group at the education session.
- Opportunity to play commercial at the education session.
- Opportunity to provide handout to attendees.
- Logo on screens/Gobos on wall in the education session room
- Recognition on website, onsite signage and in printed onsite program



## **PAC EVENT - \$7,500**

The NCBA PAC helps to support producer driven policies in Washington D.C. This event is a fundraiser for NCBA's Political Action Committee and directly supports rancher's voices in Washington D.C.

### **Benefits Include:**

- Opportunity to address the group at the event.
- Opportunity to play commercial at the event.
- Opportunity to provide auction items for the event.
- Logo on screens/Gobos on wall in event room
- Recognition on website, onsite signage and in printed onsite program

## **ROOM AMENITIES - Call for Pricing**

Give attendees a warm welcome by sponsoring a room amenity. Place a door hanger or a promotional item in specific attendee's hotel rooms and help them start off a great week.

- Opportunity to provide customize room amenities for attendees
- Recognition on website, onsite signage and in printed onsite programs

## **WELCOME BRANDING/SIGNAGE PACKAGE - \$5,000**

Directional signs and welcome signs, with your logo, will be placed throughout the convention center to help attendees navigate their way to meetings/events.

### **Benefits include:**

- Logo on directional signage
- Logo on Welcome Cattlemen Signage
- Recognition on website, onsite signage and in printed onsite program



## **WIFI SPONSOR - \$7,500**

Help attendees stay connected and check on the operation back home with the WiFi sponsorship.

### **Benefits include:**

- Company name/branding on splash page
- Company or product name as WiFi name
- Recognition on website, onsite signage and in printed onsite program

# Select

## SPONSOR OPPORTUNITIES

Select level sponsorships offer brand exposure at a “low cost, high value” in a variety of options.

### CHARGING STATIONS/LOUNGES (THE “HUB”) - \$4,000

Charging stations are located throughout the headquarters hotel and allow attendees to take a break and charge up their electronic devices.

#### Benefits include:

- Signage onsite
- Recognition on website, onsite signage and in printed onsite program

### COMPANY OUTDOOR DISPLAY - \$3,000

Expand your brand’s reach with a premium display on the main drive of the headquarters hotel. Limited spaces available.

#### Benefits include:

- Signage onsite
- Recognition on website, onsite signage and in printed onsite program

### COMPANY LOBBY DISPLAY - \$2,500

Expand your brand’s reach with a premium display in the lobby of the headquarters hotel. This sponsorship allows you access to a premium location to network with attendees. Limited spaces available.

#### Benefits included:

- Signage onsite
- Recognition on website, onsite signage and in printed onsite program





## HEALTHY HERD - \$4,000

Attendee health is vital to a successful Summer Business Meeting. Branding throughout the center, trade show and meeting space and may include hand sanitizer, soap, etc.

### Benefits include:

- Signage Onsite
- Opportunity to provide soap for bathrooms.
- Opportunity to provide travel size hand sanitizer.
- Recognition on website, onsite signage, and onsite program



## HOTEL KEY CARDS - \$4,000

Branded key cards are given to all attendees as they check into their hotel. This sponsorship puts your brand in the hands of attendees.

### Benefits include:

- Signage onsite
- Opportunity to brand key cards with company advertisement.
- Recognition in program
- Recognition on website, onsite signage and in printed onsite program

# Fast Facts

ATTENDEES OF THE CATTLE INDUSTRY SUMMER BUSINESS MEETING ARE LEADERS IN THE BEEF CATTLE BUSINESS.

# 89%

OF ATTENDEES HAVE NET BUYING INFLUENCES.

# 74%

OF ATTENDEES ARE MORE LIKELY TO PURCHASE FROM SUPPORTING COMPANIES

## ANTICIPATED ATTENDANCE:

# 500-700 PRODUCERS

## ATTENDEE SEGMENTS INCLUDE:

- COW CALF PRODUCERS
- FEEDER/FEEDLOT PRODUCERS
- STOCKER/BACKGROUNDERS PRODUCERS

*Where the Beef Industry Meets!*

# CATTLE 20 CON 25 SAN ANTONIO

**FEB 4-6** | HENRY B. GONZALEZ  
CONVENTION CENTER



[convention.ncba.org](http://convention.ncba.org)

REGISTRATION  
& HOUSING

*Open*  
**AUG. 19**

TEXT BEEF TO 877-319-2142