



— MINNESOTA —
BEEF★EXPO
—

OCT. 20-23, 2022
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: Oct. 20–23, 2022

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



Like us on Facebook



and follow us on Instagram



★ We invite to you to participate as a 2022 Minnesota Beef Expo sponsor! ★

info@mnbeefexpo.com

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All sponsors of the 2022 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

NEW! Oct. 21-23: Livestreaming Sponsor - \$6,000

The Expo shows will be livestreamed for the first time in 2022 and we are seeking a sponsor!

- Logo on all livestream broadcasts (showmanship, junior show and sale show)
- Name and logo on website with link to sponsor
- Name and logo in all show catalogs
- Recognition whenever the livestream is promoted in emails and on social media
- Announced during shows as livestream sponsor
- Ring side banners promoting sponsorship

Opportunity to provide video content to be shown during livestreams and/or provide commentary during shows

NEW! Oct. 20-23: Photography Contest - \$550

- Listed on “day of” signage for event
- Opportunity to hand out awards
- Opportunity to assist in judging the competition

Oct. 22-23: 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. 22: Breed Champion and Reserve Prospect Steer - \$200

Oct. 22: 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)

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Oct. 22: Supreme Champion and Reserve Market - \$750

Oct. 22: Supreme Champion and Reserve Prospect - \$750

Oct. 23: 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. 22: 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. 22: Junior Prospect Show Champion Drive - \$1,000

Oct. 23: 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)

Oct. 21: 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. 21: 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. 20-22: 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)



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Oct. 21-23: 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. 22: 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)

Oct. 21: 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. 22: Supreme Row Sale Champion & Reserve Steer - \$1,000

Oct. 22: Supreme Row Sale Champion Heifer - \$4,250

Oct. 22: 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 photo
- Listed on "day of" signage for event

Oct. 23: 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



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

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Oct. 20: Knowledge Bowl - \$550

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

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 _____
Livestreaming Sponsorship	\$6,000 _____
Supreme Row Sale Heifer, Champion	\$4,250 _____
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 _____
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 _____
Photography Contest Sponsorship	\$550 _____
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*

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 55108-3003