

2019



March 15-17 | ohiobeefexpo.com

SPONSORSHIP • OPPORTUNITIES



General Sponsorships

ARENA SPONSOR

This sponsorship entitles your company to naming rights for Cooper Arena at the Ohio Beef Expo. Sponsorship includes promotion in all pre-event and post-event press releases and on the website, the opportunity to hang banners on the outside of Cooper Arena for the duration of the Ohio Beef Expo (company must supply banners), announcements during the day in all Expo buildings, logo on the website, and the opportunity to hand out materials during the Ohio Beef Expo.

\$5,000

BREEDS BARN SPONSOR

This sponsorship entitles your company to naming rights for the breeds barn at the Ohio Beef Expo. Sponsorship includes promotion in all pre-event and post-event press releases and on the website, the opportunity to hang banners on the outside of the breeds barn for the duration of the Ohio Beef Expo (company must supply banners), announcements during the day in all Expo buildings, logo on the website, and the opportunity to hand out materials during the Ohio Beef Expo.

\$2,500

EXPO SPONSOR OF THE DAY

THURSDAY – \$1,500 | FRIDAY – \$3,000 | SATURDAY – \$3,000 | SUNDAY – \$1,500

This sponsorship entitles your company to naming rights for a day(s) at the Ohio Beef Expo. Sponsorship includes promotion in all pre-event and post-event press releases and on the website, the opportunity to hang banners during your day (company must supply banners), announcements during the day in all Expo buildings and the opportunity to hand out materials on that day.

KEY TO THE EXPO SPONSOR

This sponsorship includes company logo on all room keys at the Ohio Beef Expo headquarters hotel, Hilton Columbus/Polaris, and recognition in the Expo program.

\$2,000

EXPO COMMITTEE APPAREL

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

TWO AVAILABLE AT \$2,500

THURSDAY NIGHT SOCIAL EVENT

Sponsorship of the Thursday night social event includes signage displayed at event, promotion in pre-event and post-event materials, recognition at social event and opportunity to hand out materials during the social.

THREE AVAILABLE AT \$2,000

OFFICIAL EXPO VET

Sponsorship of the official Expo Vet includes an announcement of vet sponsor at the start of each breed show and sale and during the junior show. The sponsorship also includes signage at the event and a listing in the Expo program.

\$1,000

OHIO BEEF EXPO WIFI SERVICE

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

\$1,500

TRADE SHOW LUNCH

Provide Trade Show exhibitors with a complimentary boxed lunch on Saturday of Expo. Sponsorship includes a label with logo on all lunches, signage at the event and listing in the Expo Program.

TWO AVAILABLE AT \$750

TRADE SHOW BREAKFAST

Provide Trade Show exhibitors with a complimentary breakfast on Sunday of Expo. Sponsorship includes signage at the event, listing in the Expo Program and will be announced.

\$500

TRADE SHOW HOSPITALITY

Unlimited \$250 sponsorships are available for the hospitality area to be available to all Trade Show exhibitors. Sponsorship includes a recognition sign displayed in the hospitality area as well as a listing in the Expo Program and on the website.

UNLIMITED \$250 EACH

CONCESSION STAND CUPS

Sponsorship includes placing your 16 oz and/or 32 oz cups in the Ohio Cattlemen's Association food stand located between the sale rings in the Voinovich building. What better way is there to promote your company name or product than to have hundreds of attendees carry your cups around the grounds? Sponsorship includes cost of cups.

\$1,500

OFFICIAL OHIO BEEF EXPO PROGRAM SPONSOR

Sponsorship includes company logo and recognition on the program cover and on program stands throughout the Ohio Beef Expo.

\$1,500

COWBOY HAPPY HOUR

FRIDAY – TWO AVAILABLE AT \$500 | SATURDAY – TWO AVAILABLE AT \$500

Provide Expo attendees with hospitality hour on Friday and Saturday afternoons. Sponsorship includes company logo and recognition on signage.

OFFICIAL OHIO BEEF EXPO PROGRAM ADS

COST \$100 – 1/4 PAGE | \$200 – 1/2 PAGE | \$400 – FULL PAGE

Hundreds of Expo attendees will pick up an official Ohio Beef Expo Program during their visit to the show. With a circulation of 5,000, it is a great place to reach cattlemen with your message.

SALE RING SPONSORSHIPS

Sponsorship of sale ring(s) includes an announcement of sale ring sponsor at the start of each breed sale and recognition on the sale schedule sign which hangs above the sale ring. The sponsorship also includes the opportunity to hang their company banner near the sponsored ring. Two \$1,000 sponsorships are available, one for each sale ring.

TWO AVAILABLE AT \$1,000 EACH

Educational Sponsorship

EDUCATIONAL SEMINAR SPONSORSHIP

Sponsor of Friday educational seminar in Expo Sale Ring. Sponsorship includes signage and recognition during the educational seminar.

\$1,000

Youth Activities Sponsorships

YOUTH DAY AT THE EXPO

This sponsorship includes all youth educational events held on Friday during the Ohio Beef Expo. Includes sponsorship of the judging contest, beef quality assurance training and lunch for judging contest participants. \$2,500 sponsorship includes event signage, link to your company's website and press release recognition and comments prior to the start of the contest. \$5,000 sponsorship includes all of the previously listed recognition plus their logo on all judging contest awards. Sponsorship also includes the contest and company name announced appropriately throughout the show.

TWO AVAILABLE AT \$2,500 EACH OR 1 AVAILABLE \$5,000

Junior Show Sponsorships

EXCLUSIVE JUNIOR SHOWMANSHIP SPONSOR

TWO AVAILABLE AT \$2,500 EACH OR 1 AVAILABLE \$5,000

This sponsorship includes titling opportunities throughout the Ohio Beef Expo Junior Showmanship competition. The \$2,500 sponsorship includes event signage, your company logo in all Top 10 Showmanship winners backdrop photos and press release recognition and link to the company's website. \$5,000 sponsorship includes all of the previously listed recognition plus their logo on all showmanship Top 10 awards.

TOP 5 HEIFER SPONSOR

Sponsorship includes the opportunity to have a representative of the sponsor present during the selection of the Top Five Heifers and in their pictures. The Ohio Beef Expo will provide signage of the company's logo for the pictures. Sponsorship also includes a link to the company's website, and company name announced appropriately throughout the show.

\$2,000

TOP 5 MARKET ANIMAL SPONSOR

Sponsorship includes the opportunity to have a representative of the sponsor present during the selection of the Top Five Market Animals and in their pictures. The Ohio Beef Expo will provide signage of the company's logo for the pictures. Sponsorship also includes a link to the company's website, and company name announced appropriately throughout the show.

\$2,000

JUNIOR SHOW RING SPONSORS

Sponsor will have the naming rights to one of the rings (Steer, Heifer & Make-Up) during the event. They will have their name announced appropriately throughout the show. Sponsorship includes a free link to their company's website.

THREE AVAILABLE AT \$2,000 EACH

JUNIOR SHOW BROADCAST

The Junior Show will once again be broadcast live on the Internet. This sponsorship will have sole rights to broadcast the junior show rings during the Ohio Beef Expo. This also includes a free link to the company's website on the Ohio Beef Expo website and company name announced appropriately throughout the show. The Ohio Beef Expo reserves the right to recognize show sponsors on the live broadcast.

\$2,000 EACH

PLATINUM SPONSORS

Sponsor will have their name on the Platinum Sponsors sign displayed in Cooper Arena, and will have their name announced appropriately throughout the show. Platinum level sponsorship includes a free link to their company's website on the Ohio Beef Expo website.

UNLIMITED AVAILABLE AT \$1,000 EACH

GOLD SPONSORS

Sponsor will have their name on the Gold Sponsors sign displayed in Cooper Arena, and will have their name announced appropriately throughout the show. Gold level sponsorship includes a free link to their company's website on the Ohio Beef Expo website.

UNLIMITED AVAILABLE AT \$500 EACH

SILVER SPONSORS

Sponsor will have their name on the Silver Sponsors sign displayed in Cooper Arena, and will have their name announced appropriately throughout the show.

UNLIMITED AVAILABLE AT \$250 EACH

BRONZE SPONSORS

Sponsor will have their name on the Bronze Sponsors sign displayed in Cooper Arena, and will have their name announced appropriately throughout the show.

UNLIMITED AVAILABLE AT \$150 EACH

CLASS SPONSORS

Class sponsors will have their name on the Class Sponsors sign displayed in Cooper Arena.

UNLIMITED AVAILABLE AT \$100 EACH

JUNIOR SHOW BACK NUMBERS

Sponsor will have their name and logo under printed back numbers that exhibitors will wear throughout Sunday's Junior Show.

\$1,500

JUNIOR SHOW WELCOME PARTY

A total of two \$500 sponsorships are available to cover the cost of pizza and pop for junior exhibitors at the conclusion of the junior show fitting demonstration on Friday at the Expo. Sponsorship includes recognition on signage at the tables during the party.

TWO AVAILABLE AT \$500 EACH

JUNIOR SHOW BENEFIT AUCTION

The Junior Show Committee will host an online auction on Breeders' World Online Sales. This is a great way to promote your farm or organization. All proceeds from the auction will benefit the Ohio Beef Expo Junior Show and Showmanship. If you would like to donate items for the online auction, call the OCA office at 614-873-6736.

JUNIOR SHOW BREED SPONSOR

Sponsor will have their name on the Breed Association Sponsors sign displayed in Cooper Arena, and will have their name announced appropriately throughout the show. Sponsorship is dependent on divisions within breed at \$150 per division: \$300 - Angus, Chianina and Hereford; \$450 - Maine-Anjou and Simmental; \$600 - Shorthorn

ADDITIONAL JUNIOR SHOW SPONSORS

Sponsor will have their name on the signs displayed in Cooper Arena, and will have their name announced appropriately throughout the show. Sponsorship is dependent on divisions at \$150 per division: \$150 - Market Heifers; \$300 - Crossbred; \$450 - AOB



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- Tentative Schedule -

Wednesday, March 13

No cattle are permitted on the fairgrounds before 7:00 a.m.

7:30 a.m. Junior Show open for stalling, Gilligan Complex

Thursday, March 14

8:00 a.m. - Noon

Noon

Noon - 3:00 p.m.

3:00 p.m. - 6:00 p.m.

7:30 p.m.

Trade Show set up for large indoor equipment

All breeding cattle must be in place O'Neill Building

Trade Show set-up outdoor & small indoor displays

Trade Show Open

The Social, Hilton Columbus/Polaris

Friday, March 15

8:00 a.m. - 8:45 a.m.

8:30 a.m. - 6:00 p.m.

8:30 a.m.

9:00 a.m.

10:00 a.m.

10:00 a.m. - 1:00 p.m.

1:30 p.m.

2:30 p.m.

3:00 p.m. - 5:00 p.m.

3:30 p.m.

5:30 p.m.

Judging Contest Registration, Voinovich Building

Trade Show Open, Voinovich Building

Breed Shows begin in Cooper Arena & O'Neill Building

Judging Contest, Denny Hales Arena

Educational Seminar, Voinovich Building

Genetic Pathway Open, O'Neill Building

Online Feeder Cattle Sale, Voinovich Building

Judging Contest Awards, Cooper Arena

Genetic Pathway Open, O'Neill Building

Youth Beef Quality Assurance, Cooper Arena

Junior Show Welcome Party, Cooper Arena

Saturday, March 16

8:30 a.m. - 6:00 p.m.

10:00 a.m.

10:00 a.m. - 1:00 p.m.

12:00 p.m.

3:00 p.m. - 5:00 p.m.

Trade Show Open, Voinovich Building

Breed Sales begin in Voinovich Building

Genetic Pathway Open, O'Neill Building

Junior Showmanship, Cooper Arena

Genetic Pathway Open, O'Neill Building

Sunday, March 17

8:00 a.m. - 5:00 p.m.

8:30 a.m. - 2:00 p.m.

10:00 a.m. - 1:00 p.m.

Junior Show, Cooper Arena

Trade Show Open, Voinovich Building

Genetic Pathway Open, O'Neill Building

OFFICIAL WEBSITE

www.ohiobeefexpo.com

OFFICIAL HOTEL

Hilton Columbus/Polaris

8700 Lyra Drive

Columbus, OH 43240

614.885.1600

King Room - \$129

Double Room - \$139

OHIO CATTLEMEN'S ASSOCIATION

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