SPONSORSHIP AND ADVERTISING PROSPECTUS





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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 rachael@mtbeef.org | (406) 442-3420 420 N. California St. Helena, MT 59601

EVENTS & PROGRAMS

Ag Appreciation Weekend Tailgate

Annual Convention

Bucking Horse Social

Digital Advertising

M Bar Leadership Academy

MidYear Meeting

Montana Seedstock & Commercial Cattle Directory





WHO WE ARE

The Montana Stockgrowers Foundation (MSF) is a 501(c)3 nonprofit organization and was established to ensure the future of Montana's cattle industry through producer and public education, and promotion of MSGA programs. The Foundation supports the next generation by offering educational programs, academic scholarships and providing leadership opportunities.

CONTACT

www.mtbeeffoundation.org foundation@mtbeef.org | (406) 442-3420 420 N. California St. Helena, MT 59601

EVENTS

Raising the Steaks Environmental Stewardship Ranch Tour

Sunset Banquet

TBone Classic Gala Dinner & Golf Tournament

MAY

RAISING THE STEAKS TOUR

May 12, 2025

Sponsorships due Spring 2025

BUCKING HORSE SALE SOCIAL

May 17, 2025 | Miles City Sponsorships due April 15

MAY/JUNE

MIDYEAR MEETING

May 28 - 30, 2025 | Butte Sponsorships due April 1

MSF SUNSET BANQUET

May 29, 2025 | Butte Sponsorships due April 1

AUGUST

MSF TBONE CLASSIC

August 13 - 14, 2025 Briarwood Golf Course, Billings Sponsorships due July 1

NOVEMBER

AG APPRECIATION WEEKEND TAILGATE

October/November, 2025 MSU Campus, Bozeman Sponsorships due October 1

DECEMBER

ANNUAL CONVENTION & TRADE SHOW

December 10 - 12, 2025 Northern & DoubleTree Hotels, Billings Sponsorships due Sept 30 The Montana Stockgrowers Foundation's Raising the Steaks Environmental Stewardship Ranch Tour gathers an intimate group of thoughtful, creative individuals to put their boots on the ground and their heads in the game in facilitated diverse and informative discussions that highlight current issues and solutions to challenges ranchers and conservationists face when managing private and public lands for future generations.

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.

The MSGA 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.

The Montana Stockgrowers Foundation's Sunset Banquet is held in conjunction with MSGA's MidYear Meeting and serves as a fundraising event for MSF.

The Montana Stockgrowers Foundation's TBone Classic Gala Dinner & Golf Tournament provides an opportunity to foster new partnerships between Montana's ranching community and other businesses/industries essential to Montana's economy.

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!

MSGA's Annual Convention & Trade Show provides education, information, fellowship, and an opportunity for the beef industry and MSGA members to set policy that will shape the landscape of cattle ranching in Montana.

MIDYEAR MEETING

TENTATIVE EVENT Schedule

MAY 28, 2025

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

MAY 29, 2025

9:00 am -	- 4:30 pm	Registration	Open
, , , , , , , , , , , , , , , , , , , ,			O O O O O

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

1:00 - 2:30 pm Opening General Session

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

Committee

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

Policy Committee

5:30 - 6:30 pm MSF Sunset Social

6:30 - 8:30 pm MSF Sunset Banquet

8:30 - 10:00 pm MSF Sunset After Party

MAY 30, 2025

7.30 - 11.00 am Registration Oper	7:30 -	11:00 am	Registration	Open
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8:00 - 8:45 am Coffee Talks Presentation

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

PRESENTING SPONSOR - EXCLUSIVE......\$10,000

- Recognition at all MidYear General Sessions
- Logo placement on sponsor page of event program
- Logo included on all sponsor banners
- Logo and link to company website predominantly displayed on the top third of the MidYear event webpage
- One complimentary full-page, full color advertisement in event program
 Sponsor must provide the design to MSGA by April 1 Handouts are 4"x9" with a .25" bleed and .25" margins
- Logo included on front page of event program

- 5-minute sponsor greeting at Opening General Session
- Recognition on all MidYear emails and digital promotional materials
- Four (4) complimentary All Inclusive Pass registrations Includes meetings and meals for all events
- Four (4) complimentary Sunset Banquet registrations Includes access to Sunset Banquet only
- One (1) sponsor table reserved at Sunset Banquet Seating for 8
- Opportunity to present to the MSGA board of directors
- Booth space in registration area

PLATINUM SPONSOR\$5,000

- Recognition at all MidYear General Sessions
- Logo placement on sponsor page of event program
- Logo included on all sponsor banners
- Logo placement on MidYear event webpage
- Three complimentary All Inclusive Pass registrations Includes meetings and meals for all events"
- One complimentary full-page, black and white color advertisement in event program
 Sponsor must provide the design to MSGA by April 1 Handouts are 4"x9" with a .25" bleed and .25" margins
- Opportunity to provide a 30-second video to be played during MidYear
 Sponsor must provide video to MSGA by May 1

PRIME SPONSOR\$3,000

- Recognition at all MidYear General Sessions
- Logo placement on sponsor page of event program
- Logo included on all sponsor banners
- Logo placement on MidYear event webpage
- Three complimentary All Inclusive Pass registrations Includes meetings and meals for all events
- One complimentary full-page, black and white color advertisement in event program
 Sponsor must provide the design to MSGA by April 1 Handouts are 4"x9" with a .25" bleed and .25" margins

CHOICE SPONSOR\$2,000

- Recognition at all MidYear General Sessions
- Logo placement on sponsor page of event program
- Logo included on all sponsor banners
- Logo placement on MidYear event webpage
- Three complimentary All Inclusive Pass registrations Includes meetings and meals for all events

BADGE SPONSOR EXCLUSIVE\$1,500

- Recognition at all MidYear General Sessions
- Logo placement on sponsor page of event program
- Logo included on all sponsor banners
- Logo placement on MidYear event webpage
- Logo included on all attendee badges
- Logo displayed at registration desk

LANYARD SPONSOR EXCLUSIVE \$1,500

- Recognition at all MidYear General Sessions
- Logo placement on sponsor page of event program
- Logo included on all sponsor banners
- Logo placement on MidYear event webpage
- Logo included on all attendee lanyards
 Sponsor is responsible for providing lanyards. Must provide lanyards to the MSGA office by May 1. MSGA must give final approval of design.

STANDARD SPONSOR\$1,000

- Recognition at all MidYear General Sessions
- Logo placement on sponsor page of event program
- Logo included on all sponsor banners
- Logo placement on MidYear event webpage

MIDYEAR MEETING SPONSORSHIPS CONT.

COFFEE TALKS BLOODY MARY BAR SPONSOR EXCLUSIVE\$1,000

- Recognition at all MidYear General Sessions
- Logo placement on sponsor page of event program
- Logo included on all sponsor banners
- Logo placement on MidYear event webpage
- Special recognition at Coffee Talks presentation
- Logo displayed at Bloody Mary Bar

SELECT SPONSOR\$500

- Logo placement on sponsor page of event program
- Logo included on all sponsor banners
- Logo placement on MidYear event webpage

SUNSET BANQUET EXCLUSIVE SPONSORSHIPS

SUNSET BANQUET PRESENTING SPONSOR - EXCLUSIVE\$5,000

- Eight (8) complimentary Sunset Banquet registrations
 - Includes access to Sunset Banquet only
- One (1) sponsor table reserved at Sunset Banquet Seating for eight (8)
- Special recognition at Sunset Banquet
- Logo displayed on table tents
- Logo included in Sunset Banquet print materials
- Logo included in Sunset Banquet digital promotions
- 5-minute sponsor greeting at Sunset Banquet

SUNSET BANQUET AFTER PARTY SPONSOR\$3,000

- Four (4) complimentary Sunset Banquet registrations
 - Includes access to Sunset Banquet only
- Special recognition at Sunset Banquet After Party
- Logo included in Sunset Banquet After Party print materials
- Logo included in Sunset Banquet After Party digital promotions
- Band mention from stage

SUNSET BANQUET AUCTION SPONSOR\$1,000

- Logo displayed during auction
- Auctioneer mention from stage
- Logo included in Sunset Banquet print materials
- Logo included in Sunset Banquet Auction digital materials

SUNSET BANQUET BAR SPONSOR\$1,000

- Logo displayed at Sunset Banquet Bar
- Opportunity to provide a banner at the Sunset Banquet Bar
 - Banner must be coordinated with MSF by May 1
- Logo included in Sunset Banquet print materials

SUNSET BANQET SOCIAL SPONSOR\$1,000

- Opportunity to provide a banner at the Sunset Banquet Social
 - Banner must be coordinated with MSF by May 1
- Logo included in Sunset Banquet print materials

SUNSET BANQUET TABLE SPONSOR

(6 AVAILABLE)\$1,000/TABLE

- Eight (8) complimentary Sunset Banquet registrations
 - Includes access to Sunset Banquet only
- One (1) sponsor table reserved at Sunset Banquet Seating for eight (8)
- Logo displayed at reserved table

MIDYEAR MEETING SPONSORSHIP FORM

Company:			
Contact Person:			
Email:			
		one:	
Address:			
City:	State:	Zip:	
S	PONSORSHIP O	PPORTUNITIES	
SPONSO	RSHIP	AMOUNT	TOTAL
MSGA Sponsorships			
Presenting Sponsor		\$10,000	\$
Platinum Sponsor		\$5,000	\$
Prime Sponsor Choice Sponsor		\$3,000 \$2,000	\$
Badge Sponsor		\$1,500	\$
Lanyard Sponsor		\$1,500	\$
Standard Sponsor		\$1,000	\$
Coffee Talks Bloody Mary Bar Sp	onsor	\$1,000	\$
Select Sponsor		\$500	\$
MSF Sunset Banquet Sponsorship	os		
Presenting Sponsor		\$5,000	\$
After Party Sponsor		\$3,000	\$
Bar Sponsor		\$1,000	\$
Social Sponsor		\$1,000	\$
Table Sponsor (6 available)		\$1,000/table	\$
		GRAND TOTA	L \$
	PAYMENT IN	FORMATION	
☐ Check (Please make page)☐ Credit Card (Visa or Ma	,	l Investor	payment to MSGA by April 1, 2025.
Credit Card Number:			MSGA 420 N. California St.
Expiration Date:	CVC:		Helena, MT 59601
	Signature:	Ema	il rachael@mtbeef.org

ANNUAL CONVENTION & TRADE SHOW

TENTATIVE EVENT Schedule

DEC	EMBER 10	DECEMI	BER 11 CONT
8:00 - 11:00 am	Foundation Trustee Meeting	5:00 - 6:00 pm	MCW Installation, Social, & Past Presidents
8:30 - 10:00 am	MPLC & MASGD Joint Board Meeting	6:00 - 8:00 pm	Trade Show Celebration
10:00 am - 12:00 pm	MPLC Annual Meeting		Dinner
10:00 am - 1:00 pm	Trade Show Vendor Move In	6:00 - 7:00 pm	MCW New Board Of Directors Meeting
11:30 am - 4:00 pm	Registration Open	DEC	EMBER 12
2:00 - 5:00 pm	Land Use & Environment Committee	7:00 am – 4:00 pm	DoubleTree Registration Open
1:00 - 6:30 pm	Trade Show Open	9:30 am – 8:00 pm	Northern Registration Open
5:00 - 6:30 pm	Kick Off Social	7:00 am – 8:00 am	Beef Breakfast
6:30 - 8:00 pm	President's Reception (Invite Only)	8:00 - 10:00 am	Beef Production & Marketing Committee Meeting
5:30 - 6:30 pm	MCW Board Of Directors	10:00 am - 4:00 pm	Trade Show Open
	Meeting (off site)	10:15 - 11:15 am	General Session II
DEC	EMBER 11	11:30 am - 12:30 pm	Presidents Lunch
7:30 am – 4:30 pm	DoubleTree Registration Open	12:30 – 1:30 pm	Young Stockgrowers Meeting
7:30 am – 2:00 pm	Northern Registration Open	1:30 - 2:30 pm	Stockgrowers Colleges
8:00 - 10:00 am	Trade Show Vendor Move In	2:45 - 4:00 pm	Second Reading Of
8:00 – 10:00 am	Opening General Session		Resolutions
10:15 - 11:45 am	Stockgrowers Colleges	4:00 – 5:00 pm	Third/Final Reading Of Resolutions
10:15 am – 12:00 pm	MCW Women of the West	4:00 – 8:00 pm	Trade Show Vendor Move Out
11:00 am - 8:00 pm	Trade Show Open	5:30 - 6:30 pm	MAPA Reception
12:00 - 2:00 pm	Northern Ag Network Lunch	5:30 - 7:00 pm	Grand Finale Social
2:00 – 5:00 pm	Montana CattleWomen Annual Meeting	7:00 - 9:00 pm	Grand Finale Banquet
2:30 - 5:00 pm	Tax & Ag Finance Committee	9:00 - 11:30 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

GRAND FINALE BANQUET OPTIONS

EXCLUSIVE GRAND FINALE BANQUET\$15,000

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- 8'x8' exhibitor booth space
- Four (4) complimentary All Inclusive Pass registrations

Includes meetings and meals for all events

- Four (4) complimentary Grand Finale Banquet registrations
 - Includes access to Grand Finale Banquet only
- One (1) sponsor table reserved at Grand Finale Banquet

Seating for eight (8)

- 5-minute sponsor greeting at Grand Finale Banquet
- Special recognition at Grand Finale Banquet
- Logo included in description of Grand Finale in registration brochure and event program

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

- Recognition at all Annual Convention General Sessions
- Logo placement on Annual Convention event webpage
- Logo included on all sponsor banners
- Logo placement on sponsor page of registration brochure and event program
- 8'x8' exhibitor booth space
- Two (2) complimentary All Inclusive Pass registrations

Includes meetings and meals for all events

Two (2) complimentary Grand Finale Banquet registrations

Includes access to Grand Finale Banquet only

- Special recognition at Grand Finale Banquet
- Logo included in description of Grand Finale in registration brochure and event program

Thank You!

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

STAC	GE SPONSORSHIP\$10,000
	Recognition at all Annual Convention General Sessions
	ogo placement on Annual Convention event webpage
	ogo included on all sponsor banners
	ogo placement on sponsor page of registration brochure and event program
	3'x8' exhibitor booth space
	Four (4) complimentary All Inclusive Pass registrations
	ncludes meetings and meals for all events
• F	Four (4) complimentary Grand Finale Banquet registrations
	ncludes access to Grand Finale Banquet only
	Special recognition at Grand Finale Banquet
• [Logo included on emcee page in the event program
PRE	SIDENT'S RECEPTION\$5,000
• F	Recognition at all Annual Convention General Sessions
• L	ogo placement on Annual Convention event webpage
• [logo included on all sponsor banners
• [ogo placement on sponsor page of registration brochure and event program
• 8	3'x8' exhibitor booth space
• 1	Two (2) complimentary All Inclusive Pass registrations
	ncludes meetings and meals for all events
	Special recognition at President's Reception
	3-minute sponsor greeting at President's Reception
	Banner with logo placed at President's Reception
	Custom email and mail piece sent to President's Reception invitation list.
٨	MSGA will design and distribute materials. Logo must be provided to MSGA by September 30.
	THERN AG NETWORK BEST OF BEEF LUNCH\$5,000
	Recognition at all Annual Convention General Sessions
	ogo placement on Annual Convention event webpage
	ogo included on all sponsor banners
	ogo placement on sponsor page of registration brochure and event program
	3'x8' exhibitor booth space
	Two (2) complimentary All Inclusive Pass registrations
	ncludes meetings and meals for all events
	Two (2) complimentary Northern Ag Network Best of Beef Lunch Tickets ncludes access to Northern Ag Network Best of Beef Lunch only
	One (1) sponsor table reserved at Northern Ag Network Best of Beef Lunch
	Seating for eight (8)
	Special recognition at Northern Ag Network Best of Beef Lunch
	I-minute sponsor greeting at Northern Ag Network Best of Beef Lunch
• L	Logo included in description of Northern Ag Network Best of Beef Lunch in registration brochure and event program

PRESIDENTS LUNCH\$5,00
Recognition at all Annual Convention General Sessions
Logo placement on Annual Convention event webpage
Logo included on all sponsor banners
Logo placement on sponsor page of registration brochure and event program
8'x8' exhibitor booth space
Two (2) complimentary All Inclusive Pass registrations
Includes meetings and meals for all events
Two (2) complimentary Presidents Lunch Tickets
Includes access to Presidents Lunch only
One (1) sponsor table reserved at Presidents Lunch
Seating for eight (8)
Special recognition at Presidents Lunch
1-minute sponsor greeting at Presidents Lunch
 Logo included in description of Presidents Lunch in registration brochure and event program
KICK-OFF SOCIAL\$4,00
Recognition at all Annual Convention General Sessions
Logo placement on Annual Convention event webpage
Logo included on all sponsor banners
 Logo placement on sponsor page of registration brochure and event program
8'x8' exhibitor booth space
Two (2) complimentary All Inclusive Pass registrations
Includes meetings and meals for all events
Banner with logo placed at Kick-Off Social
Special recognition at Kick-Off Social
1-minute sponsor greeting at Kick-Off Social
Logo included in description of Kick-Off Social in registration brochure
BEEF BREAKFAST\$3,50
Recognition at all Annual Convention General Sessions
Logo placement on Annual Convention event webpage
Logo included on all sponsor banners
Logo placement on sponsor page of registration brochure and event program
8'x8' exhibitor booth space
Two (2) complimentary All Inclusive Pass registrations
Includes meetings and meals for all events
Special recognition at Beef Breakfast
1-minute sponsor greeting at Beef Breakfast
 Logo included in description of Beef Breakfast in registration brochure and event program
 Opportunity to provide speaker for 45 minutes at Beef Breakfast
Must coordinate speaker with MSGA by September 30

 OPENING GENERAL SESSION Recognition at all Annual Convention General Sessions Logo placement on Annual Convention event webpage Logo included on all sponsor banners Logo placement on sponsor page of registration brochure and event program 8'x8' exhibitor booth space Two (2) complimentary All Inclusive Pass registrations Includes meetings and meals for all events Special recognition at Opening General Session 1-minute sponsor greeting at Opening General Session Logo included in description of Opening General Session in registration brochure and event program 	0
 Recognition at all Annual Convention General Sessions Logo placement on Annual Convention event webpage Logo included on all sponsor banners Logo placement on sponsor page of registration brochure and event program 8'x8' exhibitor booth space Two (2) complimentary All Inclusive Pass registrations Includes meetings and meals for all events Special recognition at General Session II 1-minute sponsor greeting at General Session II in registration brochure and event program 	0
 Recognition at all Annual Convention General Sessions Logo placement on Annual Convention event webpage Logo included on all sponsor banners Logo placement on sponsor page of registration brochure and event program 8'x8' exhibitor booth space Two (2) complimentary All Inclusive Pass registrations Includes meetings and meals for all events Logo included on all attendee badges Opportunity to provide one SWAG item in SWAG Bag Sponsor must provide SWAG item to MSGA before November 1 Sponsor should provide approx. 500 items 	0

LA	NYARD SPONSOR\$3,000
•	Recognition at all Annual Convention General Sessions
•	Logo placement on Annual Convention event webpage
•	Logo included on all sponsor banners
•	Logo placement on sponsor page of registration brochure and event program
•	8'x8' exhibitor booth space
•	Two (2) complimentary All Inclusive Pass registrations Includes meetings and meals for all events
•	Logo included on all attendee lanyards
	Sponsor is responsible for providing lanyards. Must provide lanyards to the MSGA office by November 1. MSGA must give final approval of design.
•	Opportunity to provide one SWAG item in SWAG Bag
	Sponsor must provide SWAG item to MSGA before November 1. Sponsor should provide approx. 500 items
RE	GISTRATION BROCHURE SPONSOR\$2,500
•	Recognition at all Annual Convention General Sessions
•	Logo placement on Annual Convention event webpage
•	Logo included on all sponsor banners
•	Logo placement on sponsor page of registration brochure and event program
•	Logo included on front page of registration brochure
	The registration brochure is a digital document that is included on the Annual Convention event webpage. A postcard with a
	QR code and the sponsors logo will be mailed to MSGA members for viewing.
•	One complimentary full-page, full color advertisement in registration brochure
	Sponsor must provide the design to MSGA by September 30
	Brochure is are 8.5"x11" with a .25" bleed and .25" margins
PR	OGRAM SPONSOR\$2,500
•	Recognition at all Annual Convention General Sessions
•	Logo placement on Annual Convention event webpage
•	Logo included on all sponsor banners
•	Logo placement on sponsor page of registration brochure and event program
•	One (1) complimentary All Inclusive Pass registration
	Includes meetings and meals for all events
•	Logo included on front page of event program
•	One complimentary full-page, full color advertisement in event program
	Sponsor must provide the design to MSGA by September 30
	Handouts are 4"x9" with a .25" bleed and .25" margins
MS	GA COMMITTEE MEETINGS (THREE AVAILABLE)\$2,500
•	Recognition at all Annual Convention General Sessions
•	Logo placement on Annual Convention event webpage
•	Logo included on all sponsor banners
•	Logo placement on sponsor page of registration brochure and event program
•	Two (2) complimentary All Inclusive Pass registrations
	Includes meetings and meals for all events
•	Special recognition at selected committee meeting
•	Options available
	 - Land Use and Environment Committee Meeting - Beef Production & Marketing Committee Meeting - Tax, Finance & Ag Policy Committee Meeting

• R • L • L • T	NING GENERAL SESSION SPEAKER Recognition at all Annual Convention General Sessions rogo placement on Annual Convention event webpage rogo included on all sponsor banners rogo placement on sponsor page of registration brochure and event program rowo (2) complimentary All Inclusive Pass registrations recludes meetings and meals for all events -minute sponsor greeting at Opening General Session	\$2,500
	pecial recognition at Opening General Session ogo included with speaker bio in registration brochure and event program	
 R L L Tr Ir S 	Recognition at all Annual Convention General Sessions riogo placement on Annual Convention event webpage riogo included on all sponsor banners riogo placement on sponsor page of registration brochure and event program riow (2) complimentary All Inclusive Pass registrations riculdes meetings and meals for all events -minute sponsor greeting at General Session II ripecial recognition at General Session II riogo included with speaker bio in registration brochure and event program	\$2,500
RLLTIr	Recognition at all Annual Convention General Sessions ago placement on Annual Convention event webpage ago included on all sponsor banners ago placement on sponsor page of registration brochure and event program ago (2) complimentary All Inclusive Pass registrations accludes meetings and meals for all events -minute sponsor greeting at Presidents Lunch	\$2,500
• S • L	pecial recognition at Presidents Lunch ogo included with speaker bio in registration brochure and event program	* 2 = 2
 R L L Tr Ir S 	THERN AG NETWORK LUNCH SPEAKER Recognition at all Annual Convention General Sessions Recognition at all Annual Convention event webpage Recognition at Sponsor banners Recognition at Sponsor banners Recognition on all sponsor banners Recognition on all sponsor banners Recognition on sponsor page of registration brochure and event program Recognition of Sponsor page of registrations Recognition of Sponsor page of Recognitions Recognition of Recognitions Recognition of Recogn	\$2,50 0

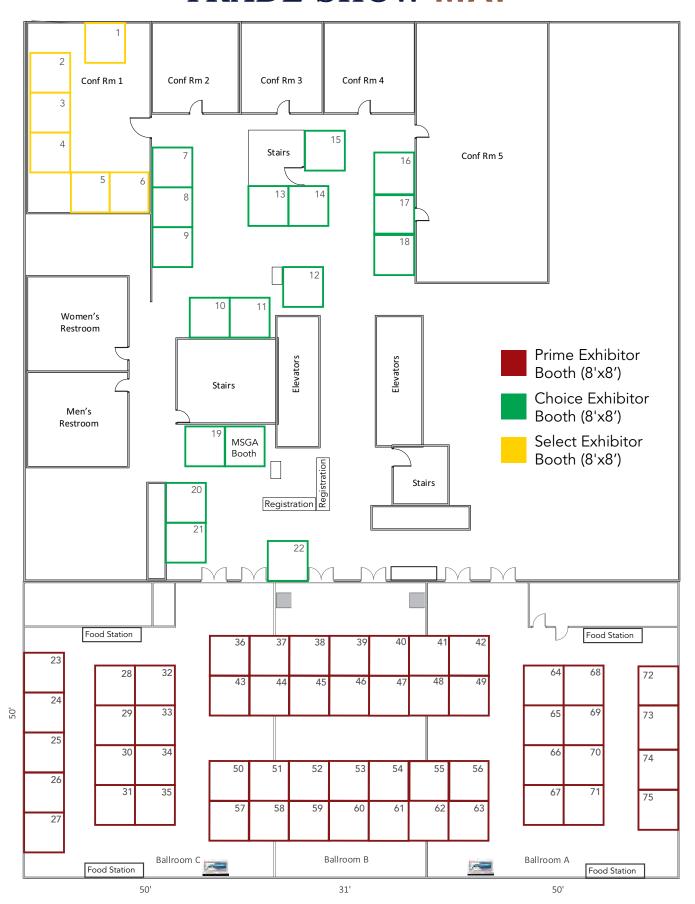
GENERAL SPONSORSHIP	\$2,500
 Recognition at all Annual Convention General Sessions Logo placement on Annual Convention event webpage 	
Logo included on all sponsor banners	
Logo placement on sponsor page of registration brochure and event program	
Two (2) complimentary All Inclusive Pass registrations	
Includes meetings and meals for all events	
TRADE SHOW DINNER (4 STATIONS)	\$2,500/STATION
Recognition at all Annual Convention General Sessions	
Logo placement on Annual Convention event webpage	
Logo included on all sponsor banners	
Logo placement on sponsor page of registration brochure and event program	
Opportunity to place a banner of your choosing by your dinner sponsored dinner static	on
Banner must be no larger than 47" x 79"	
Logo displayed at Trade Show Dinner station	
AFTER PARTY	\$2,500
 Recognition at all Annual Convention General Sessions 	
Logo placement on Annual Convention event webpage	
 Logo included on all sponsor banners Logo placement on sponsor page of registration brochure and event program 	
Special recognition at After Party	
	** ***
AFTER PARTY BAND SPONSOR	\$2,500
 Recognition at all Annual Convention General Sessions Logo placement on Annual Convention event webpage 	
Logo included on all sponsor banners	
 Logo placement on sponsor page of registration brochure and event program 	
Special recognition while musicians are playing	
NORTHERN REGISTRATION DESK	\$2.000
Recognition at all Annual Convention General Sessions	
Logo placement on Annual Convention event webpage	
Logo included on all sponsor banners	
 Logo placement on sponsor page of registration brochure and event program 	
One (1) complimentary All Inclusive Pass registration	
Includes meetings and meals for all events	
Banner with logo placed at Northern Hotel registration desk	
 Northern Hotel registration area will be referenced as '(company name) registration are 	a' in all print references
DOUBLETREE REGISTRATION DESK	\$2,000
Recognition at all Annual Convention General Sessions	· · · · · · · · · · · · · · · · · · ·
Logo placement on Annual Convention event webpage	
Logo included on all sponsor banners	
 Logo placement on sponsor page of registration brochure and event program 	
One (1) complimentary All Inclusive Pass registration	
Includes meetings and meals for all events	
Banner with logo placed at DoubleTree Hotel registration desk	
 DoubleTree Hotel registration area will be referenced as '(company name) registration a 	area' in all print references

	D BAR (3 AVAILABLE)\$2,000/BAR
	ognition at all Annual Convention General Sessions
_	p placement on Annual Convention event webpage
_	o included on all sponsor banners
_	placement on sponsor page of registration brochure and event program
_	o displayed at bar
• Ever	ats to Choose From
0	Trade Show Dinner
0 (Grand Finale Social
0 /	After Party
SWAG I	BAGS (ONE AVAILABLE)\$2,000
• Reco	ognition at all Annual Convention General Sessions
• Logo	placement on Annual Convention event webpage
• Logo	o included on all sponsor banners
• Logo	placement on sponsor page of registration brochure and event program
• One	(1) complimentary All Inclusive Pass registration
	des meetings and meals for all events
	ortunity to design SWAG bags
final	sor is responsible for providing SWAG bags. Must provide bags to the MSGA office by November 1. MSGA must give approval of design.
	ortunity to provide two SWAG items in SWAG Bag
	sor must provide SWAG item to MSGA before November 1 sor should provide approx. 500 items
STOCK	GROWERS COLLEGE \$1,500
• Reco	ognition at all Annual Convention General Sessions
• Logo	placement on Annual Convention event webpage
• Logo	o included on all sponsor banners
• Logo	placement on sponsor page of registration brochure and event program
• Two	(2) complimentary All Inclusive Pass registration
	des meetings and meals for all events
	ortunity to provide speaker for 60 minutes at Stockgrowers College
	coordinate speaker with MSGA by September 30
	mary of session and/or speaker bio, and logo listed in registration brochure and event handout sor must provide speaker bio/session summary, and logo by September 30
Only	8 available per year. Topics cannot be similar and must be approved by MSGA first.
SESSIC	ON BREAKS \$1,500/DAY
• Reco	ognition at all Annual Convention General Sessions
	p placement on Annual Convention event webpage
_	o included on all sponsor banners
_	placement on sponsor page of registration brochure and event program
_	o displayed in Session Breaks area
3	• •

SALE RING VIDEO DISPLAY SPONSORSHIP	\$1,500
Recognition at all Annual Convention General Sessions	
Logo placement on Annual Convention event webpage	
Logo included on all sponsor banners	
Logo placement on sponsor page of registration brochure and event program	
Logo displayed in Sale Ring areas	
SECOND READING OF RESOLUTIONS	\$1.000
Recognition at all Annual Convention General Sessions	. ,
Logo placement on Annual Convention event webpage	
Logo included on all sponsor banners	
 Logo placement on sponsor page of registration brochure and event program 	
Special recognition at Second Reading of Resolutions	
GENERAL SPONSORSHIP	\$1.000
Recognition at all Annual Convention General Sessions	, ,
Logo placement on Annual Convention event webpage	
Logo included on all sponsor banners	
Logo placement on sponsor page of registration brochure and event program	
One (1) complimentary All Inclusive Pass registration	
Includes meetings and meals for all events	
ENEWSLETTER SPONSOR	\$1,000
Recognition at all Annual Convention General Sessions	•
Logo placement on Annual Convention event webpage	
Logo included on all sponsor banners	
Logo placement on sponsor page of registration brochure and event program	
One (1) complimentary All Inclusive Pass registration	
Includes meetings and meals for all events	
Digital advertisement with link included in all Annual Convention email campaigns	
Sponsor must provide ad by September 30	
CONVENTION WEDDACE SDONGOD	¢1 000
CONVENTION WEBPAGE SPONSOR Recognition at all Annual Convention General Sessions	\$1,00 0
Logo placement on Annual Convention event webpage	
Logo included on all sponsor banners	
 Logo placement on sponsor page of registration brochure and event program 	
One (1) complimentary All Inclusive Pass registration	
Includes meetings and meals for all events	
 Logo and link to company website predominantly displayed on the top third of the Annual Convention ev 	ent
webpage	Cite
RIBBON STATION (ONE AVAILABLE)	\$1,000
Recognition at all Annual Convention General Sessions	
Logo placement on Annual Convention event webpage	
Logo included on all sponsor banners	
Logo placement on sponsor page of registration brochure and event program	
One (1) complimentary All Inclusive Pass registration	
 Includes meetings and meals for all events Logo displayed in Ribbon Station area 	
- FOAO AISDIAAEA III MIDDON STATION ALEA	

ENVIRONMENTAL STEWARDSHIP AWARD VIDEO PRESENTATION	\$1,000
Recognition at all Annual Convention General Sessions	
Logo placement on Annual Convention event webpage	
Logo included on all sponsor banners	
 Logo placement on sponsor page of registration brochure and event program 	
Special recognition during ESAP Award Presentation	
MCCA DOADD MEDWAYCO	#4.00 6
MSGA BOARD MEETINGS	\$1,000
Recognition at all Annual Convention General Sessions	
Logo placement on Annual Convention event webpage	
Logo included on all sponsor banners	
Logo placement on sponsor page of registration brochure and event program	
Special recognition at MSGA board meetings	
MONTANA PUBLIC LANDS COUNCIL ANNUAL MEETING	\$1,000
Recognition at all Annual Convention General Sessions	••••••Ф±,000
Logo placement on Annual Convention event webpage	
Logo included on all sponsor banners	
Logo placement on sponsor page of registration brochure and event program	
Special recognition at the MPLC Annual Meeting	
Special recognition at the IVII LC Affidat Weeting	
YOUNG STOCKGROWERS ANNUAL MEETING	\$1,000
Recognition at all Annual Convention General Sessions	,
Logo placement on Annual Convention event webpage	
Logo included on all sponsor banners	
Logo placement on sponsor page of registration brochure and event program	
Special recognition at the YSG Annual Meeting	
5 Special recognition at the 130 Annual Weeting	
MONTANA CATTLEWOMEN ANNUAL MEETING	\$750
Recognition at all Annual Convention General Sessions	
Logo placement on Annual Convention event webpage	
Logo included on all sponsor banners	
Logo placement on sponsor page of registration brochure and event program	
Special recognition at the MCW Annual Meeting	
SWAG BAG INSERTS (MULTIPLE AVAILABLE)\$25	50/INSERT
Recognition at all Annual Convention General Sessions	
Logo placement on Annual Convention event webpage	
Logo included on all sponsor banners	
 Logo placement on sponsor page of registration brochure and event program 	
Opportunity to provide one SWAG item in SWAG Bag	
Sponsor must provide SWAG item to MSGA before November 1	
Sponsor should provide approx 500 items	

TRADE SHOW MAP



ANNUAL CONVENTION SPONSORSHIP FORM

Company:				
Contact Person:				
Email:				
Office Phone:		Cell Phone:		
Address:				
City:	State:		Zip:	

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. Please fill out any attendee information or trade show preferences on the next pages.

SPONSORSHIP	AMOUNT	TOTAL
Exclusive Grand Finale Dinner	\$15,000	\$
Grand Finale Dinner (three available)	\$5,000	\$
Stage Sponsor	\$10,000	\$
President's Reception	\$5,000	\$
Northern Ag Network Lunch	\$5,000	\$
Presidents Lunch	\$5,000	\$
Convention Kick-Off Social	\$4,000	\$
Beef Breakfast Sponsor	\$3,500	\$
Opening General Session	\$3,000	\$
General Session II	\$3,000	\$
Badge Sponsor	\$3,000	\$
Lanyard Sponsor	\$3,000	\$
Registration Brochure Sponsor	\$2,500	\$
Program Sponsor	\$2,500	\$
MSGA Committee Meetings (three available)	\$2,500	\$
Opening General Session Speaker	\$2,500	\$
General Session II Speaker	\$2,500	\$
Presidents Lunch Speaker	\$2,500	\$
Northern Ag Network Lunch Speaker	\$2,500	\$
General Sponsorship	\$2,500	\$
Trade Show Dinner (four stations available)	\$2,500/station	\$
After Party Sponsor	\$2,500	\$
	SPONSORSHIP TOTAL	\$

SPONSORSHIP	AMOUNT	TOTAL
After Party Band Sponsor	\$2,500	\$
Northern Registration Desk	\$2,000	\$
DoubleTree Registration Desk	\$2,000	\$
Hosted Bar (three available)	\$2,000/bar	\$
SWAG Bags (one available)	\$2,000	\$
Stockgrowers College	\$1,500	\$
Session Breaks	\$1,500/day	\$
Sale Ring Video Display	\$1,500	\$
Second Reading of Resolutions	\$1,000	\$
General Sponsorship	\$1,000	\$
eNewsletter Sponsorship	\$1,000	\$
Convention Webpage Sponsorship	\$1,000	\$
Ribbon Station Sponsorship	\$1,000	\$
ESAP Video Presentation	\$1,000	\$
MSGA Board Meetings	\$1,000	\$
MPLC Annual Meeting	\$1,000	\$
Young Stockgrowers Annual Meeting	\$1,000	\$
MCW Annual Meeting	\$750	\$
SWAG Bag Inserts (multiple available)	\$250/insert	\$
	SPONSORSHIP TOTAL	\$

ADDITIONAL ATTENDEE REGISTRATIONS

Only fill this out if you will be purchasing additional registrations outside of your allotted sponsor registrations.

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		\$
		ATTENDEE TOTAL	\$
		SPONSORSHIP TOTAL	\$
		GRAND TOTAL	\$

L Z	☐ Check (Please make payable to MSGA)☐ Credit Card (Visa or Mastercard please)	☐ Send Invoice	Please mail this form and payment to MSGA by September 30
Σ	Credit Card Number:		420 N. California St.
PAY	Expiration Date: CVC:		Helena, MT 59601 Email rachael@mtbeef.org
	Billing Zip Code:Signature:		(406) 442-3420

ATTENDEE INFORMATION

Convention, no exceptions.

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 on this form, online at 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

	ATTENDEE #2		ATTENDEE #3		
Name:			Name: Email:		
Email:					
Phone:	Phone:		Phone:		
City: State:	City: State:	City: State:		State:	
Registration Type All Inclusive Pass (\$225) Day 3 Pass (\$125) Day 2 Pass (\$100) Day 1 Pass (\$50) Grand Finale Banquet (\$50)	Registration Type 25) All Inclusive Pass (\$225) Day 3 Pass (\$125) Day 2 Pass (\$100) Day 1 Pass (\$50)		□ Day 3 Pas□ Day 2 Pas□ Day 1 Pas	ve Pass (\$225) s (\$125) s (\$100)	
ATTENDEE #4	ATTENDEE #5	•	ATTENDEE #6		
Name:			Name:Email:		
Email:					
Phone:					
City: State:				State:	
 ☐ All Inclusive Pass (\$225) ☐ Day 3 Pass (\$125) ☐ Day 2 Pass (\$100) ☐ Day 1 Pass (\$50) 	Day 3 Pass (\$125) □ Day 3 Pass (\$125) Day 2 Pass (\$100) □ Day 2 Pass (\$100)		Registration Type All Inclusive Pass (\$225) Day 3 Pass (\$125) Day 2 Pass (\$100) Day 1 Pass (\$50) Grand Finale Banquet (\$50)		
BOOTH PREFERENCE	Only fill out this section if yo	our sponso	rship total is a	t the \$3,000+ level	
If you are purchasing more than you will receive a prime booth in Please provide your top three b	ncluded in your sponsorship.	1st Pref Booth # 2nd Pref			
	a avaryana's tan profesances	Booth #			
We do our best to accommodat but we cannot guarantee you w		3rd Pref			

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.



PROGRAM TIMELINE

2025

February 2025

In-Person Helena, MT Topic: MSGA at the Capitol

May 2025

MSGA Event MidYear Meeting

June 2025

In-Person Missoula, MT

August 2025

In-Person Billings, MT

October 2025

In-Person

December 2025

MSGA Event Billings, MT **Annual Convention**

2024

August

In-Person Topic: Introductions & Media Training

October

In-Person Lewistown, MT

December

MSGA Event Billings, MT **Annual Convention**





PRESENTING SPONSORSHIP (1 AVAILABLE)
PLATINUM SPONSORSHIP
 Present at an Academy session Receive one custom display ad in MSGA's monthly digital newsletter Two social media ads on MSGA's Facebook and Instagram channels
IN-PERSON SESSION SPONSORSHIP
 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.
PARTICIPANT SCHOLARSHIP SPONSORSHIP
LEADERSHIP SPOTLIGHT SPONSORSHIP (19 AVAILABLE)
 \$499 & BELOW SUPPORTING CONTRIBUTOR SPONSORSHIP
 GENERAL SPONSORSHIPS

M BAR ACADEMY SPONSORSHIP FORM

ACADEMY

CREATING COMMUNITY
LEADERS

for June 2024 - December 2025

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 the MSGA office	\$
	GRAND TOTAL	\$

PAYMENT OPTIONS

M Bar Academy will invoice for the grand total after confirmation of sp preference below on how you would like to be in		
☐ Invoice me all at once		
☐ Split my invoice over two fiscal years	Email this form to	
If chosen, what dates would you like to be invoiced?	Rachael Oliver at	
Invoice #1 Date:	rachael@mtbeef.org	
Invoice #2 Date:	or mail to	
☐ Pay with Cred Card	Attn: M Bar Academy	
An M Bar Academy representative will be in touch after sponsor confirmation to get the CC #	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

Company: _

Contact Person:

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

Email:				
Office Phone:	Cell Phone:			
Address:				
City:	State:	Zip:		
SI	PONSORSHIP SELEC	TION		
SPONSORSHIP	PRICE	TOTAL		
Bloody Mary Bar Sponsor	\$1,000			
Tailgate SWAG Package	Pricing Varies			
Breakfast Bar Package	\$750			
	FINAL TOTAL			
Р	AYMENT INFORMAT	ION		
☐ Check (Please make payable		Please mail this form and payment to MSGA		
☐ Credit Card (Visa or Mastercard please) MSGA				
Credit Card Number:	—— 420 N. California St.			
Expiration Date:	CVC:	Helena, MT 59601		
Billing Zip Code:	Signature:	Email rachael@mtbeef.org (406) 442-3420		
AG APPRECIATION TAILGATE	20	25 SPONSORSHIP PROSPECTUS 32		

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:			
Address:			
City:			

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	A) ☐ Send Invoice
☐ Credit Card (Visa or Mastercard please	e)
Credit Card Number:	
Expiration Date:C	CVC:
Billing Zip Code: Sign	nature:

Please mail this form and payment to MSGA

MSGA 420 N. California St. Helena, MT 59601

Email rachael@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 digital 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:			
Address:		 	
City:	_ State:	 Zip:	

SPONSORSHIP SELECTION

SPONSORSHIP	AMOUNT	TOTAL
Convention Intern Sponsor	\$5,000	\$
Summer Intern Sponsor	\$10,000	\$
	GRAND TOTAL	\$

PAYMENT INFORMATION

☐ Check (Please make payable to MSGA)	☐ Send Invoice
☐ Credit Card (Visa or Mastercard please)	
Credit Card Number:	
Expiration Date: CVC:	
Billing Zip Code: Signature:	

Please mail this form and payment to MSGA

MSGA 420 N. California St. Helena, MT 59601

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

TBONE CLASSIC GALA DINNER & GOLF **TOURNAMENT**

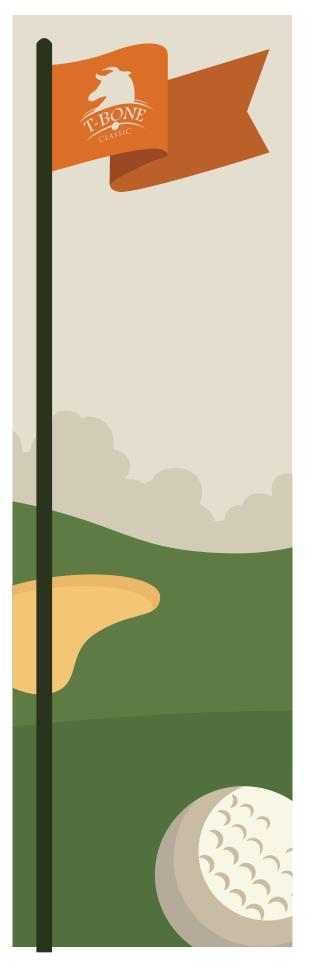
TBONE CLASSIC

GALA DINNER & GOLF TOURNAMENT



SPONSORSHIP PROSPECTUS

foundation@mtbeef.org | (406) 442-3420 | www.mtbeeffoundation.org



About the Event

The TBone Classic Gala
Dinner & Golf Tournament
provides an opportunity
to foster new partnerships
between Montana's ranching
community and other
businesses/industries essential
to Montana's economy.



The Montana Stockgrowers Foundation (MSF) is a 501(c)3 nonprofit organization and was established to ensure the future of Montana's cattle industry through producer and public education, and promotion of MSGA programs. The Foundation supports the next generation by offering educational programs, academic scholarships and providing leadership opportunities.

Learn more at www.mtbeeffoundation.org

BRIARWOOD GOLF COURSE BILLINGS, MT

Contact

Heidi Kool foundation@mtbeef.org (406) 442-3420

Sponsorship Deadlines

Please mail form and payments to MSF by July 1

Montana Stockgrowers Foundation 420 N California St. Helena, MT 59601

Or email your completed form to foundation@mtbeef. org

Schedule of Events

Day 1

Briarwood Golf Course 6:00 p.m. TBone Classic Gala Dinner & Calcutta Auction

Day 2

Briarwood Golf Course 8:00 a.m. Driving Range Opens 9:00 a.m. Shotgun Start 2:00 p.m. Award Ceremony

TBONE CLASSIC SPONSORSHIPS

PLATINUM SPONSOR	\$10,000
 Company name listed in all TBone Classic programs and advertising 	·
Priority logo placement on all sponsor banners	
Priority logo placement on MSF's website	
Recognition on all TBone Classic emails and digital promotion materials	
Special recognition at all TBone Classic events	
Ability to provide one SWAG item to attendees in SWAG bag	
(company must provide the item to MSF by August 1)	
Opportunity to display company banner at Golf Tournament	
Complimentary table space at Golf Tournament	
Full page advertisement in the event program	
(sponsor provides design, must be provided to MSF by July 1)	
5-minute welcome speech to address teams before shotgun start	
Complimentary golf team registration	
(4 players, 2 golf carts, green fees, and all meals)	
Sponsor table reserved at TBone Gala Dinner	
(seating for eight)	
Four Gala Dinner Tickets	
One custom email sent to TBone Classic attendees	
Sign with logo placed at tee box	
Ability to set up sponsor booth near tee box	
One social media post on MSGA's social account	
GALA DINNER SPONSOR (1 AVALIABLE)	\$5,000
 Company name listed in all TBone Classic programs and advertising 	
Priority logo placement on all sponsor banners	
Logo placement on MSF's website	
Recognition on all TBone Classic emails and digital promotion materials	
Special recognition at Gala Dinner	
Ability to provide one SWAG item to attendees at the Gala Dinner	
(company must provide the item to MSF by August 1)	
Opportunity to display company banner at Gala Dinner	
Complimentary table space at Gala Dinner	
Half page advertisement in the event program	
(sponsor provides design, must be provided to MSF by July 1)	
5-minute welcome speech to address attendees during Gala Dinner	
Complimentary golf team registration	
(4 players, 2 golf carts, green fees, and all meals)	

• Sponsor table reserved at TBone Gala Dinner

• Logo displayed on tables at Gala Dinner

(seating for eight) • Four Gala Dinner Tickets



TBONE CLASSIC SPONSORSHIPS CONT LUNCH SPONSOR (1 AVALIABLE)
 Company name listed in all TBone Classic programs and advertising Logo placement on all sponsor banners Logo placement on MSF's website
 Ability to provide one SWAG item to teams in lunch boxes (company must provide the item to MSF by August 1) Opportunity to display company banner at Golf Tournament Complimentary table space at Golf Tournament
 GALA BAR SPONSOR (1 AVAILABLE) Company name listed in all TBone Classic programs and advertising Logo placement on all sponsor banners Logo placement on MSF's website Plaque with logo placed at Gala Dinner bar Co-branded koozies or drink cups set up at bar Opportunity to display company banner near bar area
GOLD SPONSOR\$1,000
 Company name listed in all TBone Classic programs and advertising Logo placement on all sponsor banners Logo placement on MSF's website One social media post on MSGA's social account
 BREAKFAST SPONSOR Company name listed in all TBone Classic programs and advertising Logo placement on all sponsor banners Logo placement on MSF's website
 Opportunity to display company banner at Golf Tournament Complimentary table space at Golf Tournament during breakfast
 DRIVING RANGE SPONSOR (1 AVAILABLE) Company name listed in all TBone Classic programs and advertising Logo placement on all sponsor banners Logo placement on MSF's website Sign with logo placed at driving range
 SWAG BAG SPONSORSHIP (1 AVAILABLE) Company name listed in all TBone Classic programs and advertising Logo placement on all sponsor banners Logo placement on MSF's website Sponsor is responsible for providing SWAG bags (Delivery arrangements must be made by August 1. MSF must give final approval of design) Logo listed on SWAG bag
Ability to provide two SWAG items to attendees in SWAG bag (company must provide the item to MSF by August 1)

TBONE CLASSIC SPONSORSHIPS CONT REGISTRATION SPONSOR (1 AVAILABLE)
TEE SPONSOR + SPONSOR TENT (18 AVALIABLE) • Company name listed in all TBone Classic programs and advertising • Logo placement on all sponsor banners • Logo placement on MSF's website • Sign with logo placed at tee box • Ability to set up sponsor booth near tee box
 DRINK CART SPONSOR (2 AVAILABLE) Company name listed in all TBone Classic programs and advertisting Logo placement on all sponsor banners Logo placement on MSF's website Sign with logo placed on Drink Cart Ability to provide Drink Cart driver (must coordinate with MSF by July 1)
 SILVER SPONSOR Company name listed in all TBone Classic programs and advertising Logo placement on all sponsor banners Logo placement on MSF's website Ability to provide on SWAG item to attendees in the SWAG bag (company must provide the item to MSF by August 1)
 TEE SPONSOR (18 AVALIABLE)
 GREEN SPONSOR (18 AVALIABLE) Company name listed in all TBone Classic programs and advertising Logo placement on all sponsor banners Logo placement on MSF's website Sign with logo placed at the green
 SWAG BAG INSERT (MULTIPLE AVALIABLE)

(company must provide the item to MSF by August 1)

TBONE CLASSIC SPONSORSHIP FORM

Company Name:	 	
Contact Name:	 	
Address:	 	
	Zip:	
Email:	 	
Phone:		

SPONSORSHIP OPPORTUNITIES

Sponsor logos must be emailed to foundation@mtbeef.org in an .ai, .esp, or .psd format by July 1

SPONSORSHIP	PRICE	PRICE
Platinum Sponsor	\$10,000	\$
Gala Dinner Sponsor	\$5,000	\$
Lunch Sponsor	\$3,000	\$
Gala Bar Sponsor	\$2,500	\$
Gold Sponsor	\$1,000	\$
Breakfast Sponsor	\$1,000	\$
Driving Range Sponsor	\$750	\$
Registration Sponsor	\$750	\$
SWAG Bag Sponsor (1 available)	\$750	\$
Tee Sponsor + Sponsor Tent (18 available)	\$600	\$
Drink Cart Sponsor (2 available)	\$500	\$
Silver Sponsor	\$500	\$
Tee Sponsor (18 available)	\$450	\$
Green Sponsor (18 available)	\$450	\$
SWAG Bag Insert	\$100/insert	\$
	TOTAL	\$

PAYMENT INFORMATION

☐ Check (Please make payab☐ Send Invoice☐ Credit Card (Visa or Master	
Credit Card Number:	
Exp Date:	CVC:
Billing Zip:	Signature:

DEADLINES

Please mail form and payments to MSF by July 1

Montana Stockgrowers
Foundation
420 N California St.
Helena, MT 59601

Or email your completed form to foundation@mtbeef.org

RAISING THE STEAKS **ENVIRONMENTAL STEWARDSHIP RANCH TOUR**

RAISING THE STEAKS SPONSORSHIPS

Environmental Stewardship Award Program

Logo on all printed materials

• Logo on mtbeeffoundation.org

Logo on all digital invites and email updates

Each year, the Montana Stockgrowers Association (MSGA) honors a Montana ranch that exemplifies environmental stewardship and demonstrates a commitment toward improved sustainability within the beef industry. This award recognizes Montana ranchers who are at the forefront in conservation and stewardship and are willing to serve as examples for other ranchers.

Raising the Steaks Environmental Stewardship Tour

The tour gathers an intimate group of thoughtful, creative individuals who represent chefs, foodservice professionals, wildlife advocates, ranchers, scientists, conservationists, storytellers, water users, and more to put their boots on the ground and their heads in the game in facilitated diverse and informative discussions that highlight current issues and solutions to challenges ranchers and conservationists face when managing private and public lands for future generations.

PRIME SPONSOR	\$3,000
Logo on all printed materials	. ,
Logo on all digital invites and email updates	
Logo on mtbeeffoundation.org	
Special recognition at dinner event	
Speaking opportunity at dinner event	
 Option to provide a full page black and white ad for tour handout 	
2 guest spots on tour	
CHOICE SPONSOR	\$2,000
Logo on all printed materials	
Logo on all digital invites and email updates	
Logo on mtbeeffoundation.org	
Special recognition at dinner event	
Speaking opportunity at dinner event	
1 guest spots on tour	
STANDARD SPONSOR	\$1,000
Logo on all printed materials	
Logo on all digital invites and email updates	
Logo on mtbeeffoundation.org	
Special recognition at dinner event	
SELECT SPONSOR	\$500

RAISING THE STEAKS SPONSORSHIP FORM

KAISING II	IE SIEAN	SPONSO	RSHIP FORW
Company Name:			
Contact Name:			
Address:			
City:	State:	Zip:	:
Email:			
Phone:			
	SPONSORSHIP OI	PPORTUNITIES	}
SPONSORSHIP		PRICE	PRICE
Prime Sponsor		\$3,000	\$
Choice Sponsor		\$2,000	\$
Standard Sponsor		\$1,000	\$

\$500

TOTAL

PAYMENT INFORMATION

Select Sponsor

☐ Check (Please make paya	able to MSF)	
☐ Send Invoice		
☐ Credit Card (Visa or Mast	tercard please)	
Credit Card Number:		
Exp Date:	CVC:	
Billing Zip:		

DEADLINES

\$

\$

Please mail form and payments to MSF

Montana Stockgrowers Foundation 420 N California St. Helena, MT 59601

Or email your completed form to foundation@mtbeef.org

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

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	CONTACT INFORM	ATION
Company:		
Contact Person:		
Email:		
Office Phone:	Cell Phone:	
Address:		
City:	State:	Zip:
	GIVEAWAY DETA	AILS
Giveaway Item:		Est. Value:
Prefered Timeframe for Pr	omotion:	
Notes about Item:		
Website:		
Facebook Account:		
	PAYMENT INFORM	ATION
☐ Check (Please make pa	yable to MSGA) 🗆 Send Invoice	Please mail this form and
☐ Credit Card (Visa or Ma	stercard please)	payment to MSGA
Credit Card Number:		MSGA 420 N. California St.
Expiration Date:	CVC:	
Billing Zip Code:	Signature:	
		(406) 442-3420

ADVERTISING



DIGITAL ADVERTISING

2025 RATE CARD





Influence

Montana Stockgrowers Association (MSGA) is a grass roots nonprofit membership organization with a 140-year history of advocating on behalf of Montana cattle ranchers to ensure cattle ranching remains relevant, safe, & a sustainable way of life for generations to come.

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 & advance Montana's cattle industry.

ADVERTISEMENT SALES REPRESENTATIVES

Rachael Oliver rachael@mtbeef.org | (406) 442-3420

Devin Murnin devin.murnin@gmail.com | (406) 696-1502

www.mtbeef.org I 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 advertising opportunities 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

46,000+ Average Monthly Facebook Reach

3,000 website views per month

ADVERTISING PLACEMENTS

Stockgrowers Update e-Newsletter

Sent to over 1,300 inboxes each month

A digital, monthly newsletter to keep members informed on MSGA's most important topics. Sent to members via email.



Weekly Email Update

Sent to over 1,300 inboxes each Monday

A weekly email sent to members every Monday to share the timeliest MSGA news, upcoming events, industry updates, and happenings from the previous week.



Production Sale Preview Email Update

Sent to over 1,300 inboxes each week, September to April

Montana's Production Sale Preview is the place to find upcoming livestock sales in Montana. This suite of digital resources will give Montana's producers a central location to find the latest production sales to make the sale season a breeze.



Advertising opportunities in the Montana's Production Sale Preview are available September through April. The Production Sale Preview utilizes website, emails, and Facebook posts to advertise upcoming sales.

MSGA Website

www.mtbeef.org

MSGA's website can be found at www.mtbeef.org and holds a variety of information from news updates and event information to helpful programs that apply to the livestock industry. It's the "homebase" for all things MSGA.



MSGA Facebook Account

www.facebook.com/MontanaStockgrowersAssociation

MSGA's Facebook account is the place for real-time updates regarding the livestock industry. With over 15,000 followers and an average monthly reach of over 46,000, our Facebook account is a great place to reach Montana's livestock community right now!



EMAIL AVERTISEMENTS

TYPES OF EMAIL ADVERTISEMENTS

Stockgrowers Update e-Newsletter

\$400/ad Custom Advertorial \$400/ad Custom Video Ad \$300/ad Custom Display Ad \$100/ad Classified Ad

Weekly Email Update

\$400/ad Custom Video Ad \$300/ad Custom Display Ad

\$100/ad Classified Ad

Production Sale Preview

\$300/ad Custom Display Ad

DESCRIPTIONS OF ADVERTISEMENTS

Custom Advertorial ads include:

An advertorial is an advertisement in the form of editorial content. Great for advertisers looking for brand awareness or promotion of a new product or service!

- Custom copy written by advertiser and approved by MSGA
- Copy for email advertorials should not exceed 600 words
- Up to two graphic/images provided by the advertiser
- Link to website of advertisers choosing

Custom Video ads include:

- One video provided by advertiser (Must be linked from vimeo, youtube, etc.)
- Link to website of advertisers choosing
- Video cannot exceed five minutes in length

Custom Display ads include:

- One image provided by advertiser
- Link to website of advertisers choosing

Classified Ads include:

- 50 words (max) of ad copy
- · Link to website of advertisers choosing
- Displayed in the classified section of the Stockgrowers Update or Weekly Email Update

Advertorial

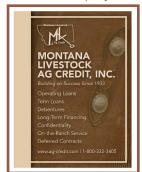
This is a Title

This is a byline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque pretium neque eu pretium rhoncus. Quisque odio nisl, tempor vitae consectetur porta, condimentum vitae magna. Maecenas eu tortor et urna volutpat rhoncus et ut metus. Suspendisse iaculis aliquam sapien ut gravida. Nam imperdiet porta veilt ao dignissim. Sed vel sodales justo. Integer vel condimentum teilus. Vestibulum venenatis lobortis lorem, vel molestie ligula luctus at. Nulla nulla augue, placerat at congue a, bibendum eleilend tortor.

Find more info

Custom Display Ad





Custom Video Ad

Classified Ad

CLASSIFIEDS

Company name - risus see vulputate onto ut enim bandit volutipat malecenas volutipat blandit aliquam etilam ortivolti socieriosque in dictium non concectetur a erat nam at lectus urna duis convallis convallis tellus id interdum velit laoreet id donec ultrices tincidunt arcu non sodales neque sodales ut etilam sit amet nisl purus in.

<u>company name</u> risus see outputate onto of entire bando in output matecentas to output blandial injudiam etitien erat velti acelerisque in dictum non consectetur a erat nam at lectus urna duis convaliis convaliis tellus id interdum velit laoreet id donec ultricea tincidunt arcu non sodales neque sodales ut etitam sit amet nisl purus in.

<u>Company name</u> - risus sed vulputate odio ut enim blandit volutpat maecenas volutpat blandit aliquam etiam erav telli scelerisque in dictum non consectetur a erat nam at lectus urna duis convallis convallis tellus id interdum velit taoreet id doneo utrices tincidunt arcu non sodales neque sodales ut etiam sit amet nisl purus in.

Website Advertisements

TYPES OF WEBSITE ADVERTISEMENTS

\$600/advertorial

Custom Advertorial

\$100/listing

Production Sale Preview Sale Listing

DESCRIPTIONS OF ADVERTISEMENTS

Custom Advertorial ad includes:

An advertorial is an advertisement in the form of editorial content. Great for advertisers looking for brand awareness or promotion of a new product or service!

- Custom copy written by advertiser and approved by MSGA
- Up to four graphic/images provided by the advertiser to be included on the webpage
- Custom posting schedule to be coordinated between advertiser and MSGA staff
- Permanent place on MSGA's website under the "News" tab in the nav bar
- Copy for website advertorials should not exceed 800 words.
- Link to website and/or one social media account to be included on the webpage
- One Facebook Feed Post on MSGA's Facebook page to promote the advertorial
 - » Facebook page "@" in caption
 - » Link to advertorial in caption
 - » Custom caption copy written by MSGA staff
 - » One Graphic advertisement provided by advertiser
 - » Custom posting schedule to be coordinated between advertiser and MSGA staff

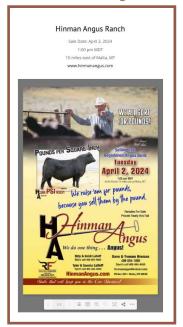
Production Sale Preview Sale Listing ad includes:

- Ranch Name
- Sale Date
- Link to ranch or sale website
- Digital book with interactive flippable pages, downloadable pdf of sale catalog, or one image

Advertorial



Sale Listing



SOCIAL MEDIA ADVERTISEMENTS

TYPES OF SOCIAL MEDIA ADVERTISEMENTS

\$200/post Facebook Feed Video Post

\$100/post Facebook Feed Post \$75/post Facebook Story Post

DESCRIPTIONS OF ADVERTISEMENTS

Facebook Feed Video Post include:

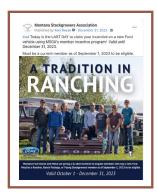
- One video provided by advertiser (Can be linked from vimeo, youtube, etc. or uploaded directly to Facebook by MSGA)
- · Video cannot exceed five minutes in length
- Link to website of advertisers choosing in caption
- Facebook page "@" in caption
- Custom caption copy written by MSGA staff
- Custom posting schedule to be coordinated between advertiser and MSGA staff

Facebook Feed Post includes:

- Facebook page "@" in caption
- Link to website of advertisers choosing in caption
- Custom caption copy written by MSGA staff
- One Graphic advertisement provided by advertiser
- Custom posting schedule to be coordinated between advertiser and MSGA staff

Facebook Story Post includes:

- Tag of advertiser's page in story post
- One graphic advertisement provided by advertiser
- Custom posting schedule to be coordinated between advertiser and MSGA staff
- Story posts disappear after 24 hours



Facebook Feed Post



Facebook Video Post



Facebook Story Post

ADVERTISING PACKAGES

DIGITAL PACKAGES

\$1,575 | Prime Package

- 4 Facebook Feed Posts
- 4 Custom Display Ads in the Weekly Email Update
- 2 Facebook Story Posts

\$1,328 | Choice Package

- 2 Facebook Feed Posts
- 4 Custom Display Ads in the Weekly Email Update
- 1 Facebook Story Posts

\$630 | Select Package

- 1 Facebook Feed Posts
- 2 Custom Display Ads in the Weekly Email Update

PRODUCTION SALE PREVIEW PACKAGES

\$720 | Silver Package

- 2 Custom Display Ads in the Production Sale Preview Email
- 1 Sale Listing on mtbeef.org/ upcomingsales
- 1 Facebook Feed Post

\$1,080 | Gold Package

- 3 Custom Display Ads in the Production Sale Preview Email
- 1 Sale Listing on mtbeef.org/ upcomingsales
- 2 Facebook Feed Post

STOCKGROWERS UPDATE E-NEWSLETTER PACKAGES

\$810 | Three Consecutive Months Package – 10% Discount

3 Custom Display Ads in the Stockgrowers Update e-Newsletter Email

MSGA MEMBER DISCOUNTS

	MSGA MEMBER 15% Discount	BIG SKY COUNTRY RANCH PACKAGE 20% Discount	ORO Y PLATA RANCH PACKAGE 25% Discount	TREASURE STATE RANCH PACKAGE 30% Discount	M BAR RANCH PACKAGE 35% Discount	PRIORITY PAGE BUYER 35% Discount
Digital Pack	ages					
Prime	\$1,488	\$1,400	\$1,313	\$1,225	\$1,138	\$1,138
Choice	\$1,254	\$1,180	\$1,106	\$1,033	\$959	\$959
Select	\$595	\$560	\$525	\$490	\$455	\$455
Production Sale Preview Package						
Gold	\$1,020	\$960	\$900	\$840	\$780	\$780
Silver	\$680	\$640	\$600	\$560	\$520	\$520
e-Newsletter Package						
3 Consecutive Months	\$765	\$720	\$675	\$630	\$585	\$585

ADVERTISING DUE DATES

STOCKGROWERS UPDATE E-NEWSLETTER

Materials must be submitted electronically, photo-ready, by the 15th of the preceding month the materials are to be included in. The newsletter will be sent out via email to MSGA members.

Month Published	Materials Due
January	December 15
February	January 15
March	February 15
April	March 15
May	April 15
June	May15
July	June 15
August	July 15
September	August 15
October	September 15
November	October 15
December	November 15

WEEKLY EMAIL UPDATE

At least two weeks prior to the day of publishing.

WEBSITE

At least two weeks prior to the day of publishing.

FACEBOOK

At least two weeks prior to the day of publishing.

SOCIAL MEDIA ADVERTISING LAWS

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

MECHANICAL REQUIREMENTS

Advertisements/graphics must be submitted electronically and photo ready. All advertisements should be sent in .pdf, .png, or .jpg formats.

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.

Sticking with these sizing requirements will keep your advertisement in best resolution possible.

EMAIL SPECS

Advertisements for email posts should not exceed 600 pixels wide and 1,000 pixels in length.

FACEBOOK SPECS

Facebook Feed: We don't have a specific requirement on the dimensions of your Facebook Feed advertisement, but we recommend 1,080 x 1,350 pixels.

Facebook Story: Story advertisements must be 1,080 x 1,920 pixels.

WEBSITE SPECS

Copy for advertorials should not exceed 800 words. Images must be no larger than 72 ppi and 100 KB. You may provide up to four images per advertorial.

CONTACT US

ADVERTISEMENT SALES REPRESENTATIVES



Rachael Oliver rachael@mtbeef.org (406) 442-3420



Devin Murnindevin.murnin@gmail.com
(406) 696-1502