



# KCA CONVENTION 2021

**Virtual Session 1: January 12, 2021**

**Virtual Session 2: January 13, 2021**

**In Person Meeting: January 15, 2021**

Owensboro Convention Center

## DID YOU KNOW?

- The Kentucky Cattlemen's Association has more than 10,000 members
- Kentucky is home to more than 38,000 beef cattle farmers
- Of Kentucky's 25.4 million acres, 55% is farmland, accounting for 14 million acres
- Kentucky is the largest beef cattle producing state east of the Mississippi River
- Kentucky ranks 8th in the nation in beef cattle inventory
- The beef cattle industry in Kentucky is one of the state's largest industries

## THANK YOU TO ALL OF OUR 2020 SPONSORS!

Blue Grass Livestock Marketing • Wright Equipment • Farm Credit Mid-America • Central Kentucky Ag Credit • Tarter Farm & Ranch: Neat Distributing • H&R Agri-Power • VitaFerm • Kentucky Dept of Ag • Bush Hog • Ohio Valley Insurance, LLC • Vitalix, Inc • The Hartford Livestock • Cargill • Y-TEX Corporation • Bobcat of Evansville/Bowling Green • ELANCO Animal Health • 10th Planet • DATAMARS, Inc. • Zoetis • CHR Hansen • Roto-Mix

## PLATINUM SPONSORSHIP: \$1,200

- Banner Ad on the home page of the Kentucky Cattlemen's website (Jan. - March 2021)\*
- Company logo\* linked on Kentucky Cattlemen's website through January 2022
- Company logo listed in January & February 2021 issues of Cow Country
- Company logo on display during virtual and in person meetings
- Commercial (max 30 sec) displayed three times (twice during in-person sessions and once at virtual event) \*
- Full page, color ad in Cow Country & convention program\*
- Company profile in Cow Country & convention program\*
- Banner ad in KCA Convention Newsletter (Jan. 2021) and E-Newsletter (Feb. 2021)\*

## GOLD SPONSORSHIP: \$750

- Company logo\* linked on Kentucky Cattlemen's website through January 2022
- Company logo listed in January & February 2021 issues of Cow Country
- Company logo on display during virtual and in person meetings
- Commercial (max 30 sec) displayed two times (one in-person and one virtual session) \*
- 1/2 page, color ad in Cow Country & convention program\*
- Company name listed as a sponsor in convention program
- Banner ad in KCA Convention E-Newsletter (Jan. 2021)\*

## SILVER SPONSORSHIP: \$500

- Company name listed on the Kentucky Cattlemen's Association website through January 2022
- Company name listed in January & February 2021 issues of Cow Country
- Company name on display during virtual and in person meetings
- Color ad to be displayed once during virtual sessions
- 1/4 page, color ad in Cow Country & convention program\*
- Company name listed as a sponsor in convention program
- Banner ad in KCA Convention E-Newsletter (Jan. 2021)\*

## BRONZE SPONSORSHIP: \$250

- Company name listed on the Kentucky Cattlemen's Association website through January 2022
- Company name listed in January & February 2021 issues of Cow Country
- Company name on display during virtual and in person meetings
- 1/8 page, color ad in Cow Country & convention program\*
- Company name listed as a sponsor in convention program
- Banner ad in KCA Convention E-Newsletter (Jan. 2021)\*

*The Kentucky Cattlemen's Convention is the largest annual meeting of Kentucky cattle producers in the Commonwealth. As a sponsor of the 2021 Kentucky Cattlemen's Convention you will greatly increase your brand exposure, connect with potential customers, influential leaders, and community organizers. The 2021 Convention Sponsorship program has been designed to provide you with exclusivity, visibility, and access to the audience you want to reach. We have exposure opportunities for every budget. Sponsorships are on first-come-first-served basis and are limited. Reserve your sponsorship today.*

\* Company is responsible for providing item by December 4, 2020

### SPONSORSHIP OPPORTUNITIES

	Platinum Sponsorship	\$1,200	\$
	Gold Sponsorship	\$750	\$
	Silver Sponsorship	\$500	\$
	Bronze Sponsorship	\$250	\$

**TOTAL PAYMENT** \$

### KCA CAN SET UP A MEMBERSHIP BENEFIT PARTNERSHIP TO FIT YOUR COMPANY'S NEEDS.

This can include:

	Participation in membership drawings or silent auctions
	Opportunities for producer education meetings or webinars, hosted by KCA
	Special benefits and pricing for KCA members through your company (if applicable)
	Advertising through digital and print media platforms
	Opportunities to speak at county affiliate meetings or KCA hosted meetings.

### PAYMENT INFORMATION

COMPANY NAME		CONTACT	
ADDRESS		EMAIL	
CITY	STATE	ZIP	PHONE
CREDIT CARD TYPE <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover		NAME ON CARD	
CREDIT CARD NUMBER		EXPIRATION DATE	SECURITY CODE
SIGNATURE		DATE	
		TITLE	

**Sponsorships are due December 15, 2020**

**Return form to:**

Kentucky Cattlemen's Association • Attn: Dan Miller • 176 Pasadena Drive • Lexington, Kentucky 40503  
 (859) 278-0899 • dmiller@kycattle.org • Fax: (859) 260-2060