

2024

Sponsorship Packet & Agreement

JUNE 9-14, 2024



Chickasha, Oklahoma

2024

Become Our Partner



When you team up with us, you're backing kids, education, and a family-fun Red Angus event. The 2024 Red Angus Youth Expo (RAYE) partnership packages range from \$500-\$7,500 and beyond. These special packages may be customized to fit your company and farm or ranch. The inaugural RAYE prides itself in giving our corporate partners and breeders the most when it comes to promoting your brand to the Junior Red Angus Association and Red Angus Association of America members and their families, as well as all of our Red Angus enthusiasts that will join us for this inaugural event.

PLATINUM - \$7,500 AND ABOVE

- ★ 10x15 trade show space
- ★ One-page, full-color ad in the show program
- ★ Logo displayed on individual banner in the show ring
- ★ Company logo to be displayed in the show ring and within the show program sponsor listing
- ★ The option to supply an item to the exhibitor goody bags
- ★ Webcasting Ad
- ★ Social media recognition
- ★ This level of sponsorship can include specialized benefits specific to your sponsorship

GOLD - \$5,000 AND ABOVE

- ★ 10x10 trade show space
- ★ One-page, full-color ad in the show program
- ★ Logo displayed on sponsor banner in the show ring,
- ★ Company logo to be displayed in the show ring and within the show program sponsor listing
- ★ The option to supply an item to the exhibitor goody bags
- ★ Webcasting Ad
- ★ Social media recognition
- ★ This level of sponsorship can include specialized benefits specific to your sponsorship

SILVER - \$2,500 AND ABOVE

- ★ 10x10 trade show space
- ★ One- 1/2 page, full-color ad in the show program
- ★ Logo displayed on sponsor banner in the show ring,
- ★ Company logo to be displayed in the show ring and within the show program sponsor listing
- ★ The option to supply an item to the exhibitor goody bags
- ★ Social media recognition

BRONZE - \$1,500 AND ABOVE

- ★ One - 1/2 page, full-color ad in the show program
- ★ Logo displayed on sponsor banner in the show ring
- ★ Company logo to be displayed in the show ring and within the show program sponsor listing.
- ★ The option to supply an item to the exhibitor goody bags
- ★ Social media recognition

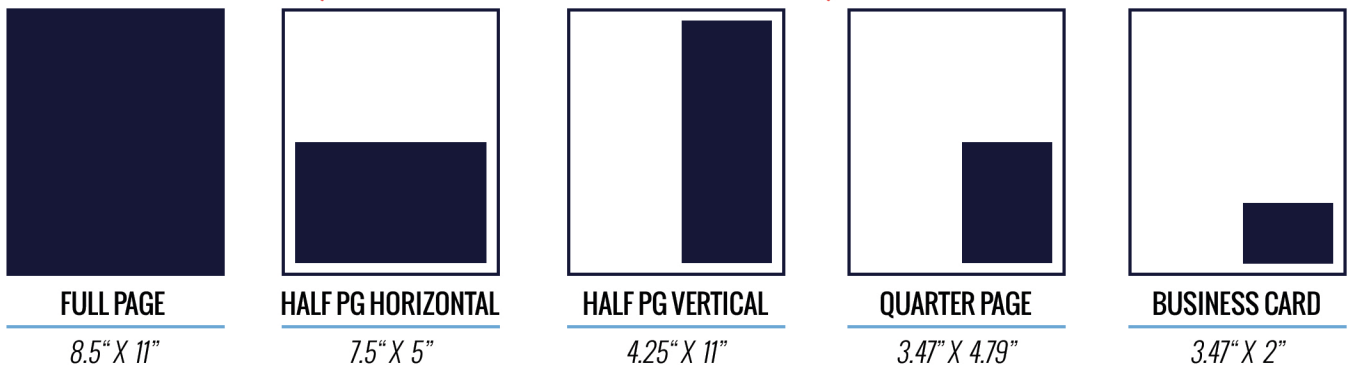
EXPO FRIEND - \$500 AND ABOVE

- ★ Social media recognition
- ★ Name listed on the friends of the show banner
- ★ Name announced during show & in the show program

CHAMPION AWARD & TITLE EVENT SPONSORS

- | | | |
|--|--|---|
| ■ Grand Champions
\$500/CHAMPION | ■ Class Winners
\$5,000 | ■ Exhibitor Goody Bag
\$1,000/SPONSOR |
| ■ Reserve Grand Champions
\$400/RESERVE CHAMPION | ■ Contest Sponsors
\$1,500/Contest | |
| ■ Division Champion
\$350/CHAMPION DIVISION | ■ Meal Sponsor
\$2,500/MEAL | |
| ■ Reserve Division (32 divisions)
\$250/RESERVE DIVISION | ■ Carcass Contest
\$2,500/SPONSOR | |

Show Program Advertising



SHOW PROGRAM PRICING

- Center Spread.....\$1,500
- Full Page, 4-Color Ad.....\$700
- 1/2 Page, 4-Color Ad.....\$500
- 1/4 Page, 4-Color Ad.....\$300
- Business Card Ad.....\$100

2024 PROGRAM AD FORMAT

Full-page trim size: 8.5" x 11", (Live area: 7.5" x 10")
*Please provide an 1/8" bleed on full-page ads.

Half-page horizontal size: 7.5" x 5" • Half-page vertical size: 4.25" x 11"
*Please Note: Half-page ads (vertical or horizontal) do not bleed off of the pages.

QUESTIONS? EMAIL US AT YOUTHEXPO@REDANGUS.ORG

2024 Red Angus Youth Expo Agreement

Chickasha, Oklahoma | June 9 - 14, 2024

Company Name: _____

Contact Person: _____ Phone: _____

Email: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Person in charge of booth during event (If Applicable): _____

Phone: _____ Email: _____

Select a Sponsorship Level

- Platinum \$7,500 and above
- Gold \$5,000 and above
- Silver \$2,500 and above
- Bronze \$1,500 and above
- Expo Friend \$500 and above

Champion & Title Sponsors

- Grand Champion \$500/Champion
- Reserve Grand Champion \$400/Reserve Champion
- Division Champion \$350/Division Champion
- Reserve Division Champion \$250/Reserve Champion
- Class Winner \$5,000 (All Class Winners)
- Contest \$1,500/Contest
- Meal Sponsor \$2,500/Sponsorship
- Exhibitor Goody Bag \$1,000/Sponsorship
- Carcass Contest \$2,500/Sponsorship

Show Program Advertising

- Center Spread \$1,500
- Full Page, 4-Color Ad \$700
- 1/2 Page, 4-Color Ad \$500
- 1/4 Page, 4-Color Ad \$300
- Business Card Ad \$100

2024 Red Angus Youth Expo Agreement

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The Company identified above ("Company") agrees that person signing below is duly authorized to execute and enter into this Sponsorship Agreement on behalf of Company, and Company agrees that this Agreement and all of its terms, as set forth on page 5 and on additional Exhibits attached hereto, are valid and binding.

Signature: _____ Date: _____

If applicable with my sponsorship level, I will have a booth at the Expo Trade Show:

- Yes No

I will be providing the following to RAYE:

(Select all that apply based on sponsorship level.)

- High Resolution Logo - **May 1**
- An ad for the RAYE Show Program - **May 15**
- Item for Exhibitor Goody Bag - **May 15**

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Company's Obligations and Agreements

Company agrees to submit full payment associated with Sponsorship Level selected on pages 3 & 4 to Red Angus Association of America (RAAA), at the address listed below, by **April 15, 2024**. Failure to submit payment in full by April 15 will result in cancellation of Company's sponsorship and associated benefits. Check must be written to the Red Angus Stakeholders Foundation.

Red Angus Association of America
Attn: Taylor Dorsey
18335 E. 103rd Ave, Suite 202
Commerce City, CO 80022 940-387-3502

RAAA's Obligations and Agreements

Upon receipt of completed and signed Agreement and corresponding payment, RAAA agrees to provide the relevant items and services listed under sponsorship level selected by the Company.

Hold Harmless and Indemnity

Company shall defend, indemnify and hold RAAA free and harmless from and against any and all claims arising from Company's actions under this Agreement, including but not limited to, Company's set up and operation of trade show booth, and shall further defend, indemnify and hold RAAA free and harmless from and against any and all claims arising from any act or negligence of the Company, or any officer, agent, or employee of Company, and from and against all costs, attorney fees, expenses and liabilities incurred as a consequence of such claims.

Entire Agreement

This Agreement constitutes the sole and only agreement of the parties hereto and supersedes any prior understanding or written or oral agreements between the parties respecting the subject matter of this Agreement.

Counterparts

This Agreement may be executed by the parties in one or more counterparts, all of which taken together shall constitute one instrument. Facsimiles or electronic scans of original signatures shall be binding upon all parties.

Choice of Law and Venue

The laws of the State of Colorado shall govern the construction and enforcement of this Agreement and any suit which may arise based on this Agreement, whether at law or in equity, without giving effect to any conflicts of laws principles there- of. The parties agree that any lawsuit that may arise pursuant to this Agreement shall be brought only in the State District Courts of Adams County, Colorado.