



North Carolina Angus Association

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To: Beef Cattle Industry Partner
From: Callie Carson, NCAA President and Emily Barnes, NCAA Annual Meeting Chairman
Re: 2024 NCAA Industry Partners Program
Date: October 1, 2023

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 2024. We look forward to working with you. Please contact Cortney Holshouser, ncaa.sec@gmail.com or 919-796-2346 with any questions by December 31, 2023.

Our Exclusive NCAA Industry Partner Benefits

Website/Electronic Reach

- www.ncangus.org is the first source for our members and Angus enthusiasts 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 Partners each month with a link to your website.
- E-blasts sent directly to the NCAA email list to 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 & tradeshow.
- *The Carolina Cattle Connection* – Industry Partners are highlighted throughout the year in articles written by the NCAA.

In-Person Reach

- NCAA Annual Meeting: This meeting brings you face to face with our top members and guests. 2024 Industry Partners are invited to the **2024 NC Angus Annual Meeting**, which will be held **Saturday, February 10, 2024**, at the Yadkin County Agriculture Building in Yadkinville, NC. All Gold, Silver, and Bronze Partners:
 - o Will be recognized on Annual Meeting registration material sent to all members, displayed at Annual Meeting, NCAA website, social media, and e-newsletter
 - o May provide literature/flyer/promo material to be placed in registration packet given to all meeting attendees
 - o 1 complimentary meal ticket to Annual Meeting & Banquet, **RSVP required**
- Exhibit space at NCAA sponsored sales and field day:
 - NC Angus Spring Fever Sale in Union Grove, NC (April 27, 2024)
 - Field Day – Hosted on farm by NC Angus Association members

Industry Partner

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

- Social hour at NCAA Annual Meeting & 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

- Social hour at NCAA Annual Meeting & 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 ad per year

In-Person Reach

- Social hour at NCAA Annual Meeting & NCAA sales and field day

Company: _____ Partner Level: _____

Contact Person: _____ Email: _____

Address: _____

Phone: _____

Please return your information and level of support by 12/31/23 to Cortney Holshouser via email ncaa.sec@gmail.com or call with any questions 919-796-2346. You may also sign up and submit payment in the NCAA online store - <https://nc-angus-association.square.site/> (QR code for online store)

