



SUPREME SPONSORSHIP
\$2500

PLATINUM SPONSORSHIP
\$1000

GOLD SPONSORSHIP
\$750

SILVER SPONSORSHIP
\$500

BRONZE SPONSORSHIP
\$250

Each Sponsorship will include recognition on www.iowabeefexpo.com with a link to your website and recognition in respective levels in any print advertising before, during, and after the IBE. Each sponsorship will get a detailed IBE Facebook post that includes details about each company.

Each company can pick from the following list of what they would like to specifically sponsor. For example, if you want to be a Silver Sponsor, you can pick a \$500 option and be a sponsor of a day or you can sponsor two judging contest awards. If you only want to donate at a Silver Level but want to sponsor a higher level option then you can pair with another Silver sponsor to cover that option. For example two companies at a Silver Sponsorship can pick the Sale Ring Sponsorship. Just keep in mind when you do this, you will be sharing the advertising benefits.

Contact Information
Mallory Robinson
Executive Director
Iowa Beef Expo
660-525-5717
iowabeefexpo@gmail.com
32519 510th St
Russell, IA 50238
www.iowabeefexpo.com

Supreme Row Sponsor

4 Available
\$2500 each

After the great success the Supreme Row had last year we are continuing the tradition this year. By sponsoring the Supreme Row your company will be listed on our website, in all the print publications, be on all awards given to Supreme Row participants, sponsor banners will be displayed on the Supreme Row Alley, and one free full page ad in the Iowa Beef Expo Magazine. If you are interested in doing more than one \$2500 sponsor please contact Mallory.

Sale Ring Sponsor

2 Available
\$1500 per ring

Sponsorship of Sale Rings includes an announcement of Sale Ring Sponsor at the start of each breed sale held in that sale ring. The sponsorship also includes the opportunity to hang one company banner (company must supply banner) in the sponsored ring. Sales are also broadcast on Liveauctions.tv on which you will have a banner ad for your sponsorship for each sale.

Video/Exercise Pen Sponsor

Up to 3 available to total \$1500

New for this year we are providing an area that our consignors can get professional videos taken of their livestock. We believe this is a great way the consignors can promote the quality of their cattle. Each sponsor will be able to put a banner in the pen that will be in each video that will be taken. This pen is also going to be an exercise pen for the junior weekend.

Expo Sponsor of the Day

8 Available
Prices vary on the day

Sponsorship entitles your company to naming rights for a day(s) at the Iowa Beef Expo. The opportunity to hang three banners (company must supply banners three weeks prior to event) and five announcements during the day.

Sale Heifer Futurity Sponsor

\$1000

The Iowa Beef Breeds Council sees the importance of our juniors for the future of the industry. We want to give them every opportunity to succeed with cattle they have purchased from the Iowa Beef Expo. We started this drive last year along with the Supreme Row. Any junior that purchases a heifer out of an Iowa Beef Expo sale can bring her back to compete for an overall heifer. This event is held with the Supreme Row on the junior weekend. Each junior that brings a heifer back will get a banner along with getting to compete for the overall prize.

Official Expo Utility Vehicle Sponsor

\$1000

Sponsorship of the official Iowa Beef Expo Utility Vehicles includes an announcement of the sponsorship throughout the event as well as signage on the vehicles.

Expo Committee Apparel

\$500

Iowa Beef Expo staff and Iowa Beef Breeds Council Executive Officers are very visible before, during, and after the Expo. This sponsorship will provide staff with a hat, wind-shirt or jacket that will identify them as Iowa Beef Expo Staff and will carry your company logo along with the Iowa Beef Expo Logo.

Judging Contest Award

4 Available
\$250

A total of four \$250 sponsorships are available to support the Iowa Beef Expo Judging Contest. Sponsors will receive recognition on signage displayed at the registration table on Sunday, and sponsors will have the opportunity to hang a banner in the Pavilion (company must supply banner) the day of the contest.

Cattle Barn Sponsor

\$250

Here is your opportunity to hang your banner up in the cattle barn during Iowa Beef Expo. We have a total of nine different breed sale that will be happening through out the week. After the sale we will be expecting 1000 head of junior cattle to be moving into the barn for their show the second weekend.

Show Ring Sponsor

\$250

There are parades and evaluations that happen all week in the pavilion for the IBE. Sponsors will have the opportunity to hang a banner in the Pavilion (company must supply banner). These parades and evaluations will be broadcast on Liveauctions.tv and your logo can be broadcast with the event.



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2022 Iowa Beef Expo Sponsorship Form

- _____ **SUPREME SPONSORSHIP \$2500**
- _____ **PLATINUM SPONSORSHIP \$1500** _____ **SILVER SPONSORSHIP \$500**
- _____ **GOLD SPONSORSHIP \$750** _____ **BRONZE SPONSORSHIP \$250**

_____ **Supreme Row Sponsor**

4 Available
 \$2500

_____ **Sale Ring Sponsor**

2 Available
 \$1500 per ring

_____ **Video/ Exercise Pen Sponsor**

Total of \$1500
 Up to 3 Available to equal \$1500

_____ **Expo Sponsor of the Day**

Saturday February 12, 2022 \$1000
 Sunday February 13, 2022 \$1000
 Monday February 14, 2022 \$750
 Wednesday February 16, 2022 \$500
 Thursday February 17, 2022 \$500
 Friday February 18, 2022 \$750
 Saturday February 19, 2022 \$1000
 Sunday February 20, 2022 \$1000

_____ **Sale Heifer Futurity Sponsor**

1 Available
 \$1000

_____ **Official Expo Utility Vehicle Sponsor**

\$1000

_____ **Expo Committee Apparel**

\$500

_____ **Judging Contest Award**

4 Available
 \$250

_____ **Cattle Barn Sponsor**

\$250

_____ **Show Ring Sponsor**

\$250

We would like our company listed as follows:

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Website: _____

Please email logo to iowabeefexpo@gmail.com

To be included in our Iowa Beef Expo Magazine please submit this form by December 1 to:

Iowa Beef Expo
 Mallory Robinson, 32519 510th St Russell, IA 50238
 660-525-5717
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