



## 2022 Missouri Cattlemen's Youth Expo



Dear Cattle Industry Supporter,

The Missouri Cattlemen's Association is proud to announce the Missouri Cattlemen's Youth Expo. This expo will feature two events held at the Missouri State Fair Grounds in Sedalia on June 9-12. Brand new in 2022, the MJCA Replacement Heifer Show & Sale, which has been developed to involve more youth in the Missouri cattle industry and provide them an opportunity to present and sell their cattle. This new program is in partnership with the Show-Me-Select Program. The 39<sup>th</sup> Annual MCA All-Breeds Junior Show will bring in over 600 head of cattle to be exhibited by about 250 junior exhibitors, their families and several spectators.

Enclosed in this letter you will find the sponsorship and registration form for the Cattlemen's Steak Fry, held on June 11<sup>th</sup> expected attendance for this event is over 500 people.

With all of these events taking place together, this weekend will give you the opportunity to reach multiple people

### **All-Breeds Junior Show Sponsorship**

#### **Supreme Champion Level - \$2,500+**

Prime booth location, large logo on show shirts (approx. 275), banners in the ring, featured in Missouri Beef Cattleman magazine with show results (reaches 6,000 readers), logo on website, featured on social media (30,000 followers), daily 30-second speaking opportunity at Junior Show, logo in the MCA Annual Convention booklet and recognition during banquet as a Points Program Sponsor.

#### **Grand Champion Level - \$1,250**

Booth, logo on show shirts, logo on sponsorship show banner, featured on our website and in Missouri Beef Cattleman magazine with show results, and announced at Junior Show, logo in the MCA Annual Convention booklet and recognition during banquet as a Points Program Sponsor.

#### **Reserve Champion Level - \$500**

Booth, name listed on show shirts, name listed on sponsorship show banner and in Missouri Beef Cattleman magazine with show results, announced at Junior Show.

#### **Class Winner Level - \$300**

Name listed on show shirts and in Missouri Beef Cattleman magazine with show results, announced at Junior Show, name listed on show banner.

### **Replacement Heifer Show & Sale Sponsorship**

#### **Platinum Level - \$2,500+**

Prime booth location, individual banner in sale arena with logo, large logo on sponsor banner, feature in Missouri Beef Cattleman magazine with sale results (reaches 6,000 readers), logo on website, feature on social media (30,000 followers), 30-second speaking opportunity at sale, recognition at show & sale.

#### **Gold Level - \$1,250**

Booth, individual banner in sale arena with logo, small logo on sponsor banner, feature in Missouri Beef Cattleman magazine and our website with sale results, recognition at show & sale.

#### **Silver Level - \$500**

Booth, name listed on sponsor banner, feature in Missouri Beef Cattleman magazine with sale results, recognition at show & sale.

#### **Bronze Level - \$300**

Name listed on sponsor banner, feature in Missouri Beef Cattleman magazine with sale results, recognition at show & sale.

If you would like to be a sponsor at the events listed above, simply fill out the attached sponsorship form and mail it with your check or email it to pay over the phone by credit card.

Thank you for your support and all you do for Missouri cattle producers!

Sincerely,

Lisa Stockhorst



## 2022 Missouri Cattlemen's Youth Expo



Name of Sponsor: \_\_\_\_\_

Point of Contact: \_\_\_\_\_

Sponsor Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail address: \_\_\_\_\_

Please check the sponsorship level(s) of your choice below.

### All-Breeds Junior Show Sponsorship

- Supreme Champion Level - \$2,500+
- Grand Champion Level - \$1,250
- Reserve Champion Level - \$500
- Class Winner Level - \$300

### Replacement Heifer Show & Sale Sponsorship

- Platinum Level - \$2,500+
- Gold Level - \$1,250
- Silver Level - \$500
- Bronze Level - \$300

For questions or additional information, please contact Lisa Stockhorst (573)499-9162 ext. 234

Thank you for your support! Please email your sponsorship to [lisa@mocattle.com](mailto:lisa@mocattle.com) or mail to:

Missouri Cattlemen's Association  
C/O Missouri Cattlemen's Youth Expo  
2306 Bluff Creek Dr.  
Columbia, MO 65201