



SPONSOR

SPONSORSHIP APPLICATION

Sponsors allow us to keep this Annual Convention an affordable family event. This year we have added structure to our unique sponsorship opportunities. On the next few pages you will see a menu of sponsorship opportunities including the current price and the 2023 sponsors that hold the right of first refusal. Due to the restructuring of our sponsorship opportunities some prices have been adjusted. In addition, we have added a cutoff date for returning sponsor commitment and increased sponsor recognition through sponsorship levels.

RETURNING SPONSORS

Returning 2023 sponsors have the right of first refusal to secure the same sponsorship in 2024.

This right is to be exercised on or before March 15th, 2024. All sponsorships must be confirmed by May 15th, 2024.

SHARES

Individual event sponsorship opportunities are either owned by a singular sponsor, or **shared** by multiple contributors. Sponsors may purchase multiple shares of the same event. The listed 2023 sponsors have the right of first refusal to 2024 shares equal to their 2023 commitment, if a returning sponsor has the right to more than one share, the number of shares will be listed in parentheses behind their name. Sponsors with more shares to an event will receive premium logo placement on sponsor signage. There are some shares available to new and existing sponsors NOW.

SPONSORSHIP LEVELS

NEW! Sponsorship levels are determined by a sponsor's cumulative convention sponsorship. These levels have been created to provide sponsors with additional publicity during the convention, as well as in pre/post convention marketing campaigns. More information about each sponsorship level can be found on page 8 of this packet.

SPONSORSHIP DELIVERABLES

- The earlier we receive your sponsorship commitment, the more promotion you will receive.
- Please send the logo you wish to be used to convention@floridacattlemen.org at the time of your sponsorship commitment.
- If your individual event sponsorship allows for the placement of promotional materials it is your responsibility to transport those materials to the convention, unless other arrangements have been made with FCA staff. The FCA is not responsible for any lost or damaged materials.
- If your sponsorship level allows for the placement of promotional materials in registration packets, it is your responsibility to deliver those materials to the FCA Office at 800 Shakerag Rd, Kissimmee, FL 34744 before May 15th.

2024 SPONSORSHIP OPPORTUNITIES

Available as of 5/13/24

Audio Visual

\$15,000 (sold in 10 shares of \$1,500)

Deliverables: Logo on a printed sign and/or shown on the screen during all events/meetings utilizing AV during the entire Convention. Mentions during the three ticketed meals.

2024 Shares Available NOW: Two

Entertainment

\$15,000 (sold in 15 shares of \$1,000)

Deliverables: Logo displayed on digital and print signage during the Cattlemen's Supper, Cattlemen's Banquet, and concerts.

Provided by Sponsor: Promotional items to place at concert bars and tables (optional).

2024 Shares Available NOW: Six

President's Reception

\$12,500 (sold in 5 shares of \$2,500)

Deliverables: Logo displayed on printed signs during the President's Reception. Mentions during the Cattlemen's Banquet.

Provided by Sponsor: Promotional items to place at the President's Reception bars (optional).

2024 Shares Available NOW: Three

General Membership Mtg

\$5,000 (sold in 5 shares of \$1,000)

Deliverables: Logo displayed on digital and print signage during the General Membership Meeting.

Provided by Sponsor: Promotional items to place on meeting room chairs (optional).

2024 Shares Available NOW: Two

Convention Pocket Program

\$5,000 (sold in 2 shares of \$2,500)

Deliverables: Exclusive ad placement in the convention program.

Provided by Sponsor: Camera-ready ad received no later than May 1st.

2024 Shares Available NOW: One (inside front cover)

Committee Meetings

\$4,000 (sold in 4 shares of \$1,000)

Deliverables: Logo on print and digital signs during Committee Meetings.

Provided by Sponsor: Promotional items to place in committee meeting rooms (optional).

2024 Shares Available NOW: Three

General Convention

\$500 (Unlimited Shares)

Deliverables: Name displayed everywhere complete sponsorship list is displayed.

FCW General

\$100 (Unlimited Shares)

Deliverables: logo/name displayed on the printed FCW sponsorship sign throughout the duration of the Convention. Sponsors with more shares will receive premium position/space on sponsorship signage.

JFCA

\$100 (Unlimited Shares)

Deliverables: Logo/name displayed on the printed JFCA sponsorship sign throughout the duration of the Convention. Sponsors with more shares will receive premium position/space on sponsorship signage.

Sweetheart

\$100 (Unlimited Shares)

Deliverables: Name displayed on the printed sweetheart sponsorship sign throughout the duration of the Convention.

2024 SPONSORSHIP LEVELS

Most sponsorship benefits/deliverables are received through the individual event sponsorship shares you purchase. However a tiered aggregate system is debuting this year and will provide some additional exposure.

Platinum Sponsors

\$10,000+

Additional Benefits:

- **30 Second promotional video (commercial) to run on FCA social media**
- **Sponsor logo with hyperlink to sponsors website listed on the www.floridacattlemen.org convention page**
- Sponsor may provide handouts to be placed in all pre-registration packets
- Sponsorship listing in registration packets (logo plus representative name and contact)
- Increased mentions during events and convention signage (w/logo) when compared to lower levels
- Logo listed in all complete sponsor listings (ex. enews, magazine, convention program, and meal table tents)
- Increased convention recognition and signage (w/logo)
- Individual event sponsorship deliverables

Gold Sponsors

\$9,999-\$7,500

Additional Benefits:

- **Sponsor may provide handouts to be placed in all pre-registration packets**
- **Sponsorship listing in registration packets (logo plus representative name and contact)**
- Increased mentions during events and convention signage (w/logo) when compared to lower levels
- Logo listed in all complete sponsor listings (ex. enews, magazine, convention program, and meal table tents)
- Increased convention recognition and signage (w/logo)
- Individual event sponsorship deliverables

Silver Sponsors

\$7,499-\$5,000

Additional Benefits:

- **Increased mentions during events and convention signage (w/logo) when compared to lower levels**
- Logo listed in all complete sponsor listings (ex. enews, magazine, convention program, and meal table tents)
- Increased convention recognition and signage (w/logo)
- Individual event sponsorship deliverables

Bronze Sponsors

\$4,999-\$2,000

Additional Benefits:

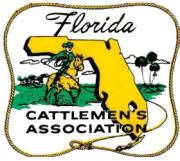
- **Logo listed in all complete sponsor listings (ex. enews, magazine, convention program, and meal table tents)**
- **Increased convention recognition and signage (w/logo)**
- Individual event sponsorship deliverables

Friends of the Association Sponsors

Up to \$1,999

Additional Benefits:

- Name listed in all complete sponsor listings (ex. enews, magazine, convention program, and meal table tents)
- Individual event sponsorship deliverables



SPONSORSHIP COMMITMENT FORM

2024 Florida Cattlemen's Association
Convention & Allied Trade Show



SPONSOR CONTACT & LISTING

Sponsor Name: (type or print name as you would like it to appear on all listings)

Contact Name: _____

Address: _____

City, State: _____ **Zip:** _____

Phone: _____ **Email:** _____

SPONSORSHIP DETAILS

All sponsorships must be confirmed by May 15th, 2024. Final sponsorship placement will be approved by FCA staff.

Sponsorship Placement

(Ex. Event Name, FCA General, FCW General, JFCA, Sweetheart, ...)

Sponsorship Value

(\$ Amount or In Kind Value)

Total Sponsorship Amount: _____

PAYMENT

Invoice Me

Signature:

Check # _____

Card: Visa MC Amex Discover

Date: _____

Card # _____

Exp. Date: _____ **CVV:** _____

Name on Card: _____

Return Completed Forms to:
convention@floridacattlemen.org or
Florida Cattlemen's Association
PO BOX 421929, Kissimmee, FL 34742