



R-CALF USA 20th Anniversary

Fighting for the Independent U.S. Cattle Producer

Convention & Trade Show

DEADWOOD, S.D.

August 15 & 16, 2019

2019 Convention Sponsor/Trade Show Registration

Why Sponsor?

- ◆ Meet face-to-face with more than 300 cattle industry attendees, primarily independent cow/calf ranch/farm owners and operators, cattle backgrounders and feedlot owners and operators.
- ◆ Meet cattle ranchers and farmers from across the country. Last year's convention was attended by producers from: Calif., Colo., Iowa, Illinois, Kans., Minn., Missouri, Mont., N. Car., N. Dak., Neb., N. Mex., Nev., Okla., Ore., S. Dak., Tex., Utah, Virg., Wash., and Wyo.
- ◆ Receive a complimentary R-CALF USA 1-year new membership or renewal to existing membership with your sponsorship a \$50 - \$100 value.
- ◆ Support R-CALF USA's mission to represent the U.S. cattle industry in trade and marketing issues to ensure the continued profitability and viability of independent U.S. cattle producers.
- ◆ Recognition in the *Tri-State Livestock News*' special *R-CALF USA Official Convention Program*, an insert sent to over 15,000 livestock producers across the country.
- ◆ Recognition in the *Cattlemen's Newsletter* sent to over 5,000 R-CALF USA Members.
- ◆ Recognition on R-CALF USA's website: www.r-calfusa.com.
- ◆ Recognition in 2019 convention materials.

Enclosed are details for sponsorship and trade show registration for our 2019 Convention & Trade Show. Please complete and return this form, by July 1, 2019, to R-CALF USA, PO Box 30715, Billings, MT 59107.

Sponsor Check List and Important Dates

- ALL Completed Sponsor Registrations** must be received in the R-CALF USA office or postmarked **no later than Monday, July 1, 2019!**
- ALL Sponsors** must also submit your logo/brand; and if applicable: your business description, your ranch history/biography, and your ranch life/family photos via electronic file to r-calfusa@r-calfusa.com **no later than Monday, July 1, 2019!**
- Reserve your hotel room onsite at The Lodge at Deadwood at **877-393-5634** or offsite at the First Gold Hotel at **605-545-7865**. Ask for the R-CALF USA rate starting at \$119 +tax / night **by Tuesday, July 16, 2019!**
- All shipments (materials, packages, equipment, etc) must be coordinated in advance with The Lodge at Deadwood's Convention Services Department and must have proper The Lodge at Deadwood shipping labels. Please call **605-584-4800** to arrange your shipping.
- Trade Show set up is at **3 - 7 p.m. MST on Wednesday, August 14; and from 6 - 8 a.m. MST on Thursday, Aug. 15, 2019!**
- All Trade Show Sponsors are asked to donate a product or service to the Silent or Live Auction. Please bring your item(s) to the registration table during registration.

Register Online at www.RcalfConvention.com

All 2019 Trade Show Sponsors, Convention Sponsors and Member Sponsors, in addition to the chosen package benefits listed below, all Sponsors will receive:

- ◆ Recognition in the *Tri-State Livestock News*' special *R-CALF USA Official Convention Program* insert seen by over 15,000 livestock producers across the country.
- ◆ Recognition in the *Cattlemen's Newsletter* sent to over 5,000 R-CALF USA Members.
- ◆ Recognition on R-CALF USA's website: www.r-calfusa.com.
- ◆ Recognition in 2019 convention materials.
- ◆ A 1-year R-CALF USA Associate Membership or renewal to existing R-CALF USA Membership.

2019 Trade Show Sponsorship Packages

Trade Show space is limited and will be assigned on a first-come, first-served basis.

- ___ **Bronze Sponsor - \$500** – 8' x 8' booth. Foyer space. *Convention registration/ lunches for 1.*
- ___ **Silver Sponsor - \$750** – 16' x 8' booth. Foyer space. *Convention registration/ lunches for 2.* Includes a 200-word description about your business.
- ___ **Gold Sponsor - \$1,000** – 8' x 8' booth. Meeting room space. *Convention registration / all meals for 1.* Includes a 200-word description about your business.
- ___ **Platinum Sponsor - \$2,500** – 16' x 8' booth. Meeting room space. *Convention reg. / all meals for 2.* Includes 500-word description about your business.
- ___ **Diamond Sponsor - \$5,000** – 16' x 8' booth. Prime space. *Convention registration / all meals for 4.* Includes a 500-word description about your business.

2019 Convention Sponsorships

- ___ **Logo Sponsor - \$300** – Your logo on digital display. *Convention registration/ lunches for 1.*
- ___ **Break Sponsor - \$500** – Recognition via break table placards. *Convention registration / lunches for 1.*
- ___ **Speaker Sponsor - \$1,000** – Recognition via table placards. *Convention registration / all meals for 1.*
- ___ **Registration Sponsor - \$2,500** – Recognition via attendee nametags and registration bags. *Convention registration / all meals for 2.*
- ___ **Friday Prayer Breakfast Sponsor - \$2,500** – Recognition via table placards. *Convention registration / all meals for 2.*
- ___ **Offsite Old West Gunslinger Show & Dinner Sponsor - \$3,000** – Off-site exclusive event sponsorship. Recognition via banner and placards at the event. *Convention registration / all meals for 2.*

2019 Member Sponsorships

- ___ **Riding For the Brand Sponsorship - \$1,000** – Name(s), ranch name, brand/logo, ranch life photos and/or family photos and a 200-word ranch history/biography showcased via poster display at convention. *Convention registration / all meals for 2.*
- ___ **Legacy Sponsorship - \$5,000** – Can be dedicated to the memoriam or honorarium of a special person. Includes name(s), ranch name, brand/logo, ranch life photos and/or family photos and a 500-word ranch history/biography. Showcased via poster display at convention. *Convention registration / all meals for 4 people.*

Register Online at www.RcalfConvention.com

2019 Convention Sponsor/Trade Show Registration

RETURN BY JULY 1, 2019

Complete the information as it should appear in all publications. Complete online at www.RcalfConvention.com.

Business or Ranch Name: _____

Business / Mailing Address: _____

City: _____ State: _____ Zip: _____

Primary Contact / Sponsor Name(s): _____

Primary Business Phone: _____ Cell Phone (optional): _____

Business Website: _____ Business E-mail: _____

Trade Show Sponsorship Packages			Sub-total
Bronze Sponsor	\$500	Reg. + lunches 1 person	_____
Silver Sponsor	\$750	Reg. + lunches 2 people	_____
Gold Sponsor	\$1,000	Reg. + all meals 1 person	_____
Platinum Sponsor	\$2,500	Reg. + all meals 2 people	_____
Diamond Sponsor	\$5,000	Reg. + all meals 4 people	_____
Convention Sponsorships			
Logo Sponsor	\$300	Reg. + lunches 1 person	_____
Break Sponsor	\$500	Reg. + lunches 1 person	_____
Speaker Sponsor	\$1,000	Reg. + all meals 1 person	_____
Registration Sponsor	\$2,500	Reg. + all meals 2 people	_____
Friday Prayer Breakfast Sponsor	\$2,500	Reg. + all meals 2 people	_____
Old West Gunslinger Show Sponsor	\$3,000	Reg. + all meals 2 people	_____
Member Sponsorships			
Riding for the Brand	\$1,000	Reg. + all meals 2 people	_____
Legacy Sponsorship	\$5,000	Reg. + all meals 4 people	_____

<i>RSVP FOR ADDITIONAL REGISTRATION(S)/MEALS:</i>			<u>Quantity</u>	
Full Convention Registration	\$200.00	Includes all meals.	_____	_____
1 Day Reg. (Circle: Thurs. or Fri.)	\$100.00	Includes all meals.	_____	_____
Thurs., Aug. 15, 2019	\$35.00	Lunch	_____	_____
Thurs., Aug. 15, 2019	\$50.00	Old West Dinner Show	_____	_____
Fri., Aug. 16, 2019	\$35.00	Prayer Breakfast	_____	_____
Fri., Aug. 16, 2019	\$35.00	Lunch	_____	_____
Fri., Aug. 16, 2019	\$50.00	Awards Banquet/Keynote	_____	_____
			TOTAL:	_____

LIST ALL NAME(S) FOR EVERYONE ATTENDING THE EVENT : _____

R-CALF USA asks all Trade Show Vendor Sponsors to donate a product or service to the Silent or Live Auction. Please bring your item to the registration table during registration.

It is the Sponsor's responsibility to submit completed registration, logo/brand, business or ranch descriptions (if applicable) and photos (if applicable) to the R-CALF USA Office **no later than Monday, July 1, 2019.**

I have read the Rules Governing Sponsorship and the Sponsor Showcase, I agree it is part of this registration.

Signature _____ **Print Name** _____ **Date** _____

Payment: Check or Credit Card **Card Number:** _____

Return completed form and payment to: **Name on Card:** _____

R-CALF USA PO Box 30715 Billings MT 59107 Expiration _____ Security: (3 digit # on back): _____