

*Sponsor*  
**TEXAS & SOUTHWESTERN  
CATTLE RAISERS**  
ASSN. INC  
**P O S T E D**  
**1-800-242-7820**

**2012**  
**Sponsorship**  
**Opportunities**

## **Partnering with TSCRA**

Reaching the right audience at the right time with the right information about your company or organization and the products and services you offer is critical to success in today's competitive business environment. Likewise, ranching suppliers are a vital component of TSCRA's success, not just through your monetary support, but by helping our members with their product and service needs.

This brochure presents a snapshot of the many partnership opportunities available in 2012 – speaking, sponsoring, networking – with prices to fit any budget. You'll receive the best return on your investment and optimum exposure – we'll help you make the connection!

If you would like more detailed information about a specific event or activity, please let us know. Please keep in mind that prices are subject to change.

Thanks for thinking TSCRA!

## **About TSCRA**

Founded in 1877, TSCRA is an established, trusted, high-profile brand within the agricultural community. TSCRA is a unique trade association because, in addition to traditional member advocacy, education, and communications programs, we also have a significant law enforcement presence through our staff of commissioned Special Rangers.

TSCRA values include a reputation built on integrity and heritage; bold, rational, and informed industry leadership; protection of property and individual rights; and improving the business of ranching. Our strategic partners share these values and provide the resources to assist in advancing the association.

### **TSCRA Facts:**

- TSCRA represents more than 15,000 beef cattle producers, ranching families and businesses
- Members own or manage 30% of the cattle in our trade area
- Members own or manage 75.9 million acres of range and pasture land
- Members annually purchase more than \$864 million in consumables, land and pasture management services, fencing, and rolling stock

## **For More Information**

For additional details on any sponsorship, please contact Tim Niedecken, Executive Director of Association Services, at 817-332-7064 or [tniedecken@tscra.org](mailto:tniedecken@tscra.org).

Texas and Southwestern Cattle Raisers Association  
1301 West 7th, Suite 201  
Fort Worth, TX 76102  
[www.tscra.org](http://www.tscra.org)

*TSCRA reserves the right to refuse any sponsorship which may be detrimental to TSCRA's mission.*

## TSCRA Convention Weekend

The TSCRA Convention Weekend provides combines an industry-leading trade show, School for Successful Ranching, and TSCRA committee meetings into a single, action-packed weekend. Approximately 2,300 cattle raisers, landowners, and allied industry professionals from Texas and Oklahoma attend the event annually. The Convention provides: two days of education courses, two days of exhibiting, two days of break-out educational sessions, two general sessions, numerous social events, and many opportunities for networking.



Future Conference Sites:

2012: Fort Worth

2013: Fort Worth

2014: San Antonio

### *Opening General Session*

**Amount: \$10,000**

**Audience: 1000+ Attendees**

Your company has a unique opportunity to be a part of this exciting program featuring a leading panel of economists discussing “The Cattle Business in 2027.” The Opening General Session offers sponsors a powerful way to increase their exposure at the Convention and drive traffic to their booth space.

### *Closing General Session Luncheon*

**Amount: \$5,000**

**Audience: 400+ Attendees**

The final event of the TSCRA Convention Weekend involves a formal luncheon with attendees, sending them home with an inspiring and motivational message. This year’s guest speaker is Paul Mobley, photographer and author of *The American Farmer*. The Closing General Session provides excellent exposure to Convention attendees.

### *Trade Show Receptions – Friday or Saturday*

**Amount: \$10,000 per evening**

**Audience: 1000+ Attendees**

Each night of Convention Weekend, the Trade Show floor is home to receptions featuring exhibitors and attendees. If you want to drive traffic to your booth, this is an excellent opportunity to bring attendees to your location.



### ***Convention Handbook and Mobile Site***

**Amount: \$5,000**

**Audience: 2000+ on-site attendees and ongoing online views**

The Convention Handbook is provided to all Convention Weekend attendees. The valuable reference is kept close at hand for the duration of the event and may be modified to include ads from the event sponsor. This sponsorship is a great way for companies to reach technology-oriented attendees and combine the website with other social media introductions to your company.

### ***Convention Photography New!!***

**Amount: \$5,000**

**Audience: 2000+ on-site attendees and ongoing online views**

This is a new sponsorship for 2012. The sponsorship will involve photography coverage, licensed images, and a custom website for all Convention attendees to view and purchase event photographs. The sponsorship is high-impact and will provide lasting promotional exposure post-event.

### ***Trade Show Entertainment***

**Amount: \$4,000**

**Audience: 1000+ Attendees**

Sponsorship of the entertainment in the trade show begins with strolling acts and band during the welcome reception. The sponsorship continues with entertainers in open areas throughout the trade show hours. This sponsorship may be structured to help draw traffic into your exhibit.

### ***Afternoon Breaks – Friday or Saturday***

**Amount: \$4,000 per afternoon**

**Audience: 1000+ Attendees**

Each afternoon during Convention we provide breaks for attendees to grab a snack and relax between meetings. If you want to drive traffic to your booth, this is an excellent opportunity to bring attendees to your location.

### ***Floor Sticker/Foot Path New!!***

**Amount: starting at \$2,500**

**Audience: 2000+ Attendees**

Drive traffic directly to your booth with these unique stickers. Stickers can be in the shape of your logo, foot prints, or even hoof prints! Stickers will be located in the aisle way leading towards your booth.

### ***Hotel Room and/or Door Drops New!!***

**Amount: starting at \$3-4 per room**

**Audience: 1500+ Attendees at Host Hotels**

Welcome attendees to Fort Worth with a gift placed inside their hotel rooms. Circulate your company logo and build awareness among more than 1500 industry professionals and invite attendees to come by your booth. Pricing based on type of room drop (inside or outside the room).

### ***Kid's Korral***

**Amount: \$1,000**

**Audience: 2000+ Attendees**

In 2011 we introduced the Kid's Korral – a safe place for young cattle raisers to play while their parents are on the Trade Show floor. If you are promoting a family-oriented business, this sponsorship is a great place to be featured.

### ***General Sponsorship***

**Amount: starting at \$500**

**Audience: 2000+ Attendees**

Show your support for ranchers and landowners! General sponsors are featured on signage and event publications throughout Convention Weekend.

### ***Banner Sponsorship***

**Amount: starting at \$200**

**Audience: 2000+ Attendees**

Want to make a big splash with your product or service? Why not sponsor one of the large welcome banners seen throughout the venue? This is a perfect opportunity to provide local support to all event attendees.



## TSCRA Committee Meetings

**Amount: starting at \$2000 annually (three meetings per year)**

**Audience: Varies by committee**

Standing TSCRA committees are sponsored by companies who wish to align themselves with the subject matter for that respective committee. Committee meeting sponsors are allowed a unique opportunity to speak with committee members, provide sales literature, and develop relationships with key decision-makers in the Texas and Oklahoma area.

Standing TSCRA Committees:

- Agricultural Research Committee
- Animal Health Committee
- Association Promotion Committee
- Brand and Inspection Committee
- Fever Tick Committee
- Labor Committee
- Legislative and Tax Committee
- Marketing Committee
- Natural Resources and Environment Committee
- Wildlife Committee



## TSCRA Membership Meetings

TSCRA hosts two membership meetings annually to help develop policy. Approximately 200 cattle members from Texas and Oklahoma attend each event. The membership meetings provides: two days of exhibiting, one day of committee meetings, one general session, two social events, and many opportunities for networking. A unique feature of these meetings is that they are moved around the state in order to allow members who can not attend Convention to participate in the TSCRA policy development process.

All event sponsors receive the attendee list from the event.

Future Membership Meeting Sites:

- Summer 2012: Fredericksburg
- Fall 2012: Austin

### *Meeting Luncheon*

**Amount: starting at \$2,500**

**Audience: 200+ Attendees**

Luncheons at membership meetings are the place to be! Seated luncheons are generally accompanied by a brief program. This is a great opportunity to feature your brand with a high-quality meal.

### *General Session*

**Amount: starting at \$2,500**

**Audience: 200+ Attendees**

The General Session is the final event of the membership meetings and consists of a notable speaker and the official board meeting. If you want an audience of decision-maker, consider this sponsorship.

### *General Sponsorship*

**Amount: starting at \$500**

**Audience: 200+ Attendees**

Show your support for ranchers and landowners! General sponsors are featured on signage and event publications throughout the membership meeting. A minimum of \$500 in sponsorship is required to have an exhibit table during the event.

## TSCRA Ranch Gatherings

TSCRA hosts numerous ranch gatherings across Texas and Oklahoma, providing an opportunity to socialize, network, and learn in an informal, grassroots format. More than 20 ranch gatherings are held annually across the membership area. The ranch gatherings provide an evening of exhibiting and many opportunities for networking. Ranch gatherings are our most flexible event format and allow for virtually any type of sponsorship or speaker.

Dates and locations for future events are determined based on local members or sponsor interest in hosting an event. Most ranch gatherings are held in the spring and fall.

### *General Sponsorship*

**Amount: starting at \$200**

**Audience: varies**

Ranch gathering sponsors are featured on publications, press releases, and event communications prior to each gathering. A minimum of \$200 in sponsorship is required to have an exhibit table during the event.

### *Title Sponsorship*

**Amount: starting at \$12/attendee**

**Audience: varies**

For sponsors interested in hosting a program, title sponsorships for customized gatherings are available. The amount required for sponsorship varies greatly by location, type of meal to be served, and other factors. If you are interested in title sponsorship of a ranch gathering, please contact us at 800-242-7820.



## Educational Programs

TSCRA is a significant contributor to educational programs throughout Texas and Oklahoma, providing an opportunity for members to receive cutting edge programming in a convenient and local context. Educational programs include Beef Quality Assurance training, Ranching 101, Young Leadership Series, and special needs programs. Educational programs are conducted statewide throughout the calendar year and are flexible to many types of activities and learning formats.

Dates and locations for future events are determined based on the specific type and resource needs of each educational program.

### *Beef Quality Assurance Program*

**Amount: starting at \$2,500 annually**

**Audience: 2000+ BQA participants**

TSCRA, along with the Texas Beef Council and Texas AgriLife Extension Service, coordinates Texas Beef Quality Assurance (BQA) Program activities. With more than 2000 BQA-certified producers, the Texas Beef Quality Producer (TBQP) program is one of the largest BQA programs nationally.

Sponsorships for all TBQP activities are coordinated through TSCRA and include meetings, training programs, and recognition of sponsors statewide through educational materials and program promotions. If you want to reinforce your company's support of quality beef and sound animal health practices, this is an excellent opportunity.

TQBP sponsorships are administered on an annual basis. Multi-year sponsorships are preferred due to the timing of communications to BQA-certified participants.





### ***Ranching 101***

**Amount: starting at \$5,000 annually**

**Audience: 600+ participants**

Ranching 101 is a program designed for beginning ranchers. Through a monthly series of rotating subjects, attendees are introduced to a wide variety of common ranching topics. This program started in 2011 and has received an overwhelming, positive response.

Sponsorship for Ranching 101 puts your company in the spotlight as these ranchers begin to build their operation and herd. If you want to be part of their ranching future, this is a great opportunity.

### ***Ranch Tours New!!***

**Amount: variable**

**Audience: variable, but generally 50+**

In cooperation with sponsoring companies and ranch hosts, TSCRA hosts ranch tours statewide. We also host tours of manufacturing facilities or plants related to agricultural production. The design of each tour is tailored to the needs of the tour sponsor or host.

### ***New Leader Training New!!***

**Amount: starting at \$2,500 annually**

**Audience: 50+ TSCRA Directors and Committee members**

TSCRA conducts an annual leadership training program for incoming committee and board of directors. This meeting is designed to prepare decision-makers for current and future leadership roles with TSCRA. Sponsorship of the training session involves promotional activities to all invitees and on-site engagement as well.



## Contests

### *Member Round-Up*

**Amount: in-kind product donation**

**Audience: 15,000+ members**

The Member Round-Up contest is the annual TSCRA membership incentive contest. Members who recruit the most new members are eligible for prizes. There are generally a total of eight prizes. The exposure from this contest is significant because TSCRA promotes the contest across all communications channels for a full year. The sponsorship has historically been based on receipt of in-kind product which is provided to the contest winner.



### *Membership Contests*

**Amount: in-kind product donation**

**Audience: 15,000+ members**

Separate from the Member Round-Up contest are other membership contests which may last from weeks to months, depending upon the contest. As with the Membership Round-Up, exposure can be significant. In 2010, a one month contest delivered 94,000 measured impressions. This sponsorship has also historically been based on in-kind product which is provided to the contest winner.

## Membership Mailings

### *Membership Mailings New!!*

**Amount: Starting at \$500/month, prices vary based on monthly volume;**

**Annual sponsorship is available with a 12-month commitment**

**Audience: Annually, 15,000+ members; monthly mailing volume is variable**

TSCRA mails membership renewal information to all members throughout the year. Sponsorship of the membership mailing provides an opportunity for the sponsoring company to insert one item into the mailing. This is an incredible opportunity to get the benefit of the exclusive TSCRA membership list. The membership list is not sold or rented, so don't miss this incredible opportunity.

Mailing sponsorship opportunities are limited based on the weight of the mailing. Sponsor is responsible for the cost of printing the insert.

**Political Action Committee (PAC) Mailings *New!!***

**Amount: Variable based on mailing volume**

**Audience: Annually, 15,000+ members**

TSCRA PAC mails two contribution solicitations annually to all TSCRA members. This is an opportunity to directly market your product/service to the full TSCRA membership mailing list. This list is not sold so be sure to take advantage of this special opportunity. Mailing sponsorship opportunities are limited based on the weight of the mailing. Sponsor is responsible for the cost of printing the insert.



*Note that no sponsorship money will be distributed to political candidates. TSCRA PAC mailers do not reference names of political candidates, campaigns, other political action committees or indicate support or opposition of political candidates.*

**Member Discounts**

**Membership Discounts**

**Amount: in-kind product or service discounts**

**Audience: 15,000+ members**

Member discounts are designed to encourage TSCRA members – qualified customers – to purchase your organization’s products.

In exchange for the member discounts, TSCRA provides participating companies with tremendous free exposure: well over 200,000 measured impressions annually. We encourage all companies selling any product or service to TSCRA members to consider this option because it is a very effective way to associate your organization with TSCRA but also because it does not involve a direct cash payment to TSCRA. If you’d like to consider this option, please contact us to discuss the opportunity.

The following companies offer TSCRA member discounts:



## Law Enforcement

The TSCRA Special Rangers are solely supported by TSCRA member dues and contributions. They do not receive state or federal funding to help with the more than 1,000 case investigations conducted each year.

Sponsorships for Special Rangers are used to offset expenses incurred in advanced training needed to remain current in law enforcement techniques. Funds also provide the Special Rangers with better equipment, such as communications and surveillance devices.

TSCRA stations 29 law enforcement professionals around Texas and Oklahoma. They recover up to \$5 million in assets each year for cattle producers in Texas and Oklahoma.



### *Product Contributions*

**Audience: 30 Special Rangers**

TSCRA Special Rangers utilize a variety of products and services while executing their mission. If your company has a products or services they may use, we may consider donation of in-kind product as a contribution which can be recognized numerous ways.

### *Special Ranger Training New!!*

**Amount: Varies**

**Audience: 30 Special Rangers**

Training for Special Rangers is an ongoing and expensive process. Companies who wish to support the training efforts Special Rangers will receive an opportunity to attend selected training sessions and discuss their products and services with the Special Rangers, either regionally or as a whole. If you business relies on property protection or security of collateral, this is a unique opportunity to engage the front line in the efforts to defend cattle raisers.

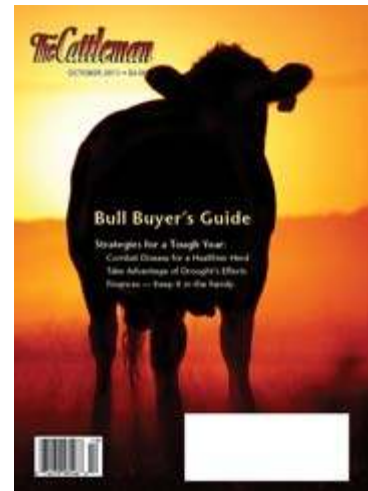


## Additional TSCRA Promotional Opportunities

### *The Cattleman Magazine*

Since 1914, *The Cattleman* has prided itself on tradition, loyalty and a commitment to commercial cattle producers throughout the state of Texas and the southwest region. Still today, *The Cattleman* continues to be an industry-leading publication with those same values.

*The Cattleman* magazine is a monthly publication for more than 18,000 TSCRA members and subscribers.



### *Web Advertising*

Traditional web advertising is available on *The Cattleman* magazine's website at [www.thecattlemanmagazine.com](http://www.thecattlemanmagazine.com). A variety of ad formats and sizes are available.

For more information about advertising options in the print magazine or online, please go to [www.thecattlemanmagazine.com](http://www.thecattlemanmagazine.com) or call 800-242-7820.

The screenshot shows the website interface for The Cattleman magazine. At the top, there are several banners: 'Old Standard Labs', 'NEW! Fast Bovine Pregnancy Test', 'AG WORKERS INSURANCE', and 'Auto Insurance for Agricultural Professionals'. Below these is the magazine's logo and navigation menu. The main content area features the 'October 2011 - Bull Buyer's Guide' with a thumbnail image of the cover. To the right is an 'INDUSTRY CALENDAR' listing various events like '44 Farms Angus Female Production Sale' and '5th Annual Biggs Ranches Santa Gertrudis Bull Sale'. There are also several advertisements, including one for 'Blending feeds can cut your feed cost' and another for '2011 BULL BUYER'S GUIDE'.

### *Cattle Industry Buyer's Guide*

In 2011 TSCRA introduced the Cattle Industry Buyer's Guide ([www.cattleindustrybuyersguide.com](http://www.cattleindustrybuyersguide.com)) to the cattle industry. This unique online resource provides an opportunity for industry suppliers to create and maintain a company listing in specific product or service categories. Hundreds of suppliers have already signed up for the guide.

For more information about being listed in the Cattle Industry Buyer's Guide, please call 800-816-6710.

## Major TSCRA Sponsors in 2011

