



North Carolina Angus Association

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To: Beef Cattle Industry Partners

From: Roy Outlaw, NCAA President
Eddie Leagans, NCAA Annual Meeting Chairman

Re: 2019 NCAA Allied Industry Partners Program & Annual Meeting

Date: November 19, 2018

For the second year, the NC Angus Association is showcasing our industry supporters in a comprehensive promotional program designed to benefit our members and our beef cattle allied 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 for you into one package with easy to select options.

On the following pages you will find the description of our new 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 2019.

We look forward to working with our valued partners. Please contact Sharon Rogers, ncaa.sec@gmail.com or 336-599-8750 with any questions by January 15, 2019.



Why should I become an Allied Industry Partner of the NC Angus Association?

The NC Angus Association is the largest breed organization in NC. Our members are the cattle men and women that utilize your products and services for their farms and ranches each day. Many of our members are top decision makers in the NC cattle industry, making their influence wide spread throughout the state.

Benefits of becoming an NCAA Allied Industry Partner:

Exhibits

- **NC Angus Association Annual Meeting:** This meeting will bring you face to face with over 150 of our top members and special guests. They attend our Annual Meeting to learn more about industry topics and trends. Sponsors are given time for a brief presentation during our afternoon educational session and are also listed in an article in *The Carolina Cattle Connection*. The Annual Meeting is held the second Saturday in February at the Forsyth County Cooperative Extension Office in Winston-Salem, NC.
- Exhibit space for your company at NC Angus Association **sales and field day**.
 - *NC Angus Spring Fever Sale* – First Saturday of May in Reidsville and the *NC Angus Down East Sale* – First Saturday of November in Beulaville
 - Field Day – Hosted on farm by NC Angus Association members. The field day rotates throughout the state each summer giving you the opportunity to meet with producers and visit farms all across NC.

Print Advertising

- **NC Angus News Magazine** – With a combined circulation of over 2,000 readers our magazine is distributed by mail to NCAA members, Angus bull buyers in NC and surrounding states, key NC Livestock Extension Agents and by face to face contact with cattlemen in several NC Auction Markets and tradeshows. The magazine is published three times 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 Advertising

- **www.ncangus.org** is the first source for our members and Angus enthusiast to get the latest association news and event updates, averaging 5,000 visits per month with increased traffic during our special events. Our monthly electronic newsletter also drives visitors to the website for more details on our upcoming activities. The **Allied Industry Partners page** on the site allows for easy access to your company's contact information and website link.

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 1/15/19 to Sharon Rogers via email ncaa.sec@gmail.com or call with any questions 336-599-8750.

NC Angus Association Allied Industry Partner – 2019

Level 1 - \$800

Exhibit

- **NC Angus Association Annual Meeting Sponsorship** - Company exhibit in trade show along with “meet & greet” session with meeting attendees. Recognition in Annual Meeting Program, listing in *The Carolina Cattle Connection* and in the *NC Angus News* magazine. A complimentary lunch and banquet ticket.
- Exhibit space for your company at NC Angus Association **sales and field day**.

Print

- **NC Angus News Magazine** – (3) ½ page or (1) full page ad
- Allied Industry Partner listing in NC Angus Association sponsored sale catalogs.

Website

- **ncangus.org** – Your Company’s link on the website, Allied Industry Partners page. Company logo featured on the website homepage on a rotating basis.
 - Mentions on the NC Angus Facebook page.
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Level 2 - \$600

Exhibit

- **NC Angus Association Annual Meeting Sponsorship** - Company exhibit in trade show along with “meet & greet” session with meeting attendees. Recognition in Annual Meeting Program, listing in *The Carolina Cattle Connection* and in the *NC Angus News* magazine. A complimentary lunch and banquet ticket.
- Exhibit space for your company at NC Angus Association **sales and field day**.

Print

- **NC Angus News Magazine** – (3) 1/4 page or (1) full page ad
- Allied Industry Partner listing in NC Angus Association sponsored sale catalogs.

Website

- **ncangus.org** – Your Company’s link on the website, Allied Industry Partners page.
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Level 3 - \$400

Exhibit

- **NC Angus Association Annual Meeting Sponsorship** - Company exhibit in trade show along with “meet & greet” session with meeting attendees. Recognition in Annual Meeting Program, listing in *The Carolina Cattle Connection* and in the *NC Angus News* magazine. A complimentary lunch and banquet ticket.
- Exhibit space for your company at NC Angus Association **sales and field day**.

Print & Website

- **NC Angus News Magazine** – (1) business card size ad
- Allied Industry Partner listing in NC Angus Association sponsored sale catalogs

Website

- **ncangus.org** – Your Company’s link on the website, Allied Industry Partners page.
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Annual Meeting Sponsorship - \$200

- Display table in the trade show room
- A complimentary lunch and banquet ticket.
- Recognition in Annual Meeting Program, listing in *The Carolina Cattle Connection* and in the *NC Angus News* magazine.
- Plus an opportunity for a brief presentation on your products/services during the afternoon educational program

*Companies interested in additional ad space in the *NC Angus News*, contact Sharon Rogers for special pricing.