



**MINNESOTA**

**BEEF★EXPO**

**OCT. 21-24, 2021**  
**MINNESOTA STATE FAIRGROUNDS**

**SPONSORSHIP OPPORTUNITIES**



# BEEF EXPO FACTS



The Minnesota Beef Expo brings cattle producers and beef specific agri-businesses together for a fun, exciting and rewarding event held annually in October. The Expo provides the perfect opportunity to network, learn and view great cattle at one of the largest beef industry events in the Upper Midwest.

**Dates:** October 21–24, 2021

**Location:**

Minnesota State Fairgrounds  
St. Paul, Minn.

**Trade Show Hours:**

Thursday	Noon to 5 p.m.
Friday	10 a.m. to 5 p.m.
Saturday	9 a.m. to 5 p.m.
Sunday	9 a.m. to 3 p.m.

**Admission:** Free

**Parking:** Free

**Attendance:** More than 5,000 attendees and 1,000 head shown

**Facilities:**

- Two show rings in the Lee & Rose Warner Coliseum with 5,250 seats
- Cattle facilities with 1,500 head capacity
- One sale ring
- Trade show with space for dozens of commercial booths

## The four-day event provides a full schedule for both youth and adults:

- |                              |                                   |   |
|------------------------------|-----------------------------------|---|
| • Breed & Club Calf Sales    | • Seedstock Alley                 | • Educational Seminars                    |
| • Supreme Row Sale           | • Sullivan Supply Fitting Contest | • Breed Displays                          |
| • Trade Show Exhibits        | • Premier Exhibitor Contest       | • Farm & Ranch Displays                   |
| • Junior Heifer & Steer Show | • Knowledge Bowl                  | • Minnesota Youth Beef Experience Program |
| • Judging Contest            |                                   |   |



Like us on Facebook  and follow us on Instagram 

★ We invite to you to participate as a 2021 Minnesota Beef Expo sponsor! ★

[info@mnbeefexpo.com](mailto:info@mnbeefexpo.com)

# ★★ SPONSORSHIP OPPORTUNITIES ★★

## All sponsors of the 2021 Minnesota Beef Expo will receive the following:



- Name in sale catalog as a sponsor
- Name in five different Junior Show catalogs as sponsor
- Name on website with link to business
- Announced during corresponding show as a sponsor
- Listed on main sponsor sign that hangs in entrance to Coliseum floor.

**Title Sponsor - \$10,000 - Contact Expo staff to discuss if interested**

### **Oct. 23-24: Junior Show Class Sponsor - \$75**

- Name in sale catalog as a sponsor
- Name in five different Junior Show catalogs as sponsor
- Name on website with link to business
- Announced during corresponding show as a sponsor
- Listed on main sponsor sign that hangs in entrance to Coliseum floor

### **Oct. 23: Breed Champion and Reserve Prospect Steer - \$200**

### **Oct. 23: Division Champion and Reserve Prospect Heifer - \$200**

### **Oct. 23: Breed Champion and Reserve Heifer - \$250**

- Listing on “day of” signage for corresponding show
- Name on plaques (Champions only)

### **Oct. 23: Supreme Champion and Reserve Market - \$750**

### **Oct. 23: Supreme Champion and Reserve Prospect - \$750**

### **Oct. 24: Supreme Champion and Reserve Heifer - \$750**

- Listing on “day of” signage for corresponding show
- Name on plaques (both Champion and Reserve)
- Name and logo on Supreme Champion awards



### **Oct. 24: Market and Prospect Classes Sponsor - \$1,000 for all classes**

- Listing on “day of” signage for corresponding show
- 10' x 10' booth space in the Trade Show
- Banners hanging in show ring (provided by organization)

### **Oct. 23: Junior Prospect Show Champion Drive - \$1,000**

### **Oct. 24: Junior Heifer Show Champion Drive - \$1,000**

- Name and logo on top five banners
- Opportunity to hand out banners during event
- Signage placed near the backdrop area
- 10' x 10' booth space in the Trade Show
- Banners hanging in show ring (provided by organization)



# ★ ★ SPONSORSHIP OPPORTUNITIES ★ ★

## **Oct. 22: Judging Contest - \$1,000**

- Name on plaques
- Name on medallions
- Opportunity to assist at the awards program to distribute awards
- 10' x 10' booth space in the Trade Show
- Banners hanging in show ring (provided by organization)
- Listed on "day of" signage for contest



## **Oct. 22: Friday Grab & Go Dinner - \$1,000**

- Opportunity to distribute literature about business at the meal
- Table tents promoting business in seating area
- 10' x 10' booth space in the Trade Show
- Banners hanging in show ring (provided by organization)

## **Oct. 22: Friday Night Snack Bar - \$1,000**

- Name and logo on signage promoting the snack bar
- Name on website with link to business
- 10' x 10' booth space in the Trade Show
- Banners hanging in show ring (provided by organization)

## **Oct. 22-23: Silent Auction and Genetics Frozen in Time Auction Donation**

- Name in marketing email of items up for bid sent to Expo mailing list
- Logo displayed with item next to bid sheet

## **Expo Committee Apparel (Two available) - \$2,500 each**

- Company or organization's logo on apparel worn by Expo staff and executive committee members
- 10' x 10' booth space in the Trade Show
- Banners hanging in show ring (provided by organization)

## **Oct. 22-24: Junior Show Back Numbers - \$1,000**

- Name and logo on printed back numbers that exhibitors wear throughout the Junior Shows on Friday, Saturday and Sunday.
- 10' x 10' booth space in the Trade Show
- Banners hanging in show ring (provided by organization)



## **Oct. 23-24: Junior Show Broadcast - \$3,500**

- The Junior Show will be broadcast live on the internet. The sponsor's link will be on the Expo's website and sponsor's name announced throughout the show. The Expo reserves the right to recognize show sponsors on the live broadcast.
- Opportunity for a representative to serve as a guest commentator for a portion of the broadcast.
- 10' x 10' booth space in the Trade Show
- Banners hanging in show ring (provided by organization)

## **Oct. 23: Saturday Afternoon Social or Grab & Go Supreme Row Dinner - \$1,000**

- Opportunity to distribute literature about business at the meal
- Table tents promoting business in seating area
- Signage in serving area
- 10' x 10' booth space in the Trade Show
- Banners hanging in show ring (provided by organization)



# ★ ★ SPONSORSHIP OPPORTUNITIES ★ ★

## **Oct. 22: Showmanship Contest - \$2,500**

- Listed on main sponsor sign that hangs in entrance to Coliseum floor
- Opportunity to hand out awards
- 10'x 10' booth space in the Trade Show
- Banners hanging in show ring (provided by organization)
- Listed on "day of" signage for event

## **Oct. 23: Supreme Row Sale Champion & Reserve Steer - \$1,000**

## **Oct. 23: Supreme Row Sale Champion Heifer - \$4,250**

## **Oct. 23: Supreme Row Sale Reserve Champion Heifer - \$2,250**

- Name on plaques
- Complimentary ad in sale catalog
- Opportunity to hand out awards during naming of Supreme Row Champions
- Company logo on banner in Supreme row winner backdrop
- Listed on "day of" signage for event

## **Oct. 24: Premier Exhibitor Sponsor - \$2,000**

- Opportunity to emcee Premier Exhibitor portion of program
- Ad in sale catalog
- Banners hanging in show ring (provided by organization)
- 10' x 10' booth space in the Trade Show

## **Oct. 21: Knowledge Bowl - \$550**

- Name on medallions
- Listed on "day of" signage for event
- Opportunity to hand out awards

*All photos used in this publication: © Halee @ Linde's*



# ★ ★ SPONSORSHIP OPPORTUNITIES ★ ★

## **Beef Expo Float - \$3,000**

- Announcement of sponsor during the Minnesota State Fair parade (all 12 days of the State Fair)
- Name on signage on float

## **Ring Sponsor (Two available) - \$1,000**

- Name on website with link to business
- Name on signage labeling each ring
- Announced as ring sponsor any time a ring is referenced (Ex: "The Red Angus show will begin in five minutes in the Cargill Ring")
- Listed as ring sponsor on all official schedules

## **Official Beef Expo Vet - \$1,000**

- Announcement of vet sponsor at the start of each breed show during the sale and Junior Show

## **WiFi - \$1,000**

- Sponsor will be recognized on the wireless network homepage as users log into the service

## **Gloves - \$1,000**

- Each year the Expo distributes gloves to exhibitors as a thank you for attending the event. Your sponsorship will include your name and logo on gloves or gloves tag (TBD)

## **Social Media Package (Five available) - \$500**

- Engage with the Expo's nearly 4,500 social media fans through two Facebook and two Instagram posts, one set leading up to the Expo and one set during to draw attention to your Trade Show booth or specific event

## **Junior Show Catalog Ad - \$500**

- One page ad in all Junior Show catalogs (provided by organization)

## **Photographer - \$500**

- Announcement of photographer sponsor at the start of each breed show during the sale and Junior Show



**For additional information and details on sponsorship, please contact:  
Virginia Mold at 651-288-4440**



# SPONSORSHIP AGREEMENT FORM

Please type or print clearly. ALL INFORMATION MUST BE PROVIDED.

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ E-Mail \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

Signature \_\_\_\_\_

SPONSORSHIP	(PLEASE INITIAL)
Title Sponsorship .....	\$10,000 _____
Supreme Row Sale Heifer, Champion .....	\$4,250 _____
Junior Show Broadcast.....	\$3,500 _____
Beef Expo Float.....	\$3,000 _____
Supreme Row Sale Heifer, Reserve Champion .....	\$2,250 _____
Supreme Row Sale Steer, Champion & Reserve.....	\$1,000 _____
Showmanship Contest.....	\$2,500 _____
Premier Exhibitor .....	\$2,000 _____
Friday Grab & Go Dinner .....	\$1,000 _____
Friday Night Snack Bar .....	\$1,000 _____
Saturday Afternoon Social .....	\$1,000 _____
Saturday Grab & Go Dinner.....	\$1,000 _____
Judging Contest .....	\$1,000 _____
Junior Heifer Show Champion Drive.....	\$1,000 _____
Junior Prospect Show Champion Drive.....	\$1,000 _____
Junior Show Back Numbers.....	\$1,000 _____
Official Beef Expo Vet.....	\$1,000 _____
Ring Sponsor (Two Available) .....	\$1,000 _____
WiFi.....	\$1,000 _____
Gloves .....	\$1,000 _____
Supreme Champion & Reserve Heifer.....	\$750 _____
Supreme Champion & Reserve Market.....	\$750 _____
Supreme Champion & Reserve Prospect .....	\$750 _____
Knowledge Bowl .....	\$550 _____
Social Media Package (Five Available).....	\$500 _____
Junior Show Catalog Ad .....	\$500 _____
Photographer .....	\$500 _____
Breed Champion & Reserve Heifer .....	\$250 _____
Breed Champion & Reserve Prospect Steer .....	\$200 _____
Division Champion & Reserve Prospect Heifer .....	\$200 _____
Class Sponsor.....	\$75 _____
Sponsorship funds to be used where needed .....	\$ _____

### Merchandise/service or dollar amount to be provided by sponsor

*\*Please list any pertinent information regarding the sponsorship*

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Make check payable to Minnesota Beef Expo. Please mail form and check to:  
Minnesota Beef Expo, Attn: Virginia Mold • 1265 Snelling Ave. N. • St. Paul, MN 55108-3099