



North Carolina Angus Association

746 Collins Mill Road ▪ Castalia, NC 27816

Phone ▪ 919.796.2346 - Email ▪ ncaa.sec@gmail.com

To: Beef Cattle Industry Partner
From: Callie Carson, NCAA President and Michael Wyatt, NCAA Marketing Chairman
Re: 2025 NCAA Allied Industry Partners Program
Date: November 21, 2024

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. Our restructured partner benefits this year allow for an even more focused outreach to your targeted audience. We hope you will take the time to consider promoting your company in partnership with NCAA in 2025. 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, 2024.

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. 2025 Industry Partners are invited to the **2025 NC Angus Annual Meeting**, which will be held **Saturday, March 1, 2025**, at the Yadkin County Agriculture Building in Yadkinville, NC. All Prime, Choice, and Select Partners:
 - Will be recognized on Annual Meeting registration material sent to all members (if confirmed by December 21, 2024), displayed at Annual Meeting, NCAA website, social media, and e-newsletter
 - May provide literature/flyer/promo material to be placed in registration packet given to all meeting attendees.
 - 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 26, 2025)
 - Field Day – Hosted on farm by NC Angus Association members

Prime - \$1,800

Choice - \$850

Select - \$500

Allied Industry Partners

	Select	Choice	Prime
NC Angus News Magazine ad (per issue)	1/4 page	1/2 page	1 page
E-blast ad to NCAA membership	4 per year	6 per year	12 per year
ncangus.org - Logo & Link to website on Industry Partner's Page	✓	✓	✓
NC Angus e-Newsletter monthly listing with link to company website	✓	✓	✓
Invitation to speak at NCAA sponsored event			✓
Complimentary tickets to the NCAA Annual Meeting and Banquet	1	1	2
Company announced at NCAA Annual Meeting & NCAA sales/field day	✓	✓	✓
Unlimited NCAA Facebook posts advertising events	✓	✓	✓
NCAA Facebook Post Advertising your business		1	2
Unlimited events posted to the NCAA online calendar	✓	✓	✓

Company: _____ Partner Level: _____

Contact Person: _____ Email: _____

Address: _____

Phone: _____

Please return your information and level of support by 12/31/24 to Cortney Holshouser via email ncaa.sec@gmail.com or call with any questions 919-796-2346.