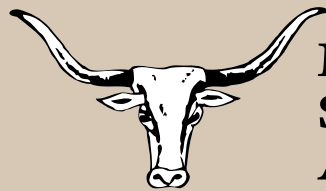


# **SPONSORSHIP AND ADVERTISING PROSPECTUS**



**Montana  
Stockgrowers  
Association**

**WWW.MTBEEF.ORG  
(406) 442-3420**

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**Montana  
Stockgrowers  
Association**

## WHO WE ARE

Since 1884, the Montana Stockgrowers Association (MSGA) has been the voice for ranchers in Montana. Today, our vision is to exemplify leading innovation in ranching while preserving Montana's complex natural landscape, history, economy, ethics and social values.

MSGA is the trusted voice of cattle ranchers, and advocate of cattle ranching for state and federal legislators and a true partner in efforts to preserve and advance Montana's cattle industry.

## CONTACT

[www.mtbeef.org](http://www.mtbeef.org)

[keni@mtbeef.org](mailto:keni@mtbeef.org) | (406) 442-3420

420 N. California St. Helena, MT 59601

## AUDIENCE

MSGA's audience covers the entire cattle industry, from cattle producers to allied industry members and private land owners. If you want to reach ranchers, our events and programs are the place for you.

### Prime Demographics

26.2% 25 - 34 year olds

23.7% 35 - 44 year olds

19.7% 45 - 54 year olds

## REACH

23,000+ Followers Across Platforms

16,608 Average Monthly Facebook Reach

3,000 website views per month

## MARCH

### AG WEEK BEEF LUNCH

March 20, 2023  
Capitol Rotunda, Helena

National Ag Week, celebrated each March, recognizes and celebrates American agriculture. MSGA's Beef Lunch invites legislators and state leaders to join MSGA for a lunch all about beef.

## MAY

### BUCKING HORSE SALE SOCIAL

May 20, 2023  
Miles City

Join us at the world famous Miles City Bucking Horse Sale held the third full weekend every May in Miles City. MSGA's social invites members and prospective members to stop by and enjoy food and drinks with MSGA sponsors, staff, and board members.

## JUNE

### MIDYEAR MEETING

June 13-15, 2023  
MSU Northern Campus  
Havre

The MidYear Meeting is one of two meetings that is held to set association policy that guides the Association through the year. While the main focus of the meeting is for the setting of interim policy we also use the meeting as a networking opportunity for the MSGA membership.

## NOVEMBER

### AG APPRECIATION WEEKEND TAILGATE

November 4, 2023  
MSU Campus, Bozeman

MSU College of Agriculture's Ag Appreciation Weekend is an annual event to honor Montana's agricultural legacy and current and future agricultural leaders, producers, and students. MSGA's tailgate at the football game invites members and ag producers to grab a drink and a bite to celebrate with us!

## DECEMBER

### ANNUAL CONVENTION & TRADE SHOW

December 6-8, 2023  
Northern & DoubleTree Hotels  
Billings

MSGA's Annual Convention and Trade Show provides an opportunity for the beef industry and MSGA members to set policy, provide educational and informational sessions; host the largest industry trade show in Montana, social events and networking.

# MIDYEAR MEETING

# TENTATIVE EVENT **Schedule**

## TUESDAY, JUNE 13, 2023

8:00 - 10:00 am Montana Grass  
Commission Conservation  
Committee

9:30 am - 12:00 pm MPLC and MASGD Joint  
Board Meeting

1:00 - 5:00 pm MSGA Board of Directors  
Meeting

2:00 - 5:00 pm State Grazing District  
Annual Meeting

## WEDNESDAY, JUNE 14, 2023

9:00 am - 4:30 pm Registration Open

10:00 am - 12:00 pm Foundation Trustee  
Meeting

11:30 am - 12:30 pm BQA Training

2:30 - 4:00 pm Land Use & Environment  
Committee

4:00 - 5:00 pm Tax Finance & Ag  
Policy Committee

6:00 - 7:30 pm Sunset Banquet

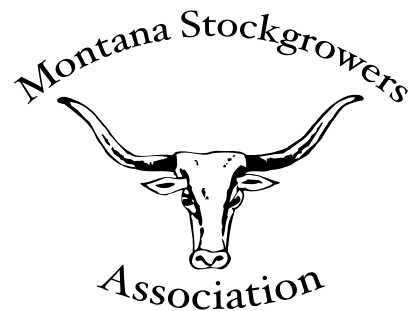
## THURSDAY, JUNE 15, 2023

8:00 - 8:45 am Coffee Talks Presentation

9:00 am - 4:30 pm Registration Open

9:00 am - 10:30 am Beef Production &  
Marketing Committee

11:00 am - 1:15 pm Closing General Session



***Reserve your  
sponsorship today!***

*Sponsorships are on a first come first  
serve basis and are limited.*

# MIDYEAR MEETING SPONSORSHIPS

Become a sponsor of the 2022 MSGA MidYear Meeting and you will greatly increase your exposure at this unique event. The MidYear 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.

## PRESENTING SPONSOR - *New!* ..... \$10,000

- One complimentary full-page advertisement in event handout  
*Sponsor will provide the design*
- All MidYear material will include presenting sponsor logo
- Sponsor logo included on all event day banners
- Sponsor logo included on the event banner on MSGA's website homepage
- Sponsor logo and link to company website predominantly displayed on the top third of the MidYear event webpage
- Recognition on all MidYear emails and digital promotion materials
- One promotional marketing piece to be included in MSGA's MidYear mailing
- 5-minute sponsor greeting at Opening General Session
- Four Complimentary All Inclusive Pass registrations  
*Includes meeting & meals for all events*
- Opportunity to present to the MSGA board of directors
- Booth space near registration desk
- Sponsor table reserved at Sunset Banquet  
*Seating for 8*
- Sponsor name announced at event

## PRIME SPONSOR ..... \$3,000

- Recognition at all MidYear events
- Special recognition at Sunset Banquet
- Logo placed on all banners
- Logo placement/recognition in all MidYear Meeting programs
- Logo placement on MidYear event webpage
- Option to provide a full page black & white ad for the MidYear program
- Full MidYear registration for three attendees

## CHOICE SPONSOR ..... \$2,000

- Recognition at all MidYear events
- Logo placed on all banners
- Logo placement/recognition in all MidYear Meeting programs
- Logo placement on MidYear event webpage
- Full MidYear registration for three attendees

## BADGE SPONSOR ..... \$1,500

- Logo/Name on all attendee badges
- Logo/Name displayed at registration desk
- Logo placement on MidYear event webpage

## STANDARD SPONSOR ..... \$1,000

- Recognition at all MidYear Policy Meetings and General Sessions
- Company name listed on all banners
- Company name listed in all MidYear Meeting programs
- Logo placement on MidYear event webpage

## COFFEE TALKS BLOODY MARY BAR SPONSOR ..... \$1,000

- Special recognition at Coffee Talks presentation
- Logo placement at Bloody Mary Bar
- Logo placed on all banners
- Logo placement/recognition in all MidYear Meeting programs
- Logo placement on MidYear event webpage

## SELECT SPONSOR ..... \$500

- Company name listed in all MidYear Meeting programs
- Logo placement on MidYear event webpage

# MIDYEAR MEETING SPONSORSHIP FORM

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

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

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

## SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	PRICE	TOTAL
Presenting Sponsor	\$10,000	
Prime Sponsor	\$3,000	
Choice Sponsor	\$2,000	
Badge Sponsor	\$1,500	
Standard Sponsor	\$1,000	
Coffee Talks Mary Bar Sponsor	\$1,000	
Select Sponsor	\$500	
GRAND TOTAL		

## PAYMENT INFORMATION

Check (Please make payable to MSGA) ☐ Send Invoice

Credit Card (Visa or Mastercard please)

Credit Card Number \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature \_\_\_\_\_

**Please mail this form and payment to MSGA by April 30, 2023.**

MSGA  
420 N. California St.  
Helena, MT 59601

Email [keni@mtbeef.org](mailto:keni@mtbeef.org)  
(406) 442-3420



# ANNUAL CONVENTION & TRADE SHOW

# TENTATIVE EVENT Schedule

## DAY 1 EVENTS

8:00 - 11:00 am	Foundation Trustee Meeting
8:30 - 10:30 am	Grass Conservation Commission Meeting
10:30 am - 12:00 pm	MPLC & MASGD Joint Board Meeting
12:00 - 4:00 pm	Registration Open
1:00 - 3:00 pm	MPLC Annual Meeting
2:00 - 5:00 pm	Land Use & Environment Committee
3:00 - 6:00 pm	Trade Show Vendor Move In
3:30 - 5:00 pm	Young Stockgrowers Meeting
5:00 - 6:30 pm	Kick Off Social
6:30 - 8:00 pm	President's Reception (Invite Only)
7:00 - 8:00 pm	MCW Board Of Directors Meeting

## DAY 2 EVENTS

7:30 am - 5:00 pm	Registration Open
8:00 - 10:00 am	Trade Show Vendor Move In
11:30 am - 12:30 pm	Opening General Session
10:15 - 11:45 am	Stockgrowers Colleges
10:15 am - 12:00 pm	MCW Annual Meeting
11:00 am - 8:00 pm	Trade Show Open
12:00 - 2:00 pm	Northern Ag Network Lunch

## DAY 2 EVENTS CONT...

2:30 - 5:00 pm	Tax & Ag Finance Committee
5:00 - 6:00 pm	MCW Installation, Social, & Past Presidents
6:00 - 8:00 pm	Trade Show Celebration Dinner
7:00 - 8:00 pm	MCW New Board Of Directors Meeting

## DAY 3 EVENTS

8:00 - 10:00 am	Beef Production & Marketing Committee Meeting
7:30 am - 3:00 pm	Registration Open
10:00 am - 4:00 pm	Trade Show Open
10:15 - 11:15 am	General Session II
11:30 am - 1:15 pm	Presidents Lunch
1:30 - 2:30 pm	Stockgrowers Colleges
2:45 - 4:00 pm	Second Reading Of Resolutions
3:00 - 5:00 pm	Women Of The West
4:00 - 5:00 pm	Third/Final Reading Of Resolutions
4:00 - 8:00 pm	Trade Show Vendor Move Out
5:30 - 6:30 pm	MAPA Reception
5:30 - 7:00 pm	Grand Finale Social
7:00 - 9:00 pm	Grand Finale Banquet
9:00 - 10:00 pm	Grand Finale After Party

# ANNUAL CONVENTION & TRADE SHOW

## EXCLUSIVE SPONSORSHIP OPPORTUNITIES!

Get the most out of your investment and increase your exposure by becoming an Annual Convention & Trade Show sponsor today.

**Convention sponsors contributing \$3,000 or more will receive one FREE 8x8 booth space**

### **PRESENTING SPONSOR ..... \$30,000**

#### ***New this Year***

- One complimentary full-page advertisement in registration brochure  
*Sponsor will provide the design*
- One complimentary full-page advertisement in event handout  
*Sponsor will provide the design*
- All Convention material will include presenting sponsor logo
- Sponsor logo included on all event day banners
- Sponsors logo will be prominently displayed on each side of stage
- Sponsor logo included on the event banner on MSGA's website homepage
- Sponsor logo and link to company website predominantly displayed on the top third of the Annual Convention event webpage
- Recognition on all Convention emails and digital promotion materials
- Two custom email sent to MSGA members  
*Sponsor provides design, MSGA will distribute*
- 5-minute sponsor greeting at Opening General Session
- VIP hospitality suite at the DoubleTree Hotel available for hosting clients throughout the duration of the event *Beverage and food upgrades available*
- Eight Complimentary All Inclusive Pass registrations  
*Includes meeting & meals for all events*
- Opportunity to present to the MSGA board of directors
- Two Prime 8x8 booth spaces
- Sponsor Table reserved at all meal and general session events *Seating for 8*
- Ability to provide two swag items to attendees in the swag bag
- Sponsor name announced at event and on radio

# *Thank You!*

for your continued support of the Montana Stockgrowers Association and the ranching industry of Montana!

# GRAND FINALE BANQUET OPTIONS

## EXCLUSIVE GRAND FINALE BANQUET - *New!* ..... \$15,000

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- 5-minute speech to address attendees at Grand Finale
- Special recognition at Grand Finale
- Logo in description of Grand Finale on registration brochure & event handout
- 8x8 booth space
- Four Complimentary All Inclusive Pass registrations - *New!*  
*Includes meeting & meals for all events*
- Four Complimentary Grand Finale Banquet Tickets - *New!*  
*Includes access to Grand Finale Banquet only*
- Sponsor Table reserved at event  
*Seating for 8*

— OR —

## GRAND FINALE BANQUET (THREE AVAILABLE) ..... \$5,000

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- Special recognition at Grand Finale
- Logo in description of Grand Finale on registration brochure & event handout
- 8x8 booth space
- Two Complimentary All Inclusive Pass registrations  
*Includes meeting & meals for all events*
- Two Complimentary Grand Finale Banquet Tickets - *New!*  
*Includes access to Grand Finale Banquet only*

## PRESIDENT'S RECEPTION ..... \$5,000

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- 3-minute sponsor greeting at President's Reception - *New!*
- Special recognition at President's Reception
- Banner with logo placed at President's Reception
- Custom email and mail piece sent to President Reception invites - *New!*  
*Sponsor provides design, MSGA will distribute*
- 8x8 booth space
- Two Complimentary All Inclusive Pass registrations  
*Includes meeting & meals for all events*

## CONVENTION KICK-OFF SOCIAL .... \$4,000

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- Special recognition at The Young Stockgrowers Kick Off Social
- Logo in description of The Young Stockgrowers Kick Off Social on registration brochure
- Banner with logo placed at Kick off social
- 8x8 booth space
- Two Complimentary All Inclusive Pass registrations  
*Includes meeting & meals for all events*

## NORTHERN AG NETWORK LUNCH ..... \$4,000

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- 1-minute sponsor greeting at Northern Ag Network Lunch - *New!*
- Special recognition at Northern Ag Network Lunch
- Logo in description of Northern Ag Network Lunch on registration brochure & event handout
- 8x8 booth space
- Two Complimentary All Inclusive Pass registrations  
*Includes meeting & meals for all events*
- Two Complimentary Northern Ag Network Lunch Tickets - *New!*  
*Includes access to the Northern Ag Network Lunch only*
- Sponsor Table reserved at event  
*Seating for 8*

## **PRESIDENTS LUNCH ..... \$4,000**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- 1-minute sponsor greeting at Presidents Lunch - **New!**
- Special recognition at Presidents Lunch
- Logo in description of Presidents Lunch on registration brochure & event handout
- 8x8 booth space
- Two Complimentary All Inclusive Pass registrations  
*Includes meeting & meals for all events*
- Two Complimentary Presidents Lunch Tickets  
*Includes access to the Presidents Lunch only*
- Two Complimentary Presidents Lunch Tickets - **New!**  
*Includes access to the Presidents Lunch only*
- Sponsor Table reserved at event  
*Seating for 8*

## **OPENING GENERAL SESSION ..... \$3,000**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- 1-minute sponsor greeting at Opening General Session - **New!**
- Special recognition at Opening General Session
- Logo in description of Opening General Session on registration brochure & event handout
- 8x8 booth space
- Two Complimentary All Inclusive Pass registrations  
*Includes meeting & meals for all events*

## **GENERAL SESSION II ..... \$3,000**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- 1-minute sponsor greeting at General Session II - **New!**
- Special recognition at General Session II
- Logo in description of General Session II on registration brochure & event handout
- 8x8 booth space
- Two Complimentary All Inclusive Pass registrations  
*Includes meeting & meals for all events*

## **BADGE SPONSOR ..... \$3,000**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- Logo/Name on all attendee badges
- Logo/name displayed at registration desk
- Ability to provide one swag item to attendees at registration
- 8x8 booth space
- Two Complimentary All Inclusive Pass registrations  
*Includes meeting & meals for all events*

## **LANYARD SPONSOR .....\$3,000**

- Sponsor is responsible for providing lanyards
- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- Logo/Name on all attendee lanyards (must provide lanyards to the MSGA office by November 15. MSGA must give final approval of design)
- Logo/name displayed at registration desk
- Ability to provide one swag item to attendees at registration
- 8x8 Booth Space
- Two Complimentary All Inclusive Pass registrations *Includes meeting & meals for all events*

## **REGISTRATION BROCHURE SPONSOR .....\$2,500**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- Logo on front page of registration brochure that will be mailed out to all MSGA members
- Inside cover advertisement in Registration Brochure
- Two Complimentary All Inclusive Pass registrations *Includes meeting & meals for all events*

## **BEEF BREAKFAST SPONSOR .....\$2,500**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- Opportunity to provide a speaker for 45 minutes
- Logo in description of Beef Breakfast on registration brochure & event handout
- Two Complimentary All Inclusive Pass registrations *Includes meeting & meals for all events*

## **MSGA COMMITTEE MEETINGS ..... \$2,500**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- 8x8 booth space
- Two Complimentary All Inclusive Pass registrations *Includes meeting & meals for all events*
- Special recognition at committee meetings

## **GENERAL SPONSORSHIP ..... \$2,500**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- Two complimentary All Inclusive Pass registration (Includes meeting & meals for all events)

## **OPENING GENERAL SESSION SPEAKER ..... \$2,000**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- 1-minute sponsor greeting at Opening General Session - **New!**
- Special recognition at Opening General Session
- Logo listed in conjunction of speaker bio on registration brochure & event handout
- Two Complimentary All Inclusive Pass registrations *Includes meeting & meals for all events*

**GENERAL SESSION II SPEAKER ..... \$2,000**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- 1-minute sponsor greeting at General Session II - **New!**
- Special recognition at General Session II
- Logo listed in conjunction of speaker bio on registration brochure & event handout
- Two Complimentary All Inclusive Pass registrations

*Includes meeting & meals for all events*

**PRESIDENTS LUNCH SPEAKER ..... \$2,000**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- 1-minute sponsor greeting at Presidents Lunch - **New!**
- Special recognition at Presidents Lunch
- Logo listed in conjunction of speaker bio on registration brochure & event handout
- Two Complimentary All Inclusive Pass registrations

*Includes meeting & meals for all events*

**NORTHERN AG NETWORK LUNCH SPEAKER ..... \$2,000**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- 1-minute sponsor greeting at Northern Ag Network Lunch - **New!**
- Special recognition at Northern Ag Network Lunch
- Logo listed in conjunction of speaker bio on registration brochure & event handout
- Two Complimentary All Inclusive Pass registrations

*Includes meeting & meals for all events*

**PROGRAM SPONSOR ..... \$2,000**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- Logo on front page of event program
- Inside cover advertisement in event program
- One Complimentary All Inclusive Pass registrations

*Sponsor must provide ad, 4.5"x8.5"*

*Includes meeting & meals for all events*

**REGISTRATION DESK ..... \$2,000**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- One Complimentary All Inclusive Pass registrations
- Registration desk will display sponsor logo
- Registration area will be referenced as '(company name) registration area' in all print references

**HOSTED BAR (3 AVAILABLE) ..... \$2,000/BAR**

***New this Year***

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- Logo listed in conjunction of event description in event handout \*new this year
- Plaque with logo placed at bar of your chosen event
- Events to Choose From
  - o Trade Show Dinner
  - o Grand Finale Social
  - o After Party

**TRADE SHOW DINNER (4 STATIONS) ..... \$2,000/STATION**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- Ability to place a banner of your choosing by your station  
*Banner must be equal to or less than 47"x79."*
- Special recognition at Trade Show Dinner

**AFTER PARTY ..... \$2,000**

***New this Year***

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- Special recognition while musicians are playing

**SWAG BAGS (ONE AVAILABLE) ..... \$2,000**

- Sponsor is responsible for providing SWAG bags
- Company name/logo listed in all Annual Convention programs & advertising
- Logo listed on SWAG Bag  
*Delivery arrangements must be made by November 1. MSGA must give final approval of design*
- Logo on all sponsor banners
- Ability to provide two swag items to attendees in the swag bag
- One Complimentary All Inclusive Pass registrations  
*Includes meeting & meals for all events*

**STOCKGROWERS COLLEGE ..... \$1,500**

***New this Year***

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- One 60-minute workshops
- Summary of workshop, speaker information, and logo listed in the registration brochure and event handout
- 8x8 booth space
- Two Complimentary All Inclusive Pass registrations  
*Includes meeting & meals for all events*

***Only 7 available per year. Topics cannot be similar and must be approved by MSGA first.***



**SESSION BREAKS ..... \$1,500/DAY**

- Plaque with logo placed at session break
- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners

**SECOND READING OF RESOLUTIONS ..... \$1,000**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- Special recognition at Second Reading

**RIBBON STATION (ONE AVAILABLE) ..... \$1,000**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- Logo on banner set next to the ribbon station
- One Complimentary All Inclusive Pass registrations

*Includes meeting & meals for all events*

**MONTANA PUBLIC LANDS COUNCIL ANNUAL MEETING ..... \$750**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- Special recognition at MPLC's Annual Meeting

**MONTANA CATTLEWOMEN ANNUAL MEETING ..... \$750**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- Special recognition at MCW's Annual Meeting

**YOUNG STOCKGROWERS ANNUAL MEETING ..... \$750**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- Special recognition at Young Stockgrowers Meeting

**SWAG BAG INSERTS (MULTIPLE AVAILABLE) ..... \$250/INSERT**

- Company name listed in all Annual Convention programs & advertising
- Logo on all sponsor banners
- Ability to provide one swag item to attendees in the swag bag registration

*Company must provide the item to MSGA before Oct 1, 2023*

- One Complimentary All Inclusive Pass registrations

*Includes meeting & meals for all events*

***Thank You!***

for your continued support of the Montana Stockgrowers  
Association and the ranching industry of Montana!

# TRADE SHOW MAP



# ANNUAL CONVENTION SPONSORSHIP FORM

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

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

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

## BOOTH PREFERENCE

If you are purchasing more than \$3,000 in sponsorships, you will receive a prime booth included in your sponsorship. Please provide your top three booth options.

*We do our best to accommodate everyone's top preferences, but we cannot guarantee you will get the preferences you list.*

1st Pref  
Booth # \_\_\_\_\_

2nd Pref  
Booth # \_\_\_\_\_

3rd Pref  
Booth # \_\_\_\_\_

## COMPANY BIO

Please provide a 50-word product/service description to be included in the MSGA Annual Convention Program. Descriptions must be provided by September 30 to be included.

## COMPANY LOGO

Please provide a company logo to be used in print and digital advertising for Annual Convention. To make sure logos are not blurry when printed, please make sure you are submitting high-res logos.

ALL LOGOS MUST HAVE TRANSPARENT BACKGROUNDS WHEN SUBMITTED. Accepted file formats include .pdf, .ai, .psd, .esp. Logos must be provided by September 30 to be included.

## ATTENDEE INFORMATION

If you are purchasing more than \$3,000 in sponsorships, please provide the two attendees under your sponsorship.

If you need to register additional attendees, they can be registered online at [www.mtbeef.org](http://www.mtbeef.org) or on-site at Annual Convention. **ALL additional attendees outside of your free registrations MUST complete a paid registration to attend Annual Convention, no exceptions.**

### ATTENDEE #1

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

#### Registration Type

- ☐ All Inclusive Pass (\$225)
- ☐ Day 3 Pass (\$125)
- ☐ Day 2 Pass (\$100)
- ☐ Day 1 Pass (\$50)
- ☐ Grand Finale Banquet (\$50)

### ATTENDEE #2

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

#### Registration Type

- ☐ All Inclusive Pass (\$225)
- ☐ Day 3 Pass (\$125)
- ☐ Day 2 Pass (\$100)
- ☐ Day 1 Pass (\$50)
- ☐ Grand Finale Banquet (\$50)

### ATTENDEE #3

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

#### Registration Type

- ☐ All Inclusive Pass (\$225)
- ☐ Day 3 Pass (\$125)
- ☐ Day 2 Pass (\$100)
- ☐ Day 1 Pass (\$50)
- ☐ Grand Finale Banquet (\$50)

### ATTENDEE #4

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

#### Registration Type

- ☐ All Inclusive Pass (\$225)
- ☐ Day 3 Pass (\$125)
- ☐ Day 2 Pass (\$100)
- ☐ Day 1 Pass (\$50)
- ☐ Grand Finale Banquet (\$50)

### ATTENDEE #5

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

#### Registration Type

- ☐ All Inclusive Pass (\$225)
- ☐ Day 3 Pass (\$125)
- ☐ Day 2 Pass (\$100)
- ☐ Day 1 Pass (\$50)
- ☐ Grand Finale Banquet (\$50)

### ATTENDEE #6

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

#### Registration Type

- ☐ All Inclusive Pass (\$225)
- ☐ Day 3 Pass (\$125)
- ☐ Day 2 Pass (\$100)
- ☐ Day 1 Pass (\$50)
- ☐ Grand Finale Banquet (\$50)

### ATTENDEE #7

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

#### Registration Type

- ☐ All Inclusive Pass (\$225)
- ☐ Day 3 Pass (\$125)
- ☐ Day 2 Pass (\$100)
- ☐ Day 1 Pass (\$50)
- ☐ Grand Finale Banquet (\$50)

### ATTENDEE #8

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

#### Registration Type

- ☐ All Inclusive Pass (\$225)
- ☐ Day 3 Pass (\$125)
- ☐ Day 2 Pass (\$100)
- ☐ Day 1 Pass (\$50)
- ☐ Grand Finale Banquet (\$50)

### ATTENDEE #9

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

#### Registration Type

- ☐ All Inclusive Pass (\$225)
- ☐ Day 3 Pass (\$125)
- ☐ Day 2 Pass (\$100)
- ☐ Day 1 Pass (\$50)
- ☐ Grand Finale Banquet (\$50)

ATTENDEE REGISTRATIONS	AMOUNT	QUANTITY	TOTAL \$ AMOUNT
All Inclusive Pass	\$225		\$
Day 3 Pass	\$125		\$
Day 2 Pass	\$100		\$
Day 1 Pass	\$50		\$
Grand Finale Banquet	\$50		\$
		<b>ATTENDEE TOTAL</b>	\$

## SPONSORSHIP OPPORTUNITIES

Please select the sponsorships you would like to purchase for MSGA's Annual Convention. Sponsorship Forms must be filled out completely and sent to the MSGA office via mail or email by September 30. MSGA cannot guarantee placement of logos or company names on Annual Convention advertising and event materials if sponsorships are registered after the deadline. **Sponsorships at the \$3,000 or above level will receive a FREE prime trade show booth and all-inclusive passes for TWO attendees unless stated otherwise.**

SPONSORSHIP	AMOUNT	TOTAL
Presenting Sponsor - <b>New!</b>	\$30,000	\$
Exclusive Grand Finale Dinner - <b>New!</b>	\$15,000	\$
Grand Finale Dinner (three available)	\$5,000	\$
President's Reception	\$5,000	\$
Convention Kick-off Social	\$4,000	\$
Northern Ag Network Lunch	\$4,000	\$
Presidents Lunch	\$4,000	\$
Opening General Session	\$3,000	\$
General Session II	\$3,000	\$
Badge Sponsor	\$3,000	\$
Lanyard Sponsor	\$3,000	\$
Registration Brochure Sponsor	\$2,500	\$
Beef Breakfast Sponsor	\$2,500	\$
MSGA Committee Meetings (three available)	\$2,500	\$
General Sponsorship	\$2,500	\$
Opening General Session Speaker	\$2,000	\$
General Session II Speaker	\$2,000	\$
Presidents Lunch Speaker	\$2,000	\$
Northern Ag Network Lunch Speaker	\$2,000	\$
Program Sponsor	\$2,000	\$
Registration Desk	\$2,000	\$
Hosted Bar (three available) - <b>New!</b>	\$2,000/bar	\$
Trade Show Dinner (four stations)	\$2,000/station	\$
After Party - <b>New!</b>	\$2,000	\$
SWAG Bags (one available)	\$2,000	\$
Stockgrowers College (seven available) - <b>New!</b>	\$1,500	\$
Session Breaks	\$1,500/day	\$
Second Reading of Resolutions	\$1,000	\$
Ribbon Station (one available)	\$1,000	\$
Montana Public Lands Council Annual Meeting	\$750	\$
Montana CattleWomen Annual Meeting	\$750	\$
Young Stockgrowers Annual Meeting	\$750	\$
SWAG Bag Inserts (multiple available)	\$250	\$
	<b>SPONSORSHIP TOTAL</b>	\$
	<b>ATTENDEE REGISTRATION TOTAL</b>	\$
	<b>GRAND TOTAL</b>	\$

**PAYMENT**

Check (Please make payable to MSGA) ☐ Send Invoice

Credit Card (Visa or Mastercard please)

Credit Card Number \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature \_\_\_\_\_

**Please mail this form and payment to MSGA by September 30, 2023.**

420 N. California St.  
Helena, MT 59601

Email keni@mtbeef.org  
(406) 442-3420

# M BAR LEADERSHIP ACADEMY



# PROGRAM TIMELINE

## 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

## 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



**PRESENTING SPONSORSHIP (1 AVAILABLE) ..... \$20,000**

- The Presenting Sponsor will serve as the premier sponsor of the M Bar Academy.
- Present at an Academy session, and share a 3-5 minute video with attendees
- Two full-page ads in a MSGA monthly newsletter
- Four social media ads on MSGA's Facebook and Instagram channels
- Opportunity to provide editorial content in one MSGA newsletter
- Recognized when possible in Academy material and promotions.

**PLATINUM SPONSORSHIP ..... \$10,000**

- Present at an Academy session, and share a 3-5 minute video with attendees
- One full-page ad in a MSGA monthly newsletter
- Two social media ads on MSGA's Facebook and Instagram channels
- Opportunity to provide editorial content in one MSGA newsletter

**GOLD SPONSORSHIP ..... \$5,000**

- Present at an Academy session
- Receive one half-page ad in a MSGA monthly newsletter
- Two social media ads on MSGA's Facebook and Instagram channels

**IN-PERSON SESSION SPONSORSHIP ..... \$2,500**

*(6 Available Total - 2 remaining for the 2022-2023 cohort)*

- Opportunity to speak to the group during their sponsored session.

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

- 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.

**VIRTUAL SESSION SPONSORSHIP ..... \$1,000**

*(3 Available Total - 2 remaining for the 2022-2023 cohort)*

- 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.

**PARTICIPANT SCHOLARSHIP SPONSORSHIP ..... \$1,000**

*(15 Available for the 2023-2024 cohort starting June 2024)*

- 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.

**LEADERSHIP SPOTLIGHT SPONSORSHIP (19 AVAILABLE) ..... \$500**

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

**\$499 & BELOW SUPPORTING CONTRIBUTOR SPONSORSHIP ..... \$499**

- 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 ..... \$ INQUIRE BELOW**

- 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**

[illegible]

# 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	\$
<b>GRAND TOTAL</b>		\$

## 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 Keni Reese at [keni@mtbeef.org](mailto:keni@mtbeef.org) or mail to

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

# AG APPRECIATION TAILGATE

# AG APPRECIATION TAILGATE

## SPONSORSHIP OPPORTUNITIES

### BLOODY MARY BAR SPONSOR ..... \$1,000

- Co-branded tailgate cups or koozies
- Bar inside MSGA tailgate space
- Logo included on digital promotions

### TAILGATE SWAG PACKAGE ..... \$ PRICING VARIES

- Co-branded SWAG to be handed out at tailgate
- Logo included on digital promotions

### BREAKFAST BAR PACKAGE ..... \$750

- Logo displayed on food table
- Co-branded napkins
- Logo included on digital promotions

## CONTACT INFORMATION

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

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

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

## SPONSORSHIP SELECTION

SPONSORSHIP	PRICE	TOTAL
Bloody Mary Bar Sponsor	\$1,000	
Tailgate SWAG Package	Pricing Varies	
Breakfast Bar Package	\$750	
FINAL TOTAL		

## PAYMENT INFORMATION

Check (Please make payable to MSGA) ☐ Send Invoice

Credit Card (Visa or Mastercard please)

Credit Card Number \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature \_\_\_\_\_

**Please mail this form  
and payment to MSGA**

MSGA  
420 N. California St.  
Helena, MT 59601

Email keni@mtbeef.org  
(406) 442-3420

# BUCKING HORSE SOCIAL

## SPONSORSHIP OPPORTUNITIES

### BLOODY MARY BAR SPONSOR ..... \$1,000

- Co-branded cups or koozies
- Bar inside MSGA social space
- Logo included on digital promotions

### GENERAL EVENT SPONSOR ..... \$500

- Logo included on digital promotions
- Logo included on event banner

### BREAKFAST BAR PACKAGE ..... \$500

- Logo displayed on food table
- Co-branded napkins
- Logo included on digital promotions

### SWAG PACKAGE ..... \$ PRICING VARIES

- Co-branded SWAG to be handed out at event
- Logo included on digital promotions

# BUCKING HORSE SOCIAL

## CONTACT INFORMATION

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

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

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

## SPONSORSHIP SELECTION

SPONSORSHIP	PRICE	TOTAL
Bloody Mary Bar Sponsor	\$1,000	
General Event Sponsor	\$500	
Breakfast Bar Package	\$500	
SWAG Package	\$Pricing Varies	
FINAL TOTAL		

## PAYMENT INFORMATION

Check (Please make payable to MSGA) ☐ Send Invoice

Credit Card (Visa or Mastercard please)

Credit Card Number \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature \_\_\_\_\_

***Please mail this form and payment to MSGA***

MSGA  
420 N. California St.  
Helena, MT 59601

Email keni@mtbeef.org | (406) 442-3420

# INTERNSHIP PROGRAM

## SUPPORT A STUDENT INTERN TODAY!

### CONVENTION INTERN SPONSOR ..... \$5,000

- Logo on MSGA website
- Internship spotlight including the sponsor's logo in MSGA's monthly newsletter

*The MSGA Annual Convention Internship Program was created to provide students with a hands-on experience of the various facets of association event planning and execution, policy development, social media engagement and coverage during MSGA's Annual Convention & Trade Show. Interns will be selected for three positions: Policy, Communications, and General Events.*

### SUMMER INTERN SPONSOR (CAN BE SPLIT) ..... \$10,000

- Logo on MSGA website
- Sponsor's logo included with the Internship spotlight article in MSGA's monthly newsletter (will include three logo placements from June - August)

*The MSGA Summer Internship Program was created to provide students with a comprehensive experience over the course of the three months. Interns will assist in event planning, public relation management, member communications, write editorial articles for MSGA's newsletter, and more.*

# INTERNSHIP PROGRAM SPONSOR FORM

## CONTACT INFORMATION

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

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

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

## SPONSORSHIP SELECTION

SPONSORSHIP	AMOUNT	TOTAL
Convention Intern Sponsor	\$5,000	\$
Summer Intern Sponsor	\$10,000	\$
	<b>GRAND TOTAL</b>	\$

## PAYMENT INFORMATION

Check (Please make payable to MSGA) ☐ Send Invoice

Credit Card (Visa or Mastercard please)

Credit Card Number \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature \_\_\_\_\_

**Please mail this form and payment to MSGA**

MSGA  
420 N. California St.  
Helena, MT 59601

Email keni@mtbeef.org | (406) 442-3420



# TOP HAND PROGRAM

# TOP HAND PROGRAM

## SPONSORSHIP OPPORTUNITIES

The Top Hand Program is the Montana Stockgrowers Association's member recruitment program that recognizes outstanding members within the association who have shown commitment in building a stronger organization.

**Want to get involved?** Custom opportunities are available. Contact Keni Reese at (406) 442-3420 or [keni@mtbeef.org](mailto:keni@mtbeef.org) to discuss your thoughts on how you can best support the Top Hand Program.

### TOP HAND PROGRAM GRAND PRIZE SPONSOR

- Website Advertising
  - Premium Space on MSGA's website [www.mtbeef.org](http://www.mtbeef.org)
- Montana Stockgrowers Update (Monthly Newsletter)
  - 12 half page advertisements given premium placement
- Annual Convention Sponsorship
  - Logo listed on all Annual Convention sponsorship banners, print material, and event webpage.
- MidYear Meeting Sponsorship
  - Logo listed on all Annual Convention sponsorship banners, print material, and event webpage.
- Top Hand Program Banner on Display at Annual Convention & MidYear Meeting
  - Logo / Company name listed on a banner for the Top Hand Program to be displayed at MidYear and Annual Convention.
- Membership Mailings
  - Direct mail to over 1,000 MSGA members to promote Top Hand Program
- Digital Media Campaign
  - Four Facebook posts per year promoting the prize for the Top Hand Program
  - Four Email Posts per year promoting the prize for the Top Hand Program
- Top Hand Presentation at Annual Convention
  - Recognition at the Top Hand Presentation during MSGA's 2022 & 2023 Annual Convention

### INDIVIDUAL TOP HAND PRIZE SPONSOR

- Top Hand Presentation at Annual Convention
  - Recognition at the Top Hand Presentation during MSGA's 2022 & 2023 Annual Convention
- Website Advertising
  - Premium Space on MSGA's website [www.mtbeef.org](http://www.mtbeef.org)
- Top Hand Program Banner on Display at Annual Convention & MidYear Meeting
  - Logo / Company name listed on a banner for the Top Hand Program to be displayed at MidYear and Annual Convention.
- Membership Mailings
  - Direct mail to over 1,000 MSGA members to promote the Top Hand Program
- Digital Media Campaign
  - Four Facebook posts per year promoting the Individual Top Hand Prize
  - Four Email Posts per year promoting the Individual Top Hand Prize



A MSGA MEMBERSHIP PROGRAM

# SOCIAL MEDIA GIVEAWAY

# SOCIAL MEDIA GIVEAWAY

## SPONSORSHIP OPPORTUNITIES

### SOCIAL MEDIA GIVEAWAY SPONSORSHIP ..... \$500

***Sponsor must provide the giveaway item. MSGA must approve item first.***

- Three Facebook posts about the giveaway partnership
- Two email ads about the giveaway partnership
- One text message using MSGA's messaging platform about the giveaway partnership

## CONTACT INFORMATION

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

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

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

## GIVEAWAY DETAILS

Giveaway Item: \_\_\_\_\_ Est. Value: \_\_\_\_\_

Preferred Timeframe for Promotion: \_\_\_\_\_

Notes about Item: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Website: \_\_\_\_\_

Facebook Account: \_\_\_\_\_

## PAYMENT INFORMATION

Check (Please make payable to MSGA) ☐ Send Invoice

Credit Card (Visa or Mastercard please)

Credit Card Number \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature \_\_\_\_\_

***Please mail this form  
and payment to MSGA***

MSGA  
420 N. California St.  
Helena, MT 59601

Email keni@mtbeef.org  
(406) 442-3420

# OTHER OPPORTUNITIES

# DIGITAL ADVERTISING PACKAGES

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## Prime Package

**\$1,050 non-members | \$787 members**

Four Facebook Posts  
Three Email Posts  
Two Instagram Posts  
Two Instagram Stories  
One Blog Post

## Choice Package

**\$800 non-members | \$600 members**

Four Facebook Posts  
Three Email Posts  
Instagram Post

## Select Package

**\$600 non-members | \$450 members**

Three Facebook Posts  
Three Email Posts

## 15-Second Podcast Ad Read

**\$100 non-members | \$80 members**

Three Facebook Posts  
Three Email Posts

***Have something different in mind?***

*Contact Keni Reese, at  
[keni@mtbeef.org](mailto:keni@mtbeef.org) to  
coordinate a campaign that  
will work for you.*



# DUE DATES

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Advertisements/graphics must be submitted electronically, photo-ready to Keni Reese (keni@mtbeef.org) at least seven days before the campaign is to begin.

Although MSGA reserves the rights to create the language in the post description boxes as we see fit, we are more than happy to work with you to create language for the advertisement that benefits both parties. If you have specific requirements for copy, please contact Keni Reese at keni@mtbeef.org.



# ADVERTISING LAWS

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To follow in accordance with FTC laws, MSGA must disclose to followers any “material connection” with advertising partners. Therefore, all paid posts and campaigns will be required to say #ad/#sponsored on all social posts as well as an advertisement disclosure in any blog or email post. These disclosures will be stated at the beginning or toward the beginning of each post.

# Montana Stockgrowers Association

## 2023 RATE CARD AND PUBLISHING SCHEDULE

### Montana Stockgrowers Update

Monthly Newsletter | Circulation 1,500 Print / 2,500 Digital | Publication Size: 8.5"W x 11"H

The print newsletter is published in grayscale. Ads for the digital edition can be in color.

### Advertising Rates

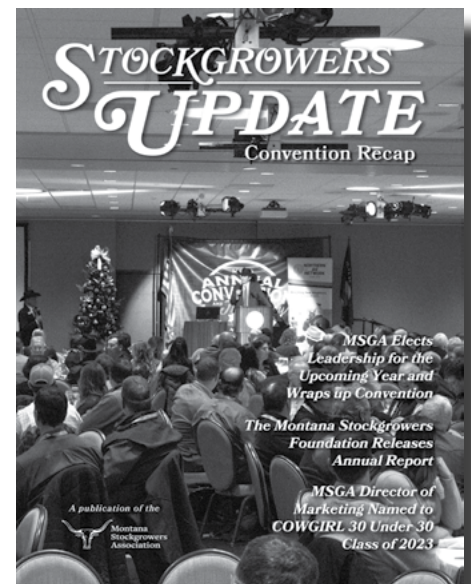
	Grayscale: Print & Digital			<b>Full-Color advertisement in digital, additional \$75</b>  Purchase 3 consecutive months Full-Color Ads, 10% discount (Half page or larger)
	<b>Non-Member</b> (base price)	<b>Member</b> (15% Discount)	<b>Priority Page Buyer</b> (35% Discount)	
<b>Insert</b>	\$750	\$637.50	\$487.50	
<b>Full Page</b>	\$750	\$637.50	\$487.50	
<b>Half Page</b>	\$500	\$425	\$325	
<b>Quarter Page</b>	\$250	\$212.50	\$162.50	

### Mechanical Requirements

	<b>Width (inches) x Height (inches)</b>	<b>Materials must be submitted electronically, photoready, by the due date.</b>  *Inserts due to the MSGA office 4 days prior to due date*  MSGA reserves the right to deny ads that do not meet mechanical requirements.
<b>Insert</b>	8.5 x 11 (2-sided, Full-Color) Bleed: 0.125 inch   Margins: 0.25 inch	
<b>Full Page</b>	8.5 x 11 Bleed: 0.125 inch   Margins: 0.25 inch	
<b>Half Page</b>	3.75 x 7.5 or 7.5 x 5	
<b>Quarter Page</b>	3.75 x 5	

### Due Dates

	<b>Materials Due</b>	<b>Materials must be submitted electronically, photo-ready, by the 15th of the preceding month the materials are to be printed in.</b>  The newsletter will be sent out via email and mail by the beginning of the month.
<b>January</b>	December 15	
<b>February</b>	January 15	
<b>March</b>	February 15	
<b>April</b>	March 15	
<b>May</b>	April 15	
<b>June</b>	May 15	
<b>July</b>	June 15	
<b>August</b>	July 15	
<b>September</b>	August 15	
<b>October</b>	September 15	
<b>November</b>	October 15	
<b>December</b>	November 15	



### Advertisement Sales Representatives

Devin Murnin (406) 696-1502; devin.murnin@gmail.com | Keni Reese (406) 442-3420; keni@mtbeef.org

### Montana Stockgrowers Association

420 N. California Helena, MT 59601 | Office: (406) 442-3420 | Fax: (406) 449-5105 | www.mtbeef.org



# Montana Stockgrowers Association

## 2023 RATE CARD AND PUBLISHING SCHEDULE

### Montana Seedstock and Commercial Cattle Directory

Annual Directory | Print Circulation: 2,000 | Publication Size: 5.5"W x 8.5"H | Digital Edition at mtbeef.org  
This premier directory is mailed to MSGA members, livestock markets, feeders, and cattle buyers across the U.S. It is also distributed at the numerous national and statewide trade shows, seedstock sales, and other national and state agricultural events.

#### Deadlines

##### REGULAR ADS

**June 15** Notify MSGA of Submission

**June 30** Final Materials Due

##### PRIORITY PAGE ADS

**June 1** Priority Page Materials Due

**June 15** Final Ad Due

**\*Listings and Advertisers MUST be a current MSGA member.\***

#### Advertising Rates

Advertisement Size	One Color (Black + 1 Color)	Black Only
<b>PRIORITY PAGE (FULL COLOR)..... AUCTION ONLY</b>		
Priority Page advertisements are auctioned off annually at the MSGA Annual Convention. Priority page advertisers also receive additional benefits like, digital advertising, tickets to the grand finale banquet, and a vest. To learn more about becoming a priority page buyer, contact Keni Reese, MSGA at (406) 442-3420.		
<b>GOLD PAGE ADVERTISEMENT (FULL COLOR)..... \$1,250</b>		
Gold Page Advertisements are full-page, full color advertisements that can be bought after the priority page auction. Gold Page buyers will not receive the additional benefits of a priority page buyer.		
<b>SILVER PAGE ADVERTISEMENT.....\$650.....\$525</b>		
Full page, one-color or black only advertisement. If you select a one color advertisement, your advertisement will be black plus one other color of your choice.		
<b>BRONZE PAGE ADVERTISEMENT.....\$500.....\$375</b>		
Half page, one-color or black only advertisement. If you select a one color advertisement, your advertisement will be black plus one other color of your choice.		
<b>COMMERCIAL ADVERTISEMENT .....\$100</b>		
Commercial Cattle advertisements are only black and white.		

#### Mechanical Requirements (Width x Height)

Advertisement	Bleed	Ad Size/Trim	Live Area	Color
<b>Full Page w/ bleed</b> (Priority, Gold or Silver pages)	5.75" x 8.75"	5.5" x 8.5"	4.5" x 7.75"	Full Color
<b>Full Page w/out bleed</b> (Priority, Gold or Silver pages)	No Bleed	4.5" x 7.75"	4.5" x 7.75"	Full Color
<b>Bronze Page</b>	No Bleed	4.5" x 3.5"	4.5" x 3.5"	1 color or BW
<b>Commercial Ad</b>	No Bleed	2.125" x 2.125"	2.125" x 2.125"	Black & White

**Layout templates are available on MSGA's website at [mtbeef.org/news/seedstock-commercial-cattle-directory/](https://www.mtbeef.org/news/seedstock-commercial-cattle-directory/)**

#### Advertisement Sales Representatives

Devin Murnin (406) 696-1502; [devin.murnin@gmail.com](mailto:devin.murnin@gmail.com) | Keni Reese (406) 442-3420; [keni@mtbeef.org](mailto:keni@mtbeef.org)

#### Montana Stockgrowers Association

420 N. California Helena, MT 59601 | Office: (406) 442-3420 | Fax: (406) 449-5105 | [www.mtbeef.org](http://www.mtbeef.org)