

National Red Angus Convention

Sponsorship **PACKET & AGREEMENT**



SEPTEMBER 11-13, 2024



The National Red Angus Convention is the official annual membership meeting of the Red Angus Association of America. The event, which includes a trade show, is rotated around the nation.

RAAA members and supporters gather from across the nation to conduct the business of the association, elect new officers, gain industry and breed knowledge, and network with progressive cattlemen and women.

2022-23 RAAA Annual Report Statistics

- 66,406 Head Registered
- 104,547 Total Herd Reporting Cow Inventory
- 13,949 Bulls Transferred to New Owners
- 3,106 RAAA Members
- 1,356 Junior Members
- 3.38 Million Head Enrolled in FCCP and AA since 1995
- 141,040 Head Enrolled in the Feeder Calf Certification Program
- 20,680 Head Enrolled in the Allied Access Program

National Red Angus Convention Projections

- 300 Total Attendees
- 250 Commercial Cattlemen's Symposium Attendees
- 70 First-Time Attendees
- 100 Voting Members
- 36 Trade Show Booths





Convention Sponsor Packages

Please see page 7 for full details on each sponsorship level



Elite Sponsor*
\$10,000+



Diamond Sponsor*
\$6,000



Sapphire Sponsor*
\$4,000



Emerald Sponsor*
\$3,000



Ruby Sponsor*
\$2,000



Opal Sponsor*
\$1,500



Garnet Sponsor*
Any amount below \$1,500

* Please see Sponsorship Agreement on page 7 for complete details on sponsorship levels, trade show and promotion opportunities.

May 15

- Sponsorship Agreement Deadline
- July/August RAM Deadline
- Convention Program Deadline
- Sponsor Logo Deadline

August 1

- Sponsorship Payment Deadline

Contact

Samantha Murnin
samantha@redangus.org

970-318-6551

to be a convention sponsor or secure space in the trade show.





Steps to be a Sponsor

1. Choose your sponsorship level*

- Elite – \$10,000+
- Diamond – \$6,000
- Sapphire – \$4,000
- Emerald – \$3,000
- Ruby – \$2,000
- Opal – \$1,500
- Garnet – Any amount below \$1,500

*See the Sponsorship Agreement for full details.

2. Sign and return agreement

May 15 Deadline (or sooner) to guarantee full benefits of your sponsorship package

A sponsorship is official only when the Sponsorship Agreement is signed and sent to Samantha Murnin, samantha@redangus.org, 970-318-6551.

Page 5 must be completed in full, including which event you want to sponsor, how many will be attending convention from your organization and if you want a trade show booth.

3. Send your Red Angus Magazine ad

May 15 Deadline

Ad size is based on your sponsorship level.

Send high-resolution PDF or JPG to:

Samantha Murnin, samantha@redangus.org

4. Send your convention program ad

May 15 Deadline

Ad size is based on your sponsorship level.

NOTE: This ad is a different size than the RAM ad

See Sponsor Agreement for full details.

Send high-resolution PDF or JPG to:

Samantha Murnin, samantha@redangus.org

5. Send your logo

May 15 Deadline

Logo should be in vector format; logos from websites are not high-enough quality for reproduction.

Send logo to: Samantha Murnin,

samantha@redangus.org

6. Submit Sponsorship Payment

August 1 Deadline

Failure to submit payment in full by Sept. 1 will result in cancellation of sponsorship and associated benefits including availability of trade show booth.

7. Ship Promotional and Tradeshow Booth Materials

September 1 Deadline

Please consult with Halla Ramsey, halla@redangus.org, 940-387-3502 Ext. 10, if you are shipping your trade show booth or items for attendee gift bags directly to convention center.

Specific shipping instructions and event details will be shared with you as the event approaches.

If you are hand delivering promotional items, they must be delivered by **September 9, 9 a.m.**

8. Attend the National Red Angus Convention to connect

September 11-13

Trade show booth check-in and set-up

September 11, 9 a.m.



2024 National Red Angus Convention Sponsorship Agreement

Lincoln, Nebraska | September 11-13, 2024

Company Name: _____

Contact Person: _____ Phone: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Company's Website URL: _____

Person in charge of booth during event: _____

Phone: _____ Email: _____

Other Convention Attendee(s) – See Exhibit A for allowance without an extra charge:

Select a Sponsorship Level

- | | | |
|--------------------------|-----------------|-------------------------------------|
| <input type="checkbox"/> | Elite | \$10,000 |
| <input type="checkbox"/> | Diamond | \$6,000 |
| <input type="checkbox"/> | Sapphire | \$4,000 |
| <input type="checkbox"/> | Emerald | \$3,000 |
| <input type="checkbox"/> | Ruby | \$2,000 |
| <input type="checkbox"/> | Opal | \$1,500 |
| <input type="checkbox"/> | Garnet | Any amount
under \$1,500 |

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 6 and on additional Exhibits attached hereto, are valid and binding.

Signature: _____

Date: _____

I will have a booth at the Convention Trade Show:

- Yes** **No**

Per Exhibit B and the selected sponsorship level, the preferred event to sponsor is:

1st Choice:* _____

2nd Choice:* _____

3rd Choice:* _____

**Events are based on what's available at the time of commitment*

I will be providing the following to RAAA:

(Select all that apply.)

- Ad for the July/August Red Angus Magazine – May 15**
- An ad for the Red Angus Convention Program – May 15**
See sponsorship levels for more information regarding ad sizes.
- A vector file (high-resolution) of the company logo for use in the program and during the event – May 15**

Additional reach opportunities

- Please contact me to reach over 12,000 Red Angus stakeholders.**

Sponsorship Agreement Deadline – May 15

2024 National Red Angus Convention Sponsorship Agreement

Company's Obligations and Agreements

Company agrees to submit full payment associated with Sponsorship Level selected on page 5 to Red Angus Association of America (RAAA), at the address listed below, by **August 1, 2024**. Failure to submit payment in full by August 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. 103rd 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 and B 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 May 15, 2024.** 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 Red Angus 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.



Exhibit A

2024 National Red Angus Convention Sponsorship Levels



Elite Sponsor – \$10,000 or greater

- a) Sponsored events – See Exhibit B
 - i. Sponsor of a function has first right of refusal in subsequent year
 - ii. Welcoming comments at sponsored event
- b) One (1) full-color page advertisement in convention issue (July/August) of the Red Angus Magazine:
 - i. Camera ready
- c) Trade show booth
 - i. Prime location
 - ii. 10' x 20'
- d) Three (3) full convention registrations
- e) Full page, full-color ad in convention program
- f) Company banner on “Sales and Events” page on RedAngus.org (July-October)
- g) Signage at sponsored event
- h) Tent card at sponsored event



Diamond Sponsor – \$6,000

- a) Sponsored events see Exhibit B
 - i. Sponsor of a function has first right of refusal in subsequent year
 - ii. Welcoming comments at sponsored event
- b) One (1) full-color page advertisement in convention issue (July/August) of the Red Angus Magazine:
 - i. Camera ready
- c) Trade show booth
 - i. Prime location
- d) Two (2) full convention registrations
- e) Full page, full-color ad in convention program
- f) Signage at sponsored event
- g) Tent card at sponsored event



Sapphire Sponsor – \$4,000

- a) Sponsored events see Exhibit B
- b) One (1) full-color page advertisement in convention issue (July/August) of the Red Angus Magazine:
 - i. Camera ready
- c) Trade show booth
 - i. Choice location
- d) Two (2) full convention registrations
- e) Full page, full-color ad in convention program
- f) Signage at sponsored event



Emerald Sponsor – \$3,000

- a) Sponsored events see Exhibit B
- b) One (1) full-color page advertisement in convention issue (July/August) of the Red Angus Magazine:
 - i. Camera ready
- c) Trade show booth
- d) One (1) full convention registration
- e) Half-page, full-color ad in convention program
- f) Signage at sponsored event



Ruby Sponsor – \$2,000

- a) Sponsored events see Exhibit B
- b) Trade show booth
- c) One (1) full convention registration
- d) Half-page, full-color ad in convention program
- e) Signage at sponsored event



Opal Sponsor – \$1,500

- a) Trade show booth
- b) One (1) full convention registration
- c) Company listed in convention program



Garnet Sponsor – Any amount under \$1,500

- a) Company listed in convention program

All sponsors have the opportunity to provide a sponsor gift in our registration bags and will be announced from the podium.

Breaks and Socials will be held in the tradeshow area.

Limit of 36 booths, 10' wide x 8' deep, based on signed agreement, first-come, first-served basis. All booths include a 8' table and two chairs.

Sponsorship Agreement Deadline – May 15

Exhibit B

2024 National Red Angus Convention Sponsored Event List

On Page 5, “Sponsor Agreement,”
please write in your desired sponsored event.

Events are based on what’s available at time of commitment.



Elite Sponsor – \$10,000 or greater

- Commercial Cattlemen’s Symposium – SOLD
- Keynote Speaker I
- Keynote Speaker II



Diamond Sponsor - \$6,000

- Evening Entertainment
- Lunch – Wednesday
- Lunch – Thursday
- Lunch – Friday – SOLD
- Dinner – Thursday
- Dummy Roping Contest
- Trade Show Spotlight Stage



Sapphire Sponsor - \$4,000

- Prayer Breakfast – Thursday
- Prayer Breakfast – Friday
- Educational Workshop (3-4 workshops available)
- Social – Wednesday Evening
- Social – Thursday Evening
- Social – Friday Evening
- Name Tag Lanyards



Emerald Sponsor - \$3,000

- Commercial Cattlemen’s Symposium Break
- Morning Break – Wednesday
- Morning Break – Thursday
- Afternoon Break – Wednesday
- Afternoon Break – Thursday
- Gift Bags



Ruby Sponsor - \$2,000

- Registration Desk
- Coffee Station (4 stations available)

Not seeing an event you’d like to sponsor? Please reach out to Samantha Murnin at samantha@redangus.org, 970-318-6551.

Company Logo File Specs

Your company’s logo will be used in the convention program and event signage.
It will also be projected throughout convention recognizing your company as a sponsor.

If you have are an ongoing convention sponsor, we should have your logo on file, but please confirm.

If you opt out of a logo on page 5, it will not be displayed.

Logo File Specs

- Vector format (.eps, .pdf or .ai), or high-resolution 300 dpi (.jpg, .png or .psd)
- Logos from websites, screenshots or photographs of logos are not high quality.
- Logos not submitted correctly will not be recreated, and will therefore not be used.
- If you have questions or want us to check your logos quality, please contact Samantha Murnin, samantha@redangus.org, 970-318-6551.

Company Logo Deadline – May 15

Red Angus Magazine

Full Page Ad

Live Area: 7.625" wide x 10.125" tall
Bleed: Not available for July/August ad

*Bleed is available for ads placed in
additional RAM issues:
Trim: 8.375" x 10.875"
Bleed: 8.625" x 11.125"*

Ad File Format:

High-resolution PDF or JPG (cmyk)

Email ad file to:

samantha@redangus.org

Ad Deadline – May 15

Convention Program

Full Page Ad

Live Area: 4.5" wide x 7.5" tall

Trim: 5.5" wide x 8.5" tall

Bleed: 5.75" wide x 8.75" tall

Ad Deadline – May 15

Ad File Format:

High-resolution PDF or JPG (cmyk)

Email ad file to:

samantha@redangus.org

Convention Program

Horizontal Half Page Ad

Live Area: 4.5" wide x 3.25" tall

Trim: 5.5" wide x 4.25" tall

Bleed: 5.75" wide x 4.5" tall

*(Half-page ads will bleed left and right,
then top or bottom depending on page placement.)*