

2020

IBCA



**HOOSIER
BEEF
CONGRESS**

• **DECEMBER 4-6** •

SPONSORSHIP OPPORTUNITIES

HOOSIERBEEFCONGRESS.COM

Hoosier Beef Congress Sponsorships

Arena Sponsor (SOLD) \$5,000

Sponsorship includes promotion on the website and the opportunity to hang banners on the outside of the show arenas for the duration of Hoosier Beef Congress (company must supply banners), announcements during the day in all buildings, logo on the website, and the opportunity to hand out materials during the Hoosier Beef Congress.

Ring Sponsor 4 Available (1 Sold) \$2,000

Sponsorship includes promotion on the website and the opportunity to hang banners on the outside of one arena for the duration of Hoosier Beef Congress (company must supply banners), announcements during the day in all buildings and the opportunity to hand out materials during the Hoosier Beef Congress.

HBC Sponsor of the Day Friday \$1,500 | Saturday \$1,500 (Sold) | Sunday \$1,500

Sponsorship includes promotion on the website, the opportunity to hang banners during your day (company must supply banners), announcements during the day in all buildings and the opportunity to hand out materials on that day.

HBC Committee Apparel (SOLD) \$3,000

Hoosier Beef Congress staff and volunteers are very visible before, during and after the event. This sponsorship will provide them with apparel that will identify them as HBC staff or volunteers and will carry your company logo.

Back Tag Sponsor (SOLD) \$2,000

This sponsorship incorporates your company's logo to be printed on each back and front numbered tag that each exhibitor is required to wear throughout the show.

Buyer Card Sponsor \$500

This sponsorship incorporates your company's logo to be printed on each of the Purebred and All-Star Sale Buyers' Cards that are made available to those potential buyers for the Purebred and All-Star Sales at the Hoosier Beef Congress.

HBC WIFI Service \$1,500

Your company will be recognized on the wireless network home page as users log in to the service. Sponsorship includes your company logo on signage throughout the event.

Sale Catalogs Sponsor \$1,000

Sponsorship of the Purebred and All-Star Sale Catalogs that are published on the Hoosier Beef Congress website and printed for the Hoosier Beef Congress. Over 500 copies are made available to attendees at the Hoosier Beef Congress sale on Saturday morning. Company logo will be included on the Sale Catalogs.

Sale Back Tag Sponsor \$500

This sponsorship entitles your company's logo to be printed on the Purebred and All-Star Sale Buyer's Cards that are made available to those potential buyers for the Purebred and All-Star sales at the Hoosier Beef Congress.

Champion and Reserve Market Animal Sponsor **\$1,500**
Sponsorship of the Grand Champion and Reserve Steer at the 2020 Hoosier Beef Congress. The company's logo will be included in the backdrop of the official Hoosier Beef Congress champion photos.

Supreme Champion and Reserve Heifer Sponsor (SOLD) **\$1,500**
Sponsorship of the Grand Champion and Reserve Heifer at the 2020 Hoosier Beef Congress. The company's logo will be included in the backdrop of the official Hoosier Beef Congress champion photos.

Ribbon Sponsor **\$1,500**
Sponsorship of the ribbons handed out to exhibitors throughout the event. The company's name and logo will be included in signage around the arena and announced periodically throughout the show.

Bedding Sponsor **Unlimited at \$500 Each**
Sponsorship of bedding. Company name and logo will be included in signage throughout the Cattle and Horse Barns.

Judge Sponsor **3 Available: \$1,000/each**
Sponsorship of the Hoosier Beef Congress judges. Company name and logo will be included in signage around the arena and announced periodically throughout the show. Company logo can be embroidered on the Judges' jackets.

Photographer Sponsor (SOLD) **\$250**
Sponsorship of the Hoosier Beef Congress photographer. Company name and logo will be included in signage around the backdrop/photo area.

Ear Tag/ RFID Tag Sponsor (SOLD) **\$250**
Sponsorship of Ear Tags and/or RFID Tags for sale cattle. Company name and logo will be included in signage throughout the Cattle and Horse Barns. Company logo can also be included on the ear tags.

Hospitality Room Sponsor **Unlimited at \$250 Each**
Sponsorship of the Hospitality Room and meals provided to HBC volunteers. Company name and logo will be included in signage in front of the room and throughout the Cattle and Horse Barns.

Platinum Sponsors **Unlimited at \$1,000 Each**
Sponsor will have their name on the Platinum Sponsors sign displayed in the Exposition Hall and will have their name announced appropriately throughout the show. Platinum level sponsorship includes a free link to their company's website on the Hoosier Beef Congress website.

Gold Sponsors **Unlimited at \$500 Each**
Sponsor will have their name on the Gold Sponsors sign displayed in the Exposition Hall and will have their name announced at the beginning of the show. Gold level sponsorship also includes the company's name on the Hoosier Beef Congress website.

Silver Sponsors **Unlimited at \$250 Each**

Sponsor will have their name on the Silver Sponsors sign displayed in the Exposition Hall and will have their name announced at the beginning of the show.

Bronze Sponsors

Unlimited at \$150 Each

Sponsor will have their name on the Bronze Sponsors sign displayed in the Exposition Hall