



Sponsorship

Partnership Options

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UNITED STATES
**CATTLEMEN'S
ASSOCIATION**



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In this proposal, we highlight a framework to build on together in partnership.

Please review this material, learn more about our grassroots organization, and consider our sponsorship options. Our packages are fully customizable to fit your brand and target audience.

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Introduction

As a nationwide organization of cow-calf operators, backgrounders, feedlot operators and livestock haulers, USCA has spent the last decade charting a course for the long-term health and vitality of the U.S. cattle industry. We focus on policy initiatives driven by the producer, for the producer.



Stand Out

...from other products with an endorsement by U.S. Livestock producers.



Connect

...with grass roots consumers, gaining product trust.



Support

...U.S. livestock producers through sponsorship of the advocacy organization representing them.





Overview

The United States Cattlemen's Association is a grassroots organization, by the cattle producer, for the cattle producer. The USCA speaks on behalf of and interacts with 10,000 producers every day in every state.

The USCA brings together thousands of ranchers from across the U.S. to discuss the future of the cattle industry-- and the tools that will help us set a successful path for future generations. From dynamic online events to engaging in-person meetings, all with dedicated sponsor content, the USCA is packed to the brim with networking and opportunities to reach your target audience.

USCA prides itself on the quality of its partnerships- we'll work with you to engage leaders in the cattle industry. The sponsorship options in the pages ahead are suggestions to get the process started. We Invite you to take a look and contact us with your own suggestions about how you want to engage our network.



Thank you,

Justin Tupper
President
United States Cattlemen's
Association



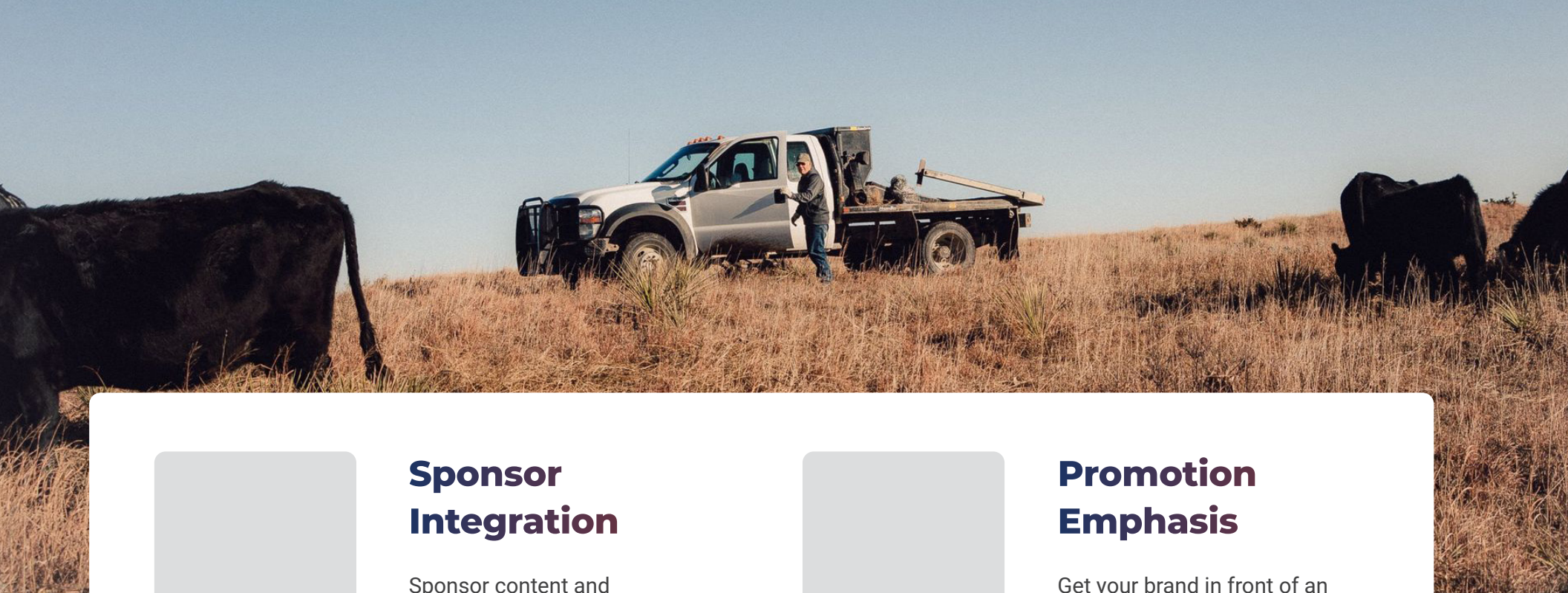
National membership, Regional focus.

Spanning from East to West (and in-between), our dedicated leadership connects us to our membership and drives our Association forward. These individuals are trusted community leaders, who proudly affiliate with the USCA name.



Need to target a specific region? LOOK NO FURTHER.

The USCA membership is structured into regions that broadens the scope of our efforts, builds on our grassroots strength and connects us to local priorities. This structure compliments marketing strategies looking to reach regional targets. We're able to mobilize our membership in the locale you're concentrated on and produce focused outreach there. USCA will deliver site-specific events and targeted mailings that will amplify your brand recognition with cattle producers in specific states and communities. You name where--- we'll get to work.



Sponsor Integration

Sponsor content and messaging is delivered at key placements in USCA events and communications. We offer the opportunity to reach your target market by collaborating with our organization on efforts that are mutually beneficial. We strive to offer a variety of ways to meaningfully interact with our membership and lead you to quality conversations.

Promotion Emphasis

Get your brand in front of an inspiring audience that is engaged and forward-thinking. We seek to amplify your products, and find innovative options in working together. Our sponsorship options include multiple content opportunities to help drive brand awareness and grow your marketing platform.

**Serving the voice of
cow-calf producers,
feedlot operators,
backgrounders,
and livestock haulers
since 2007.**



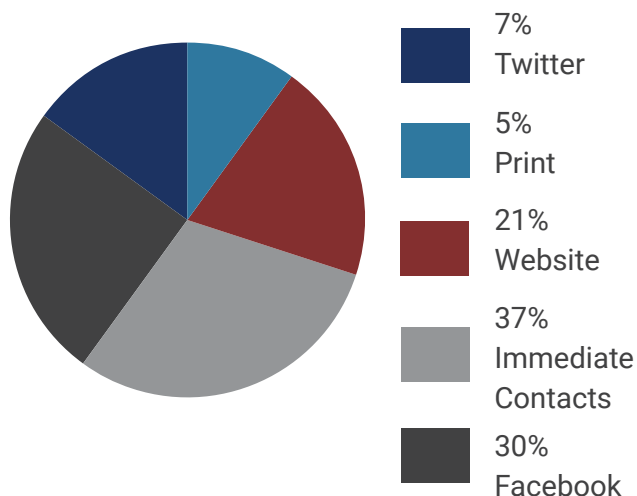


Engage our Audience

The United States Cattlemen's Association is a grassroots organization, by the cattle producer, for the cattle producer. We speak on behalf of and interact with 10,000 producers every day in every state.

Statistics of Our Reach

Based on an estimated monthly average



Enjoy access to our audience and generate sales leads that grow your pipeline. USCA diversifies our communication and engagement tactics to increase audience connection.

Nation-Wide Membership-base

Located across the country, USCA members are active and engaged. As a grassroots organization, members are involved in all facets, serving as leaders in the industry.

Extensive Media Coverage

USCA regularly corresponds to media contacts and has been featured in stories covered by CNN, Fox News, CNBC, BBC, and RFD-TV, The Washington Post, and the Wall Street Journal.

14K Immediate Contacts

USCA hosts an extensive communication network. We engage our contacts with regular communications and have frequent subscribers.

18 K Facebook Followers

USCA puts tremendous efforts into innovative methods of engaging our facebook audience. Both live and scheduled content are regularly produced and viewers consistently comment.

4.8 K Twitter Followers

With multiple tweets per day, the USCA Twitter account has a large following and significant engagement.

57K Website Views


The USCA website has impressive traction. In the 6 months that the new website was launched, it had nearly 57,000 views.

By sponsoring us, we will provide your company with:



Trust

Consumers associate trust and familiarity with the name USCA. By partnering with us, we are sharing that recognition, bringing trust and familiarity to your brand.



Brand Exposure

By sponsoring our organization, you put your brand's name in the front of potential clients, which helps get ahead of the competition. Our sponsorship options give you the chance to shine in front of your target audience.



Connections

The USCA brings together thousands of ranchers from all corners of the country to discuss the future of the cattle industry. Supporting USCA, allows you to tap into opportunities that resonate with your niche to increase your brand's exposure.



Partnership

We pride ourselves in being partners that strive for mutual benefit and opportunities to amplify each others' efforts. For sponsors, supporting us isn't just a money-making deal. It's also matching two visions and crafting a message for our shared audience.



Highlights

To optimize attendance, USCA concentrates in-person events during times that ranchers are more available to leave the ranch-- avoiding peak calving seasons, etc.... and provides a strong online presence during those times that travel is difficult. The in-person events frequent varying locations from the West to the East coast. We've held events from the National Finals Rodeo in Las Vegas to a Sale Barn in South Dakota.

Online events such as Horn Wrap Calls and Facts Only Fridays are ongoing throughout the year-- enabling a producer to listen in and participate while they're out on the ranch... we're not a stranger to hearing a diesel engine fire up on the call line.

Regular Online Events

Horn Wrap Calls

Date: 2nd Tuesday of each Month

Location: Call-in

Each month, livestock producers hear from the Washington DC staff or featured guests on issues affecting their bottom line. The Horn Wrap call is a direct connection to Capitol Hill and industry experts. These call-ins are a popular venue for ranchers to get up to date on current news and issues and provides an excellent opportunity for sponsors to have their products highlighted. Sponsorship options include title sponsor recognition, a live product pitch on the call, social media recognition, and logos displayed on marketing materials.



Facts Only Fridays

Date: Fridays

Location: Facebook Live

On-going throughout the year, Facts Only Friday, are held via Zoom on Facebook Live. These live, virtual conversations with key industry experts provides a format where participants can submit questions in real-time by commenting on the video feed, and then hear directly from speakers. Sponsorship options includes title sponsor recognition, a live product pitch (including a video option), social media recognition, and logos displayed on marketing materials.

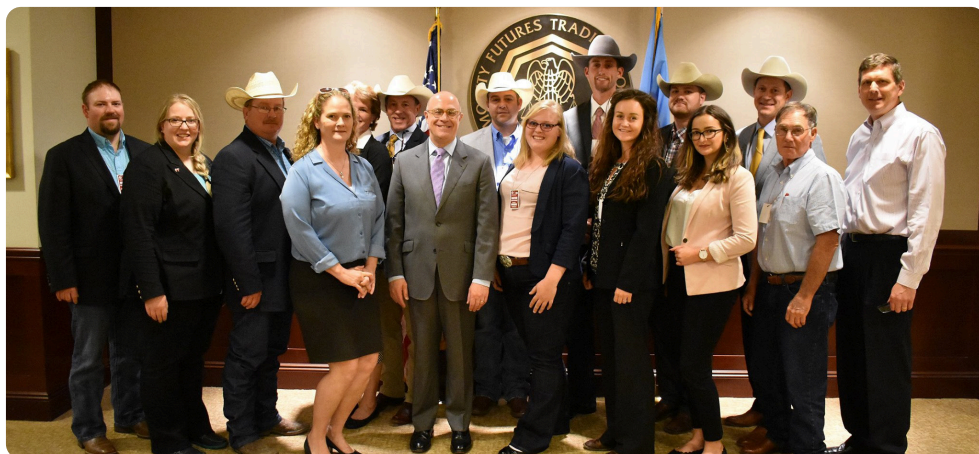


Key Events Highlight



Annual Meeting

Held in Las Vegas during the National Finals Rodeo, the Annual Meeting brings our nationwide membership together to discuss the past year's successes and our priorities for the year ahead. During this time of year, many of our producers have shipped their cattle and have an idea of what products they'd be interested in investing in for the upcoming year. With that in mind, we provide multiple opportunities for sponsors to engage with our members at this event. We offer logo recognition on communications before, during, and after; and can arrange the opportunity for a presentation at the meeting.



DC Fly-In

Bring your boots and hats and plan to join us for two-full days of advocacy! We meet with Administration officials and agency leaders to inform them of the needs of the livestock industry. Having these direct relationships with policy-makers is key to advancing the mission of USCA and we see a large increase in member-engagement before, during and after this event.

WINTER

FALL

Cattle Producer's Forum

The inaugural Cattle Producer's Forum gives producers the chance to sit down and discuss in real time the challenges and opportunities that the U.S. cattle industry faces in the years ahead. We bring in industry leaders and thought-influencers from across the country to discuss topics important to the producer. Complete with a Producer Social Hour, this event draws a large crowd and provides multiple opportunities for sponsor recognition and product highlight.



Winter Thaw

Winter Thaw events, held in multiple regions of the country, provides an opportunity for producers to gather in the Spring. This is an opportune time for sponsors to engage with producers once they've had a look at their calf-crop and will start wrapping their minds around vaccinations, branding and before they know it-- haying. Essentially, it's a great chance to get your products in the forefront of their minds, as they plan the months ahead. The timing and frequency of this event is to be determined.





EXAMPLE COMMUNICATIONS

Communications

Enjoy access to our audience and generate sales leads that grow your pipeline. USCA diversifies our communication and engagement tactics to increase audience connection.

If you decide to sponsor, your funds will be used for brand recognition in the following communications:

MEMBER ALERTS

106k connections

CAPITAL UPDATES

39k connections

QUARTERLY PRINTED NEWSLETTERS

8k copies mailed

SOCIAL MEDIA

17.5k likes on FB, 4k on Twitter

United States Cattlemen's Association View this email in your browser

USCA CAPITAL UPDATE

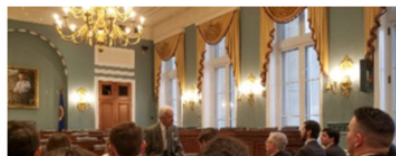


2020 WINTER THAW

BILLINGS, MT | FEBRUARY 22

Hope you will be able to join us at the upcoming 2020 Winter Thaw! Your admission price gets you breakfast, a beef lunch, social reception, producer profitability workshops, transportation and admission to the Montana Agri-Trade Expo, and front-row seats to the Cattle Market Power Hour at PAIS Livestock Auction. Discounted tickets for young producers are available.

[Register HERE](#)



December 3, 2020 View this email in your browser



WEANED CALF REVENUE PROTECTION INSURANCE



AgriLogic Consulting, LLC and Windmark Insurance are developing an insurance program for consideration by the Federal Crop Insurance Corporation Board of Directors and the USDA Risk Management Agency referred to as Weaned Calf Revenue Protection (WCRP) to provide beef cow-calf producers with the means to insure revenue from their calving operation.

or the December USCA Horn Wrap call to learn more and provide your feedback on this not-yet-offered program.

Tuesday, December 8
6am PT | 7am MT | 8am CT | 9am ET
Dial: 866-254-5984
No passcode needed.

[Click here for an overview of the program.](#)

[Send me a text reminder for the call.](#)

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USCA

UNITED STATES CATTLEMEN'S ASSOCIATION



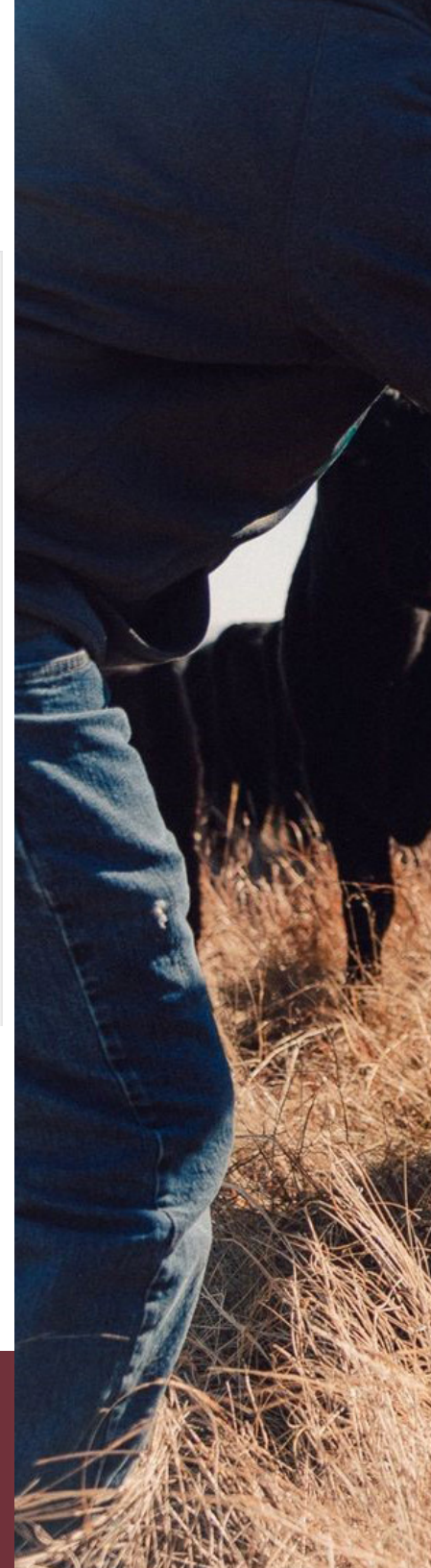
Tune in via our Facebook Page or YouTube Channel!

JOIN USCA THIS FRIDAY AT 4:30 PM MDT FOR A LIVE, VIRTUAL CONVERSATION with Senators Jon Tester & Mike Rounds.

USCA to Host Senators Jon Tester & Mike Rounds for #FactsOnlyFriday

(SEPTEMBER 23, 2020) - The United States Cattlemen's Association (USCA) is pleased to host U.S. Senators Jon Tester (D-MT) and Mike Rounds (R-SD) for a live, virtual discussion on the state of the U.S. cattle market and the role of Congress in bringing forth solutions. The conversation will take place on USCA's Facebook page and YouTube channel this Friday, September 25 at 4:30pm MDT.

Both Senators have been instrumental in working with producers in their state towards real, workable solutions to labeling concerns, marketing and competition reform, and so much more. They led their colleagues in the





Sponsors get exposure through USCA's regular communications:

+ MEMBER ALERTS

Members Alert e-blasts are sent to USCA contacts at a minimum, weekly. They engage ranchers on current events in the industry and within USCA.

+ CAPITAL UPDATES

Capital Updates are e-blasts that break-down crucial happenings on Capitol Hill. With high rates of readership, these updates contain information that is hot of the press.

+ QUARTERLY NEWSLETTER

On a quarterly basis, USCA sends a printed newsletter to members across the country. To target content and advertising, we have created a series of these newsletters that are region-specific.

+ HOLIDAY GIFT GUIDE

Sent during the biggest week in retail, the USCA Holiday Gift Guide includes a list of USCA partners and their advertisements. These are sent as e-blasts immediately before Black Friday and Cyber Monday.



Sponsorship Option

	Associate Sponsor \$5,000	Major Sponsor \$10,000	Principal Sponsor \$15,000
Website Promotion (Logo and link on Sponsorship Page on main USCA website, www.uscattlemen.org)			
Event Promotion (Tickets, booth-space, on-site signage, recognition on event communications for all USCA events.)	(2 tickets, regular sized booth)	(5 tickets, medium sized booth)	(10 tickets, speaker invitation, large booth & space selection)
Communications (Recognition in all email blasts including member alerts and Capital updates. Excludes press releases and official statements.)			
Social Media (Posts on all social media platforms using provided content, hashtags and tagging intersection)			
Horn-Wrap Calls (Mention on monthly calls featuring industry speakers.)			(Includes 30 sec. verbal ad space)
Holiday Gift Guide (Advertisement in Holiday Gift Guide, Black Friday and Cyber Monday e-blasts)			
Facts Only Fridays (5 min. speaker space or video advertisement on live, virtual conversations via Zoom and Facebook Live.)			
Printed Newsletter (Full color advertisement in printed newsletter sent to USCA contacts.)			

Additional Options

1. Event Title Sponsorship: 8K

Event Title Sponsorships enjoy the highest level of representation at our events and in all USCA communications pre- and post-event. Title Sponsorships are showcased continuously on the day of our event, with especial emphasis during key points, such as meals and key-note speakers. This is limited to one USCA event, with the package being catered to your liking. Reach out to us on what event matches you best and we'll send more info.

2. Demo Sponsorships: 3K

Demo sponsorships are for companies that seek the opportunity to get their content in front of attendees and interact with them live during an event (either in-person or virtually). With fully customizable delivery options, you can connect with thousands in a dynamic, impactful way.

3. Dealers Choice Sponsorship: 2K

Interested in having a sponsorship presence with USCA, but aren't ready to commit to a larger package? This is a great way to represent your brand and get a better feel for USCA. Includes: Logo placement on USCA website sponsors page and recognition at one USCA event (online or in-person).

4. Product Partnership

Looking to promote your products? Rather sponsor with direct tangibles? In partnership with USCA, we can do just that. We'll coordinate distribution of products to new memberships through joint product/membership promos.

5. Member Discount

Receive recognition as a USCA partner on communications and website through an exclusive discount to your products for USCA members.





USCA Printed Newsletter

A quarterly printed USCA publication

On a quarterly basis, USCA sends a black-and-white printed newsletter to members across the country and posts a full-color online edition on its website for extended coverage. Packed to the brim with content, the newsletter highlights topics that are key to the industry and engaging for readers. Ads can be seasonally targeted and tailored to fit the USCA audience. Get your name and brand in front of our membership today!

CONTRACT ADVERTISING:

2- issue contract: 5% discount
4- issue contract: 10% discount

ADVERTISING RATES

Size	Member Rate	Non-Member Rate
FULL SPREAD	\$1,100	\$1,250
FULL PAGE	\$600	\$700
1/2 PAGE	\$300	\$400
1/4 PAGE	\$200	\$250
Business Card	\$100	\$125

UNITED STATES CATTLEMEN'S ASSOCIATION
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FROM THE PRESIDENT
by **Brooke Miller**
President
United States Cattlemen's Association

ly important committee as we enter this chapter

As we look ahead to what 2020 may bring, I am honored to serve as the next president of the United States Cattlemen's Association. My term officially started upon election at the 2019 USCA Board of Directors Meeting in Las Vegas, Nevada. I follow in the footsteps of an incredible leader and friend, past president Kenny Graner, and am grateful for the opportunity to serve the past 2 years as his Vice President.

Mr. Graner does not plan on stepping away from the organization though; instead, he's leaning in and taking on the Chairmanship role of the newly formed USCA Committee on Fundraising and Sponsorship. This will be an exceptional

of USCA's history. We are appreciative of our membership and supporters and hope to broaden our financial net in the years ahead by bringing on partners that align with our core values. If you'd like to join us in this effort, we certainly need you! Please contact Lia Blondo at liab@uscadc.com or (202) 870-1552 to learn more.

For those whom I haven't met, allow me to introduce myself. I am a third-generation rancher living in Washington, Virginia (about 70 miles from the Capitol in Washington, DC). Along with my family, we continue the legacy of raising quality angus cattle in the beautiful foothills of the Blue Ridge mountains of Virginia. My father, Newbill Miller, built Ginger

Hill Angus, a purebred seedstock operation over 60 years ago in this area where our family has resided for 10 generations. Many cows trace back 14-15 generations with the Ginger Hill prefix. Our focus as seedstock producers continues to be producing cattle that thrive in practical grassland management conditions across a broad range of environments. With structurally sound and functional cowherd and added emphasis on maternal traits and longevity, we take pride in producing bulls and females that will be profitable for our commercial cow-calf customers. Our success at raising the real world commercially viable animal has earned Ginger Hill Angus a strong reputation among both commercial and purebred producers across North America.

As a cattle farmer/rancher, I care deeply about the land on which we raise as well as the livestock that grazes the pastures. We manage our operation in an environmentally conscious and holistic way because of our love for both the animals and the land.

I take seriously my roles as both

As the next president of USCA, I hope to build upon the great work our policy committees carry out throughout the year on issues related to marketing and competition, trade, animal health and identification, and truth in labeling.



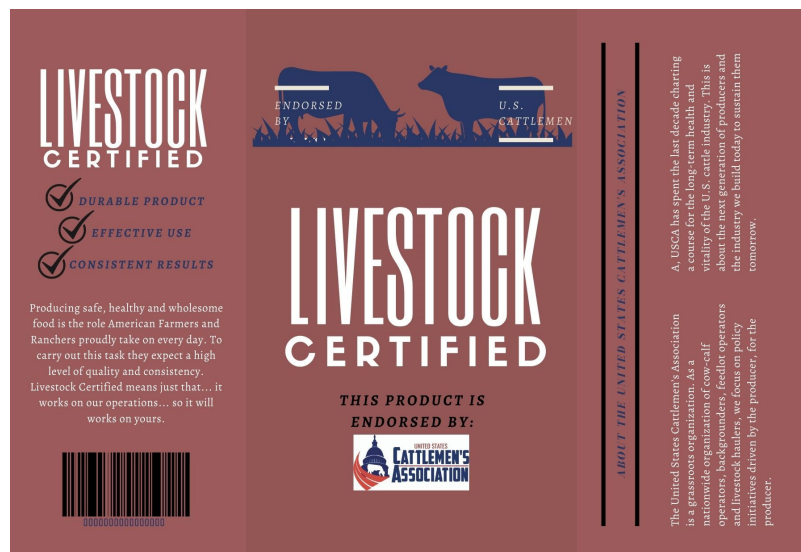
INTRODUCING the LIVESTOCK APPROVED Label

When a consumer searches for a product, there's often multiple options on the shelf-- we're presenting an opportunity to set your product apart by incorporating our "Livestock Approved Certified Label" on your packaging. This label is endorsed by members of the United States Cattlemen's Association.

Producing safe, healthy and wholesome food is the role American Farmers and Ranchers proudly take on every day. To carry out this task they expect a high level of quality and consistency. Livestock Certified means just that... it works on our operations... so it will work on yours.

These labels are fully customizable to match your product and your brand...our goal is to add the trust-factor. We're providing the confidence of one rancher to another endorsing a quality product and brand.

Label Concept:



**5k
Sponsorship**



USCA Bull Pen

Connecting our following to your seedstock operation.

A variety of options allow Bull Pen advertisers to highlight their upcoming sale, new catalog, posted videos, or operation background to USCA's wide audience in the most effective way. Whether it be a verbal advertisement on a Horn Wrap call, a printed ad in the quarterly newsletter, or a social media post, producers can reach a range of USCA audiences at diverse times and tailor a package to meet unique needs. Through the Bull Pen, USCA hopes to highlight some of the country's best cattle and horses to an audience actively seeking them.

\$150

HORN WRAP or FACTS ONLY FRIDAY

verbal advertisement to live callers; later distributed on all communication channels via recording

\$200

E-NEWSLETTER

post in e-newsletter of provided graphic and verbiage

\$200

PRINTED NEWSLETTER

quarter-page ad (or larger, see newsletter rates on page 18) in quarterly printed newsletter

\$300

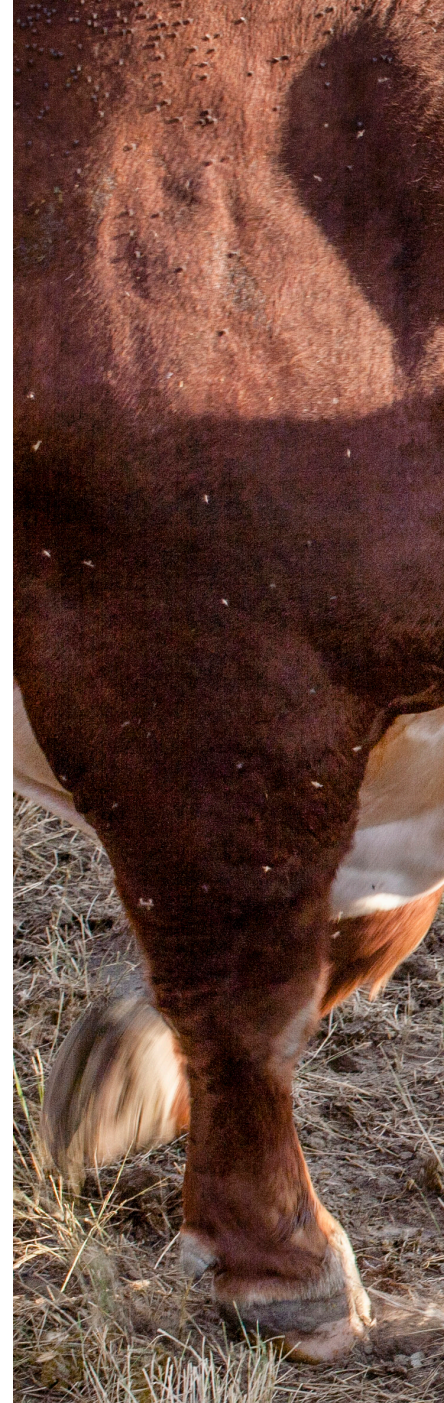
SOCIAL MEDIA

provided post and verbiage shared on Facebook and Twitter, plus 1 Facebook story mention

PACKAGE DEAL

Take advantage of USCA's range of audiences reach followers at varied times by purchasing a Bull Pen package, which includes all of the above.

\$600 an \$850 value



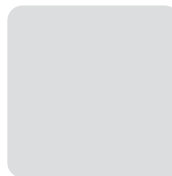


OUR HEARTFELT THANK YOU FOR YOUR CONSIDERATION



We want to hear from you! Tell us what works for you in this proposal—or what doesn't! These suggestions are a framework for us to start a conversation. Let us know what you'd like added or changed and we can work together to build a valued partnership.

Contact Person



Mary Jo
Foley-Birrenkott

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Serving as the voice of cow-calf producers, feedlot operators, backgrounders, and livestock haulers in Washington, DC since 2007.



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