

2024 SUMMER BEEF TOUR & TRADE SHOW



Dear Potential Vendor, Sponsor, and/or Advertiser,

It is a great pleasure to announce that the Northwestern Stockmen's Association has been selected to host the 2024 Minnesota State Cattlemen's Association Summer Beef Tour and Trade Show on June 25, 2024.

The Summer Beef Tour and Trade Show is an annual Minnesota State Cattlemen's Association event. Each year, a Minnesota chapter showcases experienced cattlemen, innovative techniques, and quality beef set-ups by hosting hundreds of participants and vendors from around the state and country to tour area farms. Registrants will have access to many agricultural-related businesses featuring new products and services available to cattlemen through the Trade Show.

The Beef Tour and Trade Show will be on June 25. This year's tour begins in Thief River Falls, a town in northern Minnesota. Headquarters located at Huck Olson Memorial Civic Center. The center is located near the Pennington County fairgrounds. TRF at the convergence of Highway 1, 32, and 59 just east of I-29. Several accommodation options include AirBnb's, hotels, casinos, and camping. Learn more at <http://www.trfchamber.com>

The tour will feature Pennington, Marshall, and Roseau Counties farm stops. The Northwestern Stockmen's Association will be soliciting sponsors and advertising independently and looks forward to working with many local and regional businesses and groups! Breakfast, lunch, steak supper and a t-shirt are included with paid registration to the Summer Beef Tour and Trade Show. We are looking for interested sponsors and Trade Show vendors for the event. A Sponsor/Vendor Sheet, which lists various sponsorship, vendor, and marketing options, is attached. If you have any questions about this event, please do not hesitate to contact me.

We are very thankful for your continued support of the events throughout the year.

Thank you for participating in this year's tour and trade show. We look forward to hearing from you.

Best Regards,

Martyn Novacek
(218) 242-4587
mtnovacek@gmail.com

Brooke VonEnde



2024 SUMMER BEEF TOUR & TRADE SHOW

SPONSOR OPTIONS



PRIME.....\$2,500+

- Exclusive sponsorship of the NWSA Annual Banquet and special recognition on NWSA promotional banner
- Company Name in print and radio advertising – we will be running local print and radio ads at various times throughout the year and you will be a featured partner in these ads!! (Priceless Value)
- 8 tickets to the NWSA Annual Banquet (\$200 value)
- Full Page color ad in tour book (\$550 value)
- Sponsor level recognition in tour program
- On-Site trade show booth (priceless value)
- Booth and Evening Trade Show (\$500 value)
- 10 tour registrations (\$400 value)
- Logo printed on the tour t-shirts (Priceless Value)

SUPPORTER.....\$200+

- 2 tickets to the NWSA Annual Banquet (\$40)
- 2 tour registrations (\$80 value)

CHOICE.....\$1,250+

- Company Name in print and radio advertising – we will be running local print and radio ads at various times throughout the year and you will be a featured partner in these ads!! (Priceless Value)
- 6 tickets to the NWSA Annual Banquet (\$160 value)
- ½ page color ad in tour book (\$300 value)
- Sponsor level recognition in tour program
- Booth and Evening Trade Show (\$500 Value)
- 5 tour registrations (\$200 value)
- Name printed on tour t-shirts (Priceless Value)

SELECT.....\$500+

- 4 tickets for NWSA Annual Banquet (\$80 value)
- ½ page color ad in tour book (\$300 value)
- Sponsor level recognition in tour program
- 2 tour registrations (\$80 value)



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SPONSOR OPTIONS



ADVERTISING IN TOUR PROGRAM

Full page color.....	\$550
Full page B&W.....	\$400
Half page color.....	\$300
Half page B&W.....	\$200
Quarter page color.....	\$185
Quarter page B&W.....	\$110
Eighth page color.....	\$110
Eighth page B&W.....	\$60

PREMIUM PAGES FIRST COME, FIRST SERVE

Back full page in color.....	\$700
Inside front full page in color.....	\$600
Inside back full page in color.....	\$600
Full page adjacent to tour stop.....	\$600

** Payment must be received by May 15, 2024

** Ad copy due by February 1, 2024

VENDOR QUESTIONS - Martyn Novacek -
mtnovacek@gmail.com

TRADE SHOW BOOTHS

* Booths open after tour at the Huck Olson Memorial Civic Center through evening events*

1 SPACE.....	\$500
• One table	
• One participant registration	
2 SPACES - 10' X 20'.....	\$850
• Two tables	
• One participant registration	

TOUR PARTICIPANT REGISTRATION

Before June 1, 2024.....	\$25
• Includes T-Shirt	
After June 1, 2024.....	\$40
College student price.....	\$10
• Includes t-Shirt	
Student (18 and under).....	FREE
Additional Meal Ticket.....	\$10

*Additional \$10 for T-Shirts – Based on availability

BUY A BUS..... \$1,700

- You will be the exclusive tour guide for your very own bus. Included with signage designating your business as the bus sponsor, you will get 10 tour registrations to give to the people and patrons of your choosing. You will also get to have one of your business leaders be the bus tour guide for the day if you so choose.



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SPONSOR SELECTION FORM



SEND COMPLETED FORM AND PAYMENT TO:

**Payton Waage - 19906 State Hwy 32
Greenbush, MN 56726**

Contact Information

Name _____
Company _____
Address _____
City, State, Zip _____
Phone _____
Email _____

Check here to be invoiced for the payment amount.

ADVERTISING IN TOUR PROGRAM

Please check all that apply

- ___ Full page color.....\$550
- ___ Full page B&W.....\$400
- ___ Half page color.....\$300
- ___ Half page B&W.....\$200
- ___ Quarter page color.....\$185
- ___ Quarter page B&W.....\$110
- ___ Eighth page color.....\$110
- ___ Eighth page B&W.....\$60

PREMIUM PAGES FIRST COME, FIRST SERVE

- ___ Back full page in color.....\$700
- ___ Inside front full page in color.....\$600
- ___ Inside back full page in color.....\$600
- ___ Full page adjacent to tour stop.....\$600

- ___ Prime Sponsor.....\$2500
- ___ Choice Sponsor.....\$1250
- ___ Select Sponsor.....\$500
- ___ Supporter Sponsor.....\$200
- ___ Trade Show Booth 1 Space.....\$500
- ___ Trade Show Booth 2 Spaces (10x20).....\$850
- ___ Buy a Bus.....\$1700
- ___ Before June 1 Tour Participant Registration (number of registrations X \$25).....\$ _____
Number of T-Shirt Sizes (One shirt per participant registration): _____
- ___ College Student (number of registrations X \$10).....\$ _____
- ___ June 1 and after Tour Participant Registration (number of registrations X \$40).....\$ _____
- ___ Student Tour Participant Registration (number of registrations).....\$ _____
- ___ Additional Meal Tickets (number of additional meals X \$10).....\$ _____

TOTAL ENCLOSED \$ _____

