

2020



March 19-22 | Ohio Expo Center | Columbus, Ohio

ohiobeefexpo.com

Sponsorship Opportunities

30,000 Attendees
Breed Shows & Sales
Genetic Pathway
Judging Contest
Showmanship
Scholarships
Junior Show
Trade Show
Education
Shopping
& more!



General Sponsorships

Coliseum Sponsor

\$5,000

This sponsorship entitles your company to naming rights for the Taft Coliseum 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 Taft Coliseum 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.

Cooper Arena Sponsor

\$2,500

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.

Breeds Barn Sponsor

\$2,500

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.

Expo Sponsor of the Day

Thursday - \$1,000 | Friday - \$2,000 | Saturday - \$2,000 | Sunday - \$1,000

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

\$2,000

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.

Expo Committee Apparel

Two available at \$2,500

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.

Thursday Night Social Event at Expo Hotel Headquarters

Three available at \$2,000

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.

Official Expo Vet

\$1,000

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.

Ohio Beef Expo WiFi Service

\$1,500

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.

Trade Show Lunch

Two available at \$750

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.

Trade Show Breakfast

\$500

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.

Trade Show Hospitality

Unlimited \$250 each

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.

Concession Stand Cups

\$1,500

Sponsorship includes placing your company logo on 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.

Official Ohio Beef Expo Program Sponsor

\$1,500

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

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

Two available at \$1,000 each

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.

Educational Sponsorship

Educational Seminar Sponsorship

\$1,000

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

Youth Activities Sponsorships

Judging Contest Sponsor

Two available at \$1,000 each or One available \$2,000

This sponsorship includes the judging contest held on Friday of the Ohio Beef Expo and lunch for judging contest participants. \$1,000 sponsorship includes event signage, link to your company's website and press release recognition and comments prior to the start of the contest. \$2,000 sponsorship includes all of the previously listed recognition plus your logo on all judging contest awards. Sponsorship also includes the contest and company name announced appropriately throughout the contest.

Youth Beef Quality Assurance Sponsor

Two available at \$500 or One available \$1,000

This sponsorship is of two age appropriate youth beef quality assurance training sessions held on Friday of the Ohio Beef Expo. Sponsorship includes event signage, link to your company's website and press release recognition and comments prior to the start of the contest.

Junior Show Sponsorships

Exclusive Junior Showmanship Sponsor

Two available at \$2,500 each or One 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

\$2,000

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.

Top 5 Market Animal Sponsor

\$2,000

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.

Junior Show Ring Sponsors

Three available at \$2,000 each

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.

Junior Show Broadcast

\$2,000 each

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.

Platinum Sponsors

Unlimited available at \$1,000 each

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.

Gold Sponsors

Unlimited available at \$500 each

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.

Silver Sponsors

Unlimited available at \$250 each

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

Bronze Sponsors

Unlimited available at \$150 each

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

Class Sponsors

Unlimited available at \$100 each

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

Junior Show Back Tag Sponsor

\$1,500

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

Junior Show Welcome Party

Two available at \$500 each

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.

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, 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 signs, 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

2020 BEEF EXPO

March 19-22 | Ohio Expo Center | Columbus, Ohio
Sponsorship Opportunities

OFFICIAL WEBSITE

www.ohiobeefexpo.com

EVENT LOCATION

Ohio Expo Center
717 East 17th Ave.
Columbus, Ohio 43211

OFFICIAL HOTEL

Hilton Columbus/Polaris
8700 Lyra Drive
Columbus, OH 43240
614.885.1600

OHIO CATTLEMEN'S ASSOCIATION

10600 U.S. Highway 42
Marysville, OH 43040
614.873.6736
cattle@ohiocattle.org

- Tentative Schedule -

Wednesday, March 18

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

7:30 a.m. Junior Show open for stalling, Gilligan Complex
12:00 p.m. - 5:00 p.m. Large Equipment Move-In

Thursday, March 19

8:00 a.m. - Noon Trade Show set up for large indoor equipment
Noon All breeding cattle must be in place Breeds Building
Noon - 3:00 p.m. Trade Show set-up outdoor & small indoor displays
3:00 p.m. - 6:00 p.m. Trade Show Open, Voinovich Building
7:30 p.m. The Social, Hilton Columbus/Polaris

Friday, March 20

7:00 a.m. - 8:45 a.m. Judging Contest Registration
8:30 a.m. - 6:00 p.m. Trade Show Open, Voinovich Building
8:30 a.m. Breed Shows begin in Cooper Arena & Breeds Building
9:00 a.m. Judging Contest Begins, Taft Coliseum
10:00 a.m. Educational Seminar, Voinovich Building
10:00 a.m. - 1:00 p.m. Genetic Pathway Open, Breeds Building
11:00 a.m. - 8:00 p.m. Junior Show Check in, Gilligan Complex
12:30 p.m. Youth Beef Quality Assurance
2:00 p.m. Online Feeder Cattle Sale, Voinovich Building
2:30 p.m. Judging Contest Awards
3:00 p.m. - 5:00 p.m. Genetic Pathway Open, Breeds Building
4:00 p.m. - 5:00 p.m. Cowboy Happy Hour, Voinovich Building
5:30 p.m. Junior Show Welcome Party

Saturday, March 21

8:30 a.m. - 6:00 p.m. Trade Show Open, Voinovich Building
10:00 a.m. Breed Sales begin in Voinovich Building
10:00 a.m. - 1:00 p.m. Genetic Pathway Open, Breeds Building
12:00 p.m. Junior Showmanship, Taft Coliseum
3:00 p.m. - 5:00 p.m. Genetic Pathway Open, Breeds Building
4:00 p.m. - 5:00 p.m. Cowboy Happy Hour, Voinovich Building

Sunday, March 22

8:00 a.m. - 5:00 p.m. Junior Show, Taft Coliseum
8:30 a.m. - 2:00 p.m. Trade Show Open, Voinovich Building
10:00 a.m. - 1:00 p.m. Genetic Pathway Open, Breeds Building

