

MONTANA STOCKGROWERS ASSOCIATION

# MIDYEAR MEETING

MAY 30 - JUNE 1

GREAT FALLS, MONTANA



2017



SPONSORSHIP INFORMATION

# SPONSORSHIP OPPORTUNITIES

## **Committee Refreshment Breaks** Investment: **\$1,000** Wednesday, May 31st Audience: 200 Committee Members

This sponsorship provides refreshments to MSGA committee and sub-committee members during the MidYear Meeting. Because of the varied locations of the committee meetings, break stations will be set up in the back of every committee meeting.

## **"Roll the Dice" Vegas Night** Investment: **\$5,000** Wednesday, May 31st Audience: 300+ Meeting Attendees

Vegas Night at the MidYear Meeting is a fun filled evening with great food, drinks, and an exceptional audience. This venue can be used as an excellent way to generate more leads for your company and create dialogue with potential customers.

## **Watering Hole Sponsorship** Investment: **\$3,000** Audience: All Mid-Year Meeting Attendees

Want your message directly in front of all meeting attendees? Sponsor the watering hole at Wednesday night's dinner event. Sponsorship includes drink ticket artwork designed with sponsors logo. Space for banners and signage at the Wed. night dinner event.

## **Advertising Package** Investment: **\$1,000** May – July 2017 Audience: 2,000+ Cattle Producers and MSGA Members

Promote your involvement and participation at the 2017 MidYear meeting. With the advertising package, you will receive the following exposure: one black and white ad in the MSGA Newsletter, one company listing and logo placement in the Countdown to the Meeting newsletter, one full page black and white ad in the July newsletter, one full page 4c ad in the zmag's digital publication in either June or July, and recognition on MSGA social media sites that reach 20,000+ individuals.

## **Opening General Session** Investment: **\$2,000** Wednesday, May 31st Audience: 200+ MidYear Meeting Attendees

Promote your company by sponsoring MSGA's Opening General Session to help kick off this year's meeting! This portion of the MidYear Meeting gathers over 200 ranchers from across the state of Montana to discuss current issues affecting Montana's livestock industry. Sponsorship recognition includes signs at the Opening General Session, recognition in MSGA's newsletter, and recognition in the Mid-Year Resource Guide.

## **MSGA Committee Meetings** Investment: **\$1,500** Wednesday, May 31st Audience: 200+ MidYear Meeting Attendees

MSGA's Committees meet twice a year, at the MidYear Meeting and the Annual Convention, to set association policy. This sponsorship includes the option to have your company's badges and signs in each committee meeting. Sponsors will also be recognized in the MidYear Meeting Resource Guide, MSGA newsletter, and during the committee meetings.

## **Committee Lunch** Investment: **\$2,500** Wednesday, May 31st Audience: 200+ MidYear Meeting Attendees

A working Lunch will be held on May 31st during meetings. Join our attendees for a beef lunch before we enjoy a fun evening at "Roll the Dice Vegas Night" Sponsors will be recognized in the MidYear Meeting Resource Guide, MSGA newsletter, and during the lunch.

## **Event Sponsor** Investment: **\$500** Wednesday, May 31st Audience: 200+ MidYear Meeting Attendees

As a general event sponsor you will receive recognition during the MidYear Meeting. Sponsorship includes signs at the MidYear location venue, recognition in MSGA's newsletter, and recognition in the MidYear Resource Guide.



# EVENT SCHEDULE

2017

## TUESDAY, MAY 30, 2017

- |                     |                                 |
|---------------------|---------------------------------|
| 10:00 am - 12:00 pm | MSGA Executive Committee        |
| 1:00 - 4:00 pm      | MSGA Board of Directors Meeting |
| 12:30 - 5:00 pm     | Leadership Series               |
| 4:00 - 6:00 pm      | Foundation Trustee Meeting      |

## WEDNESDAY, MAY 31, 2017

- |                     |   |
|---------------------|---|
| 8:00 - 9:00 am      | Opening General Session   |
| 9:00 - 11:00 am     | Tax, Finance, & Ag Policy Committee Meeting                                       |
| 9:00 - 11:00 am     | Beef Production & Marketing Committee Meeting                                     |
| 9:00 - 11:00 am     | Land Use & Environment Committee Meeting  |
| 11:00 am - 12:00 pm | Business Session  |
| 1:00 - 2:00 pm      | MASGD Board Meeting   |
| 2:00 - 5:00 pm      | MASGD Annual Meeting  |
| 2:00 - 3:00 pm      | MSGA Board of Directors Meeting   |
| 4:00 - 6:00 pm      | Ag Summit Social<br>Welcome Reception & Opening Remarks from Senator Steve Daines |
| 7:00 - 10:00 pm     | "Roll the Dice" Vegas Night   |

## THURSDAY, JUNE 1, 2017

### AG SUMMIT

- |          |  |
|----------|--|
| 7:00 am  | Ag Summit Registration Opens & Networking Breakfast  |
| 8:00 am  | Welcome from Senator Daines<br><b>Drones: The New Sheep Dog</b><br><b>Technology Advancements and Regulations</b><br>Juan Ramon Alaix, CEO, Zoetis,<br><b>International Opportunities and Success Stories</b><br><b>Supporting the Next Generation of Farmers and Ranchers</b><br>President & CEO, Northwest Farm Credit Services, Phil DiPofi<br><b>Legislative Overview</b><br>Senator Pat Roberts, Chairman, United States Senate Committee on Agriculture, Nutrition, & Forestry |
| 12:15 pm | Lunch<br><b>Land Grant Universities Leading Innovation</b><br>Commissioner of Ag of Texas, Sid Miller<br><b>Next Gen: Millennials and Agribusiness</b><br><b>Growing Value Added Processing</b><br><b>Export Market Opportunities</b><br>President & CEO, United Grain Inc., Augusto Bassanini<br><b>Improving the Efficiency of Farm Operations</b><br>Closing remarks from Senator Daines  |

## QUESTIONS?

Please contact Katie at the Montana Stockgrowers Association's office at (406) 442-3420 or [katie@mtbeef.org](mailto:katie@mtbeef.org)

**THANK YOU FOR YOUR CONTINUED SUPPORT OF THE MONTANA STOCKGROWERS ASSOCIATION AND THE RANCHING INDUSTRY OF MONTANA!**

SPONSORSHIPS DUE BY

**MAY 1<sup>ST</sup>**

# MIDYEAR MEETING

MAY 30 - JUNE 1  
GREAT FALLS, MONTANA



## MONTANA STOCKGROWERS ASSOCIATION

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## EXPAND YOUR BRAND AND INCREASE YOUR ROI!

Become a sponsor of the 2017 MSGA Mid-Year Meeting and you will greatly increase your exposure at this unique event.

The 2016 Mid-Year Meeting sponsorship program has been designed to provide you with exclusivity, visibility, and access to the audience you want to reach. We have opportunities for every budget.

Sponsorships are on a first come first serve basis and are limited. Reserve your sponsorship today!