



## 2021 National Red Angus Convention Sponsorship Agreement

### Boise, ID | September 15-17, 2021

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

#### Sponsorship Level\* (circle one):

Elite\*\*- \$7000 +      Sapphire\*\*- \$3500      Ruby\*\*- \$1500      Garnet-\$500  
Please write in Value

\_\_\_\_\_

Diamond\*\*- \$5000      Emerald\*\*- \$2500      Opal- \$1000      Table Sponsor  
\$100/per table

Convention Attendee(s):\* See Exhibit A for allowance without an extra charge:

\_\_\_\_\_

Booth at Convention Trade Show (Sept. 15-17):      Yes      No

Booth at Symposium Trade Show (Sept. 15-17):      Yes      No

The company identified above (“Company”) agrees that person signing below is duly authorized to execute and enter into this Sponsorship Agreement on behalf of Company, and Company agrees that this Agreement and all of its terms, as set forth on page 2 and on additional Exhibits attached hereto, are valid and binding.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*\* As set forth on page 2, payment due to RAAA between July 1 and September 1.  
\*\*RAAA will contact Company following submission of this Agreement for discussion and selection of ads to go into Convention Program and ARA magazine and other benefits specific to selected sponsorship level.*



## 2021 National Red Angus Convention Sponsorship Agreement

**Company's Obligations and Agreements:** Company agrees to submit full payment associated with Sponsorship Level selected on page 1 to Red Angus Association of America ("RAAA"), at the address listed below, by September 1, 2021. Failure to submit payment in full by September 1 will result in cancellation of Company's sponsorship and associated benefits including availability of trade show booth.

**Red Angus Association of America**

Attn: Halla Pfeiff  
18335 E. 103<sup>rd</sup> Ave, Suite 202  
Commerce City, CO 80022  
940-387-3502

**RAAA's Obligations and Agreements.** Upon receipt of completed and signed Agreement and corresponding payment, RAAA agrees to provide the relevant items and services listed in Exhibit A associated with the sponsorship level selected by the Company. Advertising content for the "Convention" issue of the Red Angus Magazine is due on or before June 15, 2021. RAAA will contact the Company following submission of this Agreement to discuss ads specific to the sponsorship level to go into the Convention Program and ARA magazine and other related benefits to be provided to the Company, as set forth in Exhibit A.

**Hold Harmless and Indemnity.** Company shall defend, indemnify and hold RAAA free and harmless from and against any and all claims arising from Company's actions under this Agreement, including but not limited to, Company's set up and operation of trade show booth, and shall further defend, indemnify and hold RAAA free and harmless from and against any and all claims arising from any act or negligence of the Company, or any officer, agent, or employee of Company, and from and against all costs, attorney fees, expenses and liabilities incurred as a consequence of such claims.

**Entire Agreement.** This Agreement constitutes the sole and only agreement of the parties hereto and supersedes any prior understanding or written or oral agreements between the parties respecting the subject matter of this Agreement.

**Counterparts.** This Agreement may be executed by the parties in one or more counterparts, all of which taken together shall constitute one instrument. Facsimiles or electronic scans of original signatures shall be binding upon all parties.

**Choice of Law and Venue.** The laws of the State of Colorado shall govern the construction and enforcement of this Agreement and any suit which may arise based on this Agreement, whether at law or in equity, without giving effect to any conflicts of laws principles thereof. The parties agree that any lawsuit that may arise pursuant to this Agreement shall be brought only in the State District Courts of Adams county, Colorado.

Mail to: Red Angus Association of America  
18335 E. 103<sup>rd</sup> Ave, Suite 202  
Commerce City, CO 80022  
940-387-3502

## Exhibit A

### 2021 National Red Angus Association Convention Sponsorship Levels

#### Elite Sponsor – \$7000 or greater

- a) Sponsored events
  - a. Evening Event (ex: Museum, tour, entertainment, etc)
    - i. Sponsor of a function has first right of refusal in subsequent year
    - ii. Welcoming comments at sponsored event
- b) Two (2) pages advertising in Red Angus Magazine:
  - a. Camera Ready
  - b. One (1) Full Color page in “Convention” issue (July/August)
  - c. One (1) Full color page in Convention “Wrap-Up” issue (November)
  - d. Option for four (4) additional pages of Red Angus Magazine advertising to be placed between July – December of Convention year at “Best Rate”
- c) Trade Show Booth
  - a. Prime Location
  - b. Skirted Table, 2 chairs
- d) Three (3) Full Convention Registrations
- e) Full Page, full color ad in Convention Program
- f) Ad banner on Red Angus Website Sponsorship Page (July- November)
- g) Signage at sponsored event
- h) Tent Card or Giveaway at sponsored event.
- i) Sponsor gift in registration bag (pen, etc.)

#### Diamond Sponsor - \$5000

- a) Sponsored events
  - a. Commercial Cattle Symposium or Awards Banquet
    - i. Banquet sponsorship reserved for steak/beef donor
    - ii. Sponsor of a function has first right of refusal in subsequent year
    - iii. Welcoming comments at sponsored event
- b) Two (2) pages advertising in Red Angus Magazine:
  - a. Camera Ready
  - b. One (1) Full Color page in “Convention” issue (July/August)
  - c. One (1) Full color page in Convention “Wrap-Up” issue (November)
  - d. Option for four (4) additional pages of Red Angus Magazine advertising to be placed between July – December of Convention year at “Best Rate”
- c) Trade Show Booth
  - a. Prime Location
  - b. Skirted Table, 2 chairs
- d) Two (2) Full Convention Registrations
- e) Full Page, full color ad in Convention Program
- f) Signage at sponsored event
- g) Tent Card or Giveaway at sponsored event.
- h) Sponsor gift in registration bag (pen, etc.)

## Exhibit A

### 2021 National Red Angus Association Convention Sponsorship Levels

#### Sapphire Sponsor - \$3500

- a) Sponsored events
  - a. RAAA Committee Meetings, or Friday afternoon workshops/special events
    - i. Sponsor of a function has first right of refusal in subsequent year
    - ii. Welcoming comments at sponsored event
- b) Two (2) pages advertising in Red Angus Magazine:
  - a. Camera Ready
  - b. One (1) Full Color page in “Convention” issue (July/August)
  - c. One (1) Full color page in Convention “Wrap-Up” issue (November)
  - d. Option for two (2) additional pages of Red Angus Magazine advertising to be placed between July – December of Convention year at “Best Rate”
- c) Trade Show Booth
  - a. Choice Location
  - b. Skirted Table, 2 chairs
- d) Two (2) Full Convention Registrations
- e) Full Page, full color ad in Convention Program
- f) Signage at sponsored event
- g) Sponsor gift in registration bag (pen, etc.)

#### Emerald Sponsor - \$2500

- a) Sponsored events
  - a. Registration Table, coffee breaks, etc.
    - i. Sponsor of a function has first right of refusal in subsequent year
- b) One (1) pages advertising in Red Angus Magazine:
  - a. Camera Ready
  - b. One (1) Full Color page in “Convention” issue (July/August)
  - c. Option for two (2) additional pages of Red Angus Magazine advertising to be placed between July – December of Convention year at “Best Rate”
- c) Trade Show Booth
  - a. Skirted Table, 2 chairs
- d) One (1) Full Convention Registration
- e) Full Page, full color ad in Convention Program
- f) Signage at sponsored event and sponsorship announced from podium
- g) Sponsor gift in registration bag (pen, etc.)

## Exhibit A

### 2021 National Red Angus Association Convention Sponsorship Levels

#### Ruby Sponsor - \$1500

- a) Sponsored events
  - a. Tour or special event
- b) One-half (1/2) page advertising in Red Angus Magazine:
  - a. Camera Ready
  - b. Half-page (1) Full Color page in “Convention” issue (July/August)
  - c. Option for two (2) additional half pages of Red Angus Magazine advertising to be placed between July – December of Convention year at “Best Rate”
- c) Trade Show Booth
  - a. Skirted Table, 2 chairs
- c) One (1) Full Convention Registration
- d) Half-page, full color ad in Convention Program
- e) Sponsorship announced from podium
- f) Sponsor gift in registration bag (pen, etc.)

#### Opal Sponsor - \$1000

- a) Trade Show Booth
  - a. Skirted Table, 2 chairs
- b) One (1) Full Convention Registration
- c) Sponsorship announced from podium
- d) Sponsor gift in registration bag (pen, etc.)d

#### Garnet Sponsor - \$500

- a) Sponsorship announced from podium
- b) Sponsor gift in registration bag (pen, etc.)

#### Table Sponsor - \$100/per Table

- a) Sponsorship announced from podium
- b) Tent Card on sponsored table