



North Carolina Angus Association

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To: Beef Cattle Industry Partners

From: Dr. Eugene Shuffler , NCAA President
Dwayne Livengood, NCAA Annual Meeting Chairman

Re: 2020 NCAA Allied Industry Partners Program & Annual Meeting

Date: January 6, 2020

The NC Angus Association would like to thank you for your support in 2019 and invite you to showcase your business again in 2020 with our promotional program designed to benefit our members and our allied industry partners across the state. As an association, we have many methods for your company to reach out to our membership for sharing the advantages of your products and services. Our Allied Industry Partners program brings all of those opportunities into one package. On the following page you will find the description of our Allied Industry Partners promotional program with three different levels of participation. We hope you will take the time to consider promoting your company in partnership with our association in 2020.

We look forward to working with you. Please contact Sharon Rogers, ncaa.sec@gmail.com or 336-599-8750 with any questions by January 15, 2020.

I am interested in becoming an NCAA Allied Industry Partner: preferred level _____

Company: _____

Contact Person: _____ Email: _____

Address: _____ Phone: _____

Or visit this website to complete our google form: <https://forms.gle/jmZWpfKoi2ffqPUq9>

Please return your information and level of support by 1/15/20 to Sharon Rogers via email ncaa.sec@gmail.com or call with any questions 336-599-8750

Benefits of becoming an NC Angus Association Allied Industry Partner:

Exhibits

- **NC Angus Association Annual Meeting:** This meeting will bring you face to face with our top members and special guests. Sponsors are given time for a brief presentation during our meeting and are listed in an article in the *NC Angus News & The Carolina Cattle Connection*. The Annual Meeting is held Saturday, February 8th at the Forsyth County Cooperative Extension Office in Winston-Salem, NC. A complimentary lunch and banquet ticket are provided.
- Exhibit space at NC Angus Association sponsored **sales and field day**.
 - *NC Angus Spring Fever Sale* and the *NC Angus Down East Sale*
 - Field Day – Hosted on farm by NC Angus Association members. The field day rotates throughout the state giving you the opportunity to meet with producers and visit farms all across NC.

Print Advertising

- **NC Angus News Magazine** – The magazine is distributed by mail to NCAA members, NCAA sale attendees, Angus bull buyers, key NC Livestock Extension Agents and by face to face contact with cattlemen in several NC Auction Markets and tradeshow. The magazine is published twice a year and you may select which edition you wish to advertise.
- Allied Industry Partner listing in NCAA sponsored sale catalogs. NC Angus Spring Fever Sale catalog distribution ~ 1,000 and NC Angus Down East Sale catalog distribution ~ 800

Website/Electronic Advertising

- **www.ncangus.org** is the first source for our members and Angus enthusiast to get the latest association news and updates, averaging 5,000 visits per month with increased traffic during our special events. The **Allied Industry Partners page** on the site allows for easy access to your company's contact information and website link. Our monthly **NC Angus E-Newsletter** *electronic newsletter* will also list our Allied Industry Partner each month with a link to your company's website.

<p><u>Level 1 - \$500</u></p> <p><u>Exhibit</u></p> <ul style="list-style-type: none"> • NC Angus Association Annual Meeting • Exhibits at NC Angus Association sales and field day <p><u>Print</u></p> <ul style="list-style-type: none"> • NC Angus News Magazine – (1) full page or (2) ½ page ads • Listing in NC Angus Assoc. sale catalogs <p><u>Website</u></p> <ul style="list-style-type: none"> • ncangus.org –link on Allied Industry Partners page • Monthly listing in the NC Angus E-Newsletter, with link to company website 	<p><u>Level 2 - \$300</u></p> <p><u>Exhibit</u></p> <ul style="list-style-type: none"> • NC Angus Association Annual Meeting • Exhibits at NC Angus Association sales and field day <p><u>Print</u></p> <ul style="list-style-type: none"> • NC Angus News Magazine – (1) ½ page or (2) business card ads • Listing in NC Angus Assoc. sale catalogs <p><u>Website</u></p> <ul style="list-style-type: none"> • ncangus.org –link on Allied Industry Partners page. • Monthly listing in the NC Angus E-Newsletter, with link to company website
<p><u>Level 3 -\$200</u></p> <p>NCAA Annual Meeting Sponsorship only</p>	