



## North Carolina Angus Association

945 Woodsdale Road ▪ Roxboro, NC 27574

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To: Beef Cattle Industry Partner  
From: Michael Moss, NCAA President and Roy Swisher, NCAA Annual Meeting Chairman  
Re: 2022 NCAA Industry Partners Program  
Date: December 1, 2021

Your business is an integral part of the North Carolina agriculture community and the NC Angus Association (NCAA) would like to invite you to showcase your business to our membership through our Industry Partner's promotion program. This program is designed to benefit our members and our partners all across the state. As an association, we have many approaches for your company to reach our membership with information on your products and services. Our Industry Partners program brings all of these into one package. Listed here are just a few benefits of our Industry Partners program with three different levels of participation. We hope you will take the time to consider promoting your company in partnership with NCAA in 2022. We look forward to working with you. Please contact Sharon Rogers, [ncaa.sec@gmail.com](mailto:ncaa.sec@gmail.com) or 336.583.9630 with any questions by January 21, 2022.

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### **Our Exclusive NCAA Industry Partner Benefits**

#### **Website/Electronic Reach**

- [www.ncangus.org](http://www.ncangus.org) is the first source for our members and Angus enthusiast to get the latest news, averaging over 5,000 visits per month with increased traffic during our special events. The Industry Partners page allows for easy access to your company's contact and website link. Feature banner ads can highlight special product promotions. The NC Angus E-Newsletter will list Industry Partner each month with a link to your website.
- E-blast sent directly to the NCAA email list to can highlight feature products or events.

#### **Print Reach**

- *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 and tradeshow. Spring & Fall publication dates. (distribution ~1,200)
- Industry Partner listing in NCAA sale catalogs and at special events. NC Angus Spring Fever Sale catalog distribution ~ 1,000. Special events include sales & field days.
- *The Carolina Cattle Connection* – Industry Partners are highlighted throughout the year in articles written by the NCAA for publication in *The Carolina Cattle Connection*.

#### **In-Person Reach**

- NCAA Annual Meeting: 2022 Industry Partners are invited to meet attendees during the Annual Meeting social hour. Plus your company will be listed on all meeting materials, in meeting signage and have the opportunity to share promotional materials in attendee gift bags. The Annual Meeting will be held Saturday, February 12, 2022 at the Yadkin County Agricultural & Educational Building in Yadkinville, NC. A complimentary social ticket will be provided.
- Exhibit space at NCAA sponsored sales and field day.
  - *NC Angus Spring Fever Sale in Union Grove, NC (April 23, 2022)* and the *NC Angus Advantage Sale in Clinton, NC (June 3, 2022)*
  - Field Day – Hosted on farm by NC Angus Association members.

# Industry Partner Opportunities

## Gold Partner - \$500

### Print

- NC Angus News Magazine – (1) full page or (2) ½ page ads & listing in NCAA sale catalogs

### Electronic

- ncangus.org–link on Industry Partners page plus 6 monthly banner ads with link to company website
- Monthly listing in the NC Angus E-Newsletter with link to company website
- 6 E-blast ads per year

### In-Person Reach

- NCAA Annual Meeting recognition as Gold Partner & social hour. Plus NCAA sales and field day

## Silver Partner- \$300

### Print

- NC Angus News Magazine – (1) ½ page or (2) ¼ page ads & listing in NCAA sale catalogs

### Electronic

- ncangus.org–link on Industry Partners page, 3 monthly banner ads with link to company website
- Monthly listing in the NC Angus E-Newsletter with link to company website
- 3 E-blast ads per year

### In-Person Reach

- NCAA Annual Meeting recognition as Silver Partner & social hour. Plus NCAA sales and field day

## Bronze Partner -\$200

### Print

- NC Angus News Magazine – 2 business card ads

### Electronic

- ncangus.org –link on Industry Partners page
- Monthly listing in the NC Angus E-Newsletter with link to company website
- 1 E-blast ads per year

### In-Person Reach

- NCAA Annual Meeting recognition as Bronze Partner & social hour. Plus NCAA sales and field day-

## Annual Meeting Partner - \$100

NCAA Annual Meeting recognition as event partner & social hour

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Company: \_\_\_\_\_ Partner Level: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Please return your information and level of support by 1/21/22 to Sharon Rogers via email [ncaa.sec@gmail.com](mailto:ncaa.sec@gmail.com) or call with any questions 336.583.9630. You may also sign up and submit payment in the NCAA online store - <https://nc-angus-association.square.site/>  
(QR code for online store)

