



North Carolina Angus Association

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To: Beef Cattle Industry Partners
From: Dr. Eugene Shuffler , NCAA President
Re: 2021 NCAA Allied Industry Partners Program
Date: February 3, 2021

The NC Angus Association would like to invite you to showcase your business in our 2021 Allied Industry Partners program. This promotional program is designed to benefit our members and our industry partners across the state. As an association, we have many methods for your company to reach out to our membership to share 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 2021 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.

We look forward to working with you. Please contact Sharon Rogers, ncaa.sec@gmail.com or 336-583-9630 with any questions by February 22, 2021.

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

Company: _____

Contact Person: _____ Email: _____

Address: _____ Phone: _____

Please return your information and level of support by 2.22.21 to Sharon Rogers via email ncaa.sec@gmail.com or call with any questions 336-583-9630

Benefits of becoming an NC Angus Association Allied Industry Partner:

Website/Electronic Advertising

- **www.ncangus.org** – the first source for our members and Angus enthusiast to get association news, averaging 5,000 visits per month with increased traffic during our special events. The dedicated **Allied Industry Partners page** on the site allows for easy access to your company’s information and website link.
- **Banner ad on ncangus.org** - a great way to showcase your company and have a link directly to educational videos or website. The banner ads are visible on each page of our website for very high visibility.
- **NC Angus E-Newsletter** - *electronic newsletter* distributed monthly - features a list of our Allied Industry Partners with a link to your website (*E-newsletter distribution list 800 people and growing*).
- **NC Angus E-Newsletter** - feature ad in newsletter with information about your company, logo and a link for easy access to more information on your products and services

Print Advertising

- **NC Angus News Magazine** – 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 NC Auction Markets, at special sales and events. The magazine is published twice a year. You may select the edition for your ad.
- Allied Industry Partner listing in NCAA sponsored sale catalogs.

Exhibits

- **NEW for 2021 – Joint NC Angus Assoc. Field Day & Annual Meeting:** As an Association, it is our hope we are able to safely come together on *June 12, 2021* for an outdoor field day and meeting. The event will be hosted by Mike Moss-Windy Hill Farms in Ramsuer, NC. Sponsors will be given a space for exhibiting plus a time for a brief presentation during the meeting. Company listing in an article in the *NC Angus News & Carolina Cattle Connection*.
- Exhibit space at the NCAA Spring Fever Sale. *New date and location – Saturday, April 24 - Shuffler Farm Sale Facility in Union Grove, NC*

<u>Level 1 - \$500</u>	<u>Level 2 - \$300</u>	<u>Level 3 - \$200</u>
<p><u>Print</u></p> <ul style="list-style-type: none"> • NC Angus News Magazine – (1) full page or (2) ½ page ads • Listing each month in the <i>NC Angus News</i> magazine • Listing in NC Angus Assoc. sale catalogs <p><u>Website – ncangus.org</u></p> <ul style="list-style-type: none"> • Three 30-day banner ads with link to your website, YouTube or social media • Company link on Allied Industry Partners page <p><u>E-Newsletter</u></p> <ul style="list-style-type: none"> • Monthly listing in the E-Newsletter, with link to company website • Three feature ads in the E-newsletter with link to your website, YouTube or social media (you select the month) <p><u>Exhibit</u></p> <ul style="list-style-type: none"> • NC Angus Association Field Day / Annual Meeting • NCAA Spring Fever Sale 	<p><u>Print</u></p> <ul style="list-style-type: none"> • NC Angus News Magazine – (1) ½ page or (2) ¼ page ads • Listing each month in the <i>NC Angus News</i> magazine • Listing in NC Angus Assoc. sale catalogs <p><u>Website – ncangus.org</u></p> <ul style="list-style-type: none"> • Two 30-day banner ads with link to your website, YouTube or social media • Company link on Allied Industry Partners page <p><u>E-Newsletter</u></p> <ul style="list-style-type: none"> • Monthly listing in the E-Newsletter, with link to company website • Two feature ads in the E-newsletter with link to your website, YouTube or social media (you select the month) <p><u>Exhibit</u></p> <ul style="list-style-type: none"> • NC Angus Association Field Day / Annual Meeting • NCAA Spring Fever Sale 	<p><u>Print</u></p> <ul style="list-style-type: none"> • NC Angus News Magazine – 2 business card ads • Listing each month in the <i>NC Angus News</i> magazine • Listing in NC Angus Assoc. sale catalogs <p><u>Website – ncangus.org</u></p> <ul style="list-style-type: none"> • Company link on Allied Industry Partners page <p><u>E-Newsletter</u></p> <ul style="list-style-type: none"> • Monthly listing in the E-Newsletter, with link to company website <p><u>Exhibit</u></p> <ul style="list-style-type: none"> • NC Angus Association Field Day / Annual Meeting • NCAA Spring Fever Sale