

2021 BEEF EXPO

MARCH 18-21 | OHIO EXPO CENTER | COLUMBUS, OHIO

SPONSORSHIP OPPORTUNITIES

BREED SHOWS & SALES
GENETIC PATHWAY
SHOWMANSHIP
JUNIOR SHOW
TRADE SHOW
SHOPPING
& MORE!



OHIOBEEFEXPO.COM

GENERAL SPONSORSHIPS

The sponsorship menu has been updated to reflect the modified 2021 Beef Expo schedule and any sponsorships that may have carried over from 2020.

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 **One 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.

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 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.

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.

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 **One 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.

Ace Sponsors **Unlimited available at \$1,000+ each**

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

King Sponsors **Unlimited available at \$500 each**

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

Queen Sponsors **Unlimited available at \$250 each**

Sponsor will have their name on the Queen Sponsors sign displayed in Trade Show, and will have their name announced appropriately throughout the Expo.

Jack Sponsors **Unlimited available at \$150 each**

Sponsor will have their name on the Jack Sponsors sign displayed in Trade Show, and will have their name announced appropriately throughout the Expo.

JUNIOR SHOW SPONSORSHIPS

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Junior Show Buckeye Breeders Series

Two available at \$5,000

The Expo Junior Show will feature an additional Buckeye Breeders Series (BBS), (Ohio's bred, born and raised program for registered steers and heifers) championship drive following each breed's final drive and/or if scheduling permits, a separate BBS show. These sponsorships (one for heifers and one for market animals) will include added premiums for the BBS champion and BBS reserve champion animal in each breed division. Sponsorship also includes recognition on all Ohio Beef Expo promotional materials, including logos on BBS show ring banners and in all show BBS backdrop photos and award banners.

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.

Junior Show Ring Sponsors

Three available at \$2,000 each

Sponsor will have the naming rights to one of the rings (Steer, & 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 Saturday & Sunday's Junior Show.

Junior Show Benefit Auction

The Junior Show Committee will host an online auction fundraiser. 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



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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

THURSDAY, MARCH 18

3:00 p.m. - 7:00 p.m. Trade Show Open

FRIDAY, MARCH 19

8:00 a.m. Miniature Hereford Show
8:00 a.m. Shorthorn Show
8:30 a.m. - 7:00 p.m. Trade Show Open
10:00 a.m. Hereford Show
11:00 a.m. Online Feeder Cattle Sale
1:00 p.m. Murray Grey Show
1:00 p.m. Junior Show Showmanship
2:00 p.m. Mini Hereford Sale
4:00 p.m. Red Angus Sale
5:00 p.m. Angus Sale

SATURDAY, MARCH 20

8:00 a.m. Junior Show Market Animals
8:30 a.m. - 7:00 p.m. Trade Show Open
10:00 a.m. Hereford Sale
11:30 a.m. Shorthorn Sale
1:00 p.m. Simmental Sale
3:00 p.m. Maine Anjou Sale

SUNDAY, MARCH 21

8:00 a.m. Junior Show Heifers
8:30 a.m. - 2:00 p.m. Trade Show Open