

2023

WORLD BEEF EXPO

MARCH 16-19, 2023
COLUMBUS, OH

ANGUS
7

**A
35
YEAR**
Tradition

30,000 ATTENDEES

BREED SHOWS | BREED SALES

EDUCATION | SHOWMANSHIP

JUNIOR SHOW | TRADE SHOW

GENETIC PATHWAY | JUDGING CONTEST

**SPONSORSHIP
OPPORTUNITIES**

GENERAL SPONSORSHIPS

COLISEUM SPONSOR

\$10,000

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.

PRIME SPONSOR

\$1,000

This sponsorship includes company logo on signage throughout the Trade Show and in the show program.

CHOICE SPONSOR

\$500

This sponsorship includes company logo on signage throughout the Trade Show and in the show program.

SELECT SPONSOR

\$250

This sponsorship includes listing in the show program.

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, signage around the tradeshow, 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.

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.

VOLUNTEER NAME TAGS

\$1,000

Expo staff and volunteers will wear metal name tags during the Expo. Sponsorship includes company logo displayed on tags.

TRADE SHOW EXHIBITOR LANYARDS

\$1,000

Sponsorship of the lanyards worn by all trade show exhibitors. Includes company logo on lanyard along with Ohio Beef Expo logo.

DISPLAY SCREENS IN OCA BOOTH

TWO AVAILABLE AT \$1,000

Two large screens will be on display in the OCA booth placed in the middle of the trade show. One will live stream the Expo Junior Show and the other will live stream the Expo Breed Sales.

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 SANDWICHES

TWO AVAILABLE AT \$500

Provide Trade Show exhibitors with complimentary beef sandwich tickets from the OCA Steak Barn. Sponsorship includes signage at the event, listing in the Expo Program and logo on the sandwich tickets.

CONCESSION STAND DRINKWARE

\$2,000

Sponsorship includes placing your company logo on drinkware in the Ohio Cattlemen's Association food stand located near the sale ring in the Voinovich building.

OFFICIAL OHIO BEEF EXPO PROGRAM SPONSOR

\$2,000

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

COWBOY HAPPY HOUR

FRIDAY- FOUR AVAILABLE AT \$500 | SATURDAY- FOUR 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: \$300 -1/4 PAGE | \$500 -1/2 PAGE | \$700 - 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 SPONSORSHIP

\$2,000

Sponsorship of the sale ring 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.

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 snacks 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. 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

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. 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.

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

\$2,500

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 throughout the show.

TOP 5 MARKET ANIMAL SPONSOR

\$2,500

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 throughout the show.

JUNIOR SHOW RING SPONSORS

THREE AVAILABLE AT \$2,500 EACH

Sponsor will have the naming rights to one of the rings (Steer, Heifer & Showmanship) during the event. They will have their name announced 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 throughout the show. The Ohio Beef Expo reserves the right to recognize show sponsors on the live broadcast.

PLATINUM SPONSORS

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

GOLD SPONSORS

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

SILVER SPONSORS

Sponsor will have their name on the Silver Sponsors digital sign displayed in the Coliseum and will have their name announced throughout the show.

BRONZE SPONSORS

Sponsor will have their name on the Bronze Sponsors digital sign displayed in the Coliseum and will have their name announced throughout the show.

COLISEUM TIE RAILS

Multiple outside tie rails leading into the Coliseum show arena will be available for a \$500 sponsorship per rail. Sponsorship will include a double-sided banner with sponsor's logo on the rail (at no additional cost). Banners are property of the Ohio Beef Expo following the event.

JUNIOR SHOW BACK TAG SPONSOR

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

JUNIOR SHOW BENEFIT AUCTION

The Junior Show Committee will host an online auction. 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 digital 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 - Charolais, 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; \$150 - Crossbred Steer Divisions (4 to 5 available).

UNLIMITED AVAILABLE AT \$1,000 EACH

UNLIMITED AVAILABLE AT \$500 EACH

UNLIMITED AVAILABLE AT \$250 EACH

UNLIMITED AVAILABLE AT \$150 EACH

\$500 EACH

\$1,500

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 15

No cattle are permitted on the fairgrounds before 7:30 a.m.

12:00 p.m. - 5:00 p.m. Large Equipment Move-in

THURSDAY, MARCH 16

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 17

7:00 a.m. - 8:00 a.m. Judging Contest Registration
8:00 a.m. - Noon Junior Show Check-in, Giligan Complex
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
10:00 a.m. - 5:00 p.m. Genetic Pathway Open, Breeds Building
11:00 a.m. Online Feeder Cattle Sale, Voinovich Building
1:00 p.m. Junior Showmanship, Cooper Arena
2:00 p.m. Breed Sales Begin, Voinovich Building
2:30 p.m. Judging Contest Awards
4:00 p.m. - 5:00 p.m. Cowboy Happy Hour, Voinovich Building

SATURDAY, MARCH 18

8:00 a.m. - 5:00 p.m. Junior Market Animal Show, Cooper Arena
8:30 a.m. - 6:00 p.m. Trade Show Open, Voinovich Building
10:00 a.m. Breed Sales Begin, Voinovich Building
10:00 a.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 19

8:00 a.m. - 5:00 p.m. Junior Heifer Show, Cooper Arena
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