

M BAR ACADEMY SPONSORSHIP BROCHURE



2022-2023

A program of Montana Stockgrowers Association
www.mtbeef.org/leadership-series

CREATING COMMUNITY LEADERS

The Montana Stockgrowers Association's M Bar Academy fosters and grows leaders in the Montana ranching industry and provides individuals the opportunity to improve leadership skills, gain understanding of industry issues, and develop the expertise needed to provide leadership in Montana Stockgrowers, its partner organizations, public service, and in the cattle industry.

PROGRAM INFORMATION

Approximately fifteen participants will commit to attending six in-person sessions and three MSGA events during an 18-month period, starting June 2022 and ending December 2023. Throughout the series, class participants will broaden their understanding of all aspects of industry, economic, political and cultural issues, expand their network, and participate in group and individual projects that reinforce learning and have direct applications.

Leadership coach, Jim Bishop, will provide training and coaching throughout the program. Participants will take part in virtual sessions and at-home guided tasks between in-person meetings. M Bar Academy participants will be recognized in June at MSGA's MidYear Meeting, in December at Annual Convention, and be given opportunities for continued engagement throughout the leadership program.

2022

June 9-10

In-Person

Topic: Leadership

August 25 – 26

In-Person

Billings, MT

Topic: Advocacy & Media
Training

September

Virtual Session

October 13-14

In-Person

Helena, MT

Topic: State Government
& Policy

December 7-9

MSGA Event

Billings, MT

Annual Convention

2023

February 2023

In-Person

Helena, MT

Topic: MSGA at the Capitol

April 2023

Virtual Session

June 2023

MSGA Event

MidYear or ESAP Ranch Tour

July 2023

Virtual Session

August 2023

In-Person

Billings, MT

Topic: Consumer
Engagement

October 2023

In-Person

Topic: Federal Government
Engagement

December 2023

MSGA Event

Billings, MT

Annual Convention

SPONSORSHIP OPPORTUNITIES

for June 2022 - December 2023

\$20,000 PRESENTING SPONSORSHIP (1 AVAILABLE)

The Presenting Sponsor will serve as the premier sponsor of the M Bar Academy.

The Presenting Sponsor ensures the M Bar Academy's participants receive an industry leading, premier leadership program. The Presenting Sponsor will have the opportunity to engage with program participants during sessions and events, present at an Academy session, and share a 3-5 minute video. The Presenting Sponsor will receive two full-page ads in a MSGA monthly newsletter, four social media ads on MSGA's Facebook and Instagram channels, and the opportunity to provide editorial content in one MSGA newsletter. The Presenting Sponsor will be recognized when possible in Academy material and promotions.

\$10,000 PLATINUM SPONSORSHIP

Support as a Platinum Sponsor ensures the M Bar Academy's curriculum design and development is achieved and an atmosphere for learning, growing, and developing is created.

Sponsors will have the opportunity to speak to the Academy participants during one of their sessions as well as share a 3-5 minute video. Additionally, Platinum Sponsors will receive one full-page ad in a MSGA monthly newsletter, two social media ads on MSGA's Facebook and Instagram channels, and the opportunity to provide editorial content in one MSGA newsletter.

\$5,000 GOLD SPONSORSHIP

A Gold Sponsor ensures the M Bar Academy's atmosphere for learning, growing, and developing is achieved. Sponsors will have the opportunity to speak to the Academy participants during one of their sessions and will receive one half-page ad in a MSGA monthly newsletter and two social media ads on MSGA's Facebook and Instagram channels.

\$2,500 IN-PERSON SESSION SPONSORSHIP (6 AVAILABLE)

In-person session sponsorships contribute to the hosting and facilitation of the Academy's two-day training. Support assists in the cost of participant's lodging, meals and curriculum. Sponsors will have the opportunity to speak to the group during their sponsored session.

\$2,500 LEADERSHIP BUNDLE SPONSORSHIP (1 AVAILABLE)

Sponsoring the Leadership Bundle provides the Academy participants a starter pack for success serving in the cattle industry. Each participant will receive a branded bag, padfolio, session journals, business cards, headshots and name badges. The sponsor will have the opportunity to co-brand with the M Bar Academy the padfolio/journal.

SPONSORSHIP OPPORTUNITIES

for June 2022 - December 2023

\$1,000 VIRTUAL SESSION SPONSORSHIP (3 AVAILABLE)

Between in-person sessions, participants will have the opportunity to engage in virtual leadership coaching. Support in this area will cover the programming cost for the coaching.

\$1,000 PARTICIPANT SCHOLARSHIP SPONSORSHIP (15 AVAILABLE)

Donors can choose to sponsor part or a whole scholarship for an Academy participant. Funds will go towards covering the participants tuition for the program. Tuition is \$1,000 and is used to cover a portion of lodging and curriculum. Sponsored individuals will provide a wrap up report to their scholarship sponsor.

\$500 LEADERSHIP SPOTLIGHT SPONSORSHIP (19 AVAILABLE)

Sponsor's logo will be featured in the sponsored month's leadership spotlight newsletter and blog post.

\$499 & BELOW SUPPORTING CONTRIBUTOR SPONSORSHIP

Contributions received at this level will be used to support the mission of the M Bar Academy and the effort to grow premier leaders for the cattle industry.

GENERAL SPONSORSHIPS

General sponsorships and custom opportunities are available. Contact Raylee Honeycutt at raylee@mtbeef.org to discuss your thoughts on how you can best support the M Bar Academy.



M BAR ACADEMY SPONSORSHIP FORM

for June 2022 - December 2023



Company: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Office Phone: _____ Cell Phone: _____

Email: _____

M BAR ACADEMY SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	SPONSORSHIP AMOUNT	TOTAL
Presenting Sponsor	\$20,000	\$
Platinum Sponsor	\$10,000	\$
Gold Sponsor	\$5,000	\$
In-person Session Sponsor	\$2,500	\$
Leadership Bundle Sponsor	\$2,500	\$
Virtual Session Sponsor	\$1,000	\$
Participant Scholarship	\$1,000	\$
Leadership Spotlight Sponsor	\$500	\$
General Sponsor	Contact Raylee Honeycutt	\$
GRAND TOTAL		\$

PAYMENT OPTIONS

M Bar Academy will invoice for the grand total after confirmation of sponsorship. Please check your preference below on how you would like to be invoiced.

- Invoice me all at once
- Split my invoice over two fiscal years

If chosen, what dates would you like to be invoiced?

Invoice #1 Date: _____

Invoice #2 Date: _____

- Pay with Cred Card

An M Bar Academy representative will be in touch after sponsor confirmation to get the CC #

Email this form to Raylee Honeycutt at raylee@mtbeef.org or mail to

Attn: M Bar Academy
420 N. California St.
Helena, MT 59601