

2026

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# SPONSORSHIP AND ADVERTISING PROSPECTUS

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[WWW.MTBEEF.ORG](http://WWW.MTBEEF.ORG)

(406) 442-3420

[rachael@mtbeef.org](mailto:rachael@mtbeef.org)



Montana  
Stockgrowers  
Association



# WHO WE ARE



## MONTANA STOCKGROWERS ASSOCIATION

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.

[www.mtbeef.org](http://www.mtbeef.org)  
rachael@mtbeef.org | (406) 442-3420  
420 N. California St. Helena, MT 59601



## MONTANA STOCKGROWERS FOUNDATION

The Montana Stockgrowers Foundation (MSF) is a 501(c)(3) nonprofit organization investing in Montana's ranching community through leadership, education, and conservation.

Through signature programs, the support of MSGA programs, and granting funds to complementary organizations, events, and programs, MSF works to ensure the future of Montana's cattle industry.

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



*Please note that all outstanding balances owed to MSGA and MSF must be paid in full prior to reserving or confirming any sponsorships or trade show booth space. MSGA and MSF will not accept or hold sponsorship commitments or trade show booth reservations for any individual or organization with an unpaid balance. Commitments will only be processed once all past-due invoices have been settled. We appreciate your cooperation and understanding.*





# PROGRAMS, EVENTS & DEADLINES

**MidYear Meeting..... pg. 4**

**May 27 - 29, 2026 | Great Falls**

**Sponsorships due April 1**

The MidYear Meeting is one of two meetings that is held to set association policy that guides the Association through the year.

**\*Sunset Banquet..... pg. 8**

**May 28, 2026 | Great Falls**

**Sponsorships due April 1**

The Sunset Banquet is a fundraising event for the Montana Stockgrowers Foundation during MSGA's MidYear Meeting.

**Annual Convention & Trade Show..... pg. 10**

**December 3 - 5, 2026 | Northern & DoubleTree Hotels, Billings**

**Sponsorships and Trade Show Booths due September 30**

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

**Thursday, December 3**

Trade Show Move-In 10 am - 1 pm

Trade Show Open 1 pm - 6:30 pm

**Friday, December 4**

Trade Show Move-In 8 am - 11 am

Trade Show Open 10 am - 8 pm

**Saturday, December 5**

Trade Show Open 10 am - 4 pm

Trade Show Move Out 4 pm - 8 pm

**\*TBone Classic Golf Tournament..... pg. 23**

**August 12 - 13, 2026 | Briarwood Golf Course, Billings**

**Sponsorships due July 1**

Provides an opportunity to foster new partnerships between Montana's ranching community and other businesses/industries essential to Montana's economy.

**M Bar Leadership Academy..... pg. 29**

**Summer 2026 - December 2027**

Fosters and grows leaders in the Montana ranching industry and provides individuals the opportunity to improve leadership skills, gain understanding of industry issues, and develop the expertise needed to provide leadership in Montana Stockgrowers, its partner organizations, public service, and in the cattle industry.

**Ag Appreciation Tailgate..... pg. 31**

**October 31, 2026 | MSU Campus, Bozeman**

**Sponsorships due October 1**

The Ag Alley Tailgate brings producers together to celebrate Montana's ag industry and shows appreciation for the people who keep it strong. Hosted during MSU's Ag Appreciation weekend, the tailgate offers food, drinks, and a welcoming space for Montana ag producers to connect before a MSU Football game.

**Internship Program..... pg. 32**

**Summer 2026 & December 2026**

Provides students with a hands-on experience of the various facets of association event planning and execution, policy development, social media engagement and coverage.



*\*Sponsorship funds will go to the Montana Stockgrowers Foundation.*

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# MIDYEAR MEETING

Contact MSGA at (406) 442-3420 or  
[rachael@mtbeef.org](mailto:rachael@mtbeef.org) to reserve your sponsorship today.

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# MIDYEAR MEETING

## *Tentative Event Schedule*

May 28, 2026

- 9:00 am - 4:30 pm Registration Open
- 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 29, 2026

- 7:30 - 11:00 am Registration Open
- 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

# MIDYEAR MEETING *Sponsorships*

## **Presenting Sponsor *Exclusive***

**\$8,500**

- 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
- 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 (3) complimentary All Inclusive Pass registrations
  - Includes meetings and meals for all events"
- One (1) 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 (3) complimentary All Inclusive Pass registrations
  - Includes meetings and meals for all events
- One (1) 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 (3) complimentary All Inclusive Pass registrations
  - Includes meetings and meals for all events

# MIDYEAR MEETING *Sponsorships*

<b>Badge Sponsor <i>Exclusive</i></b>	<b>\$1,500</b>
<ul style="list-style-type: none"><li>• Recognition at all MidYear General Sessions</li><li>• Logo placement on sponsor page of event program</li><li>• Logo included on all sponsor banners</li><li>• Logo placement on MidYear event webpage</li><li>• Logo included on all attendee badges</li><li>• Logo displayed at registration desk</li></ul>	
<b>Lanyard Sponsor <i>Exclusive</i></b>	<b>\$1,500</b>
<ul style="list-style-type: none"><li>• Recognition at all MidYear General Sessions</li><li>• Logo placement on sponsor page of event program</li><li>• Logo included on all sponsor banners</li><li>• Logo placement on MidYear event webpage</li><li>• Logo included on all attendee lanyards<ul style="list-style-type: none"><li>◦ Sponsor is responsible for providing lanyards. Must provide lanyards to the MSGA office by May 1. MSGA must give final approval of design.</li></ul></li></ul>	
<b>Coffee Talks Bloody Mary Bar Sponsor <i>Exclusive</i></b>	<b>\$1,500</b>
<ul style="list-style-type: none"><li>• Recognition at all MidYear General Sessions</li><li>• Logo placement on sponsor page of event program</li><li>• Logo included on all sponsor banners</li><li>• Logo placement on MidYear event webpage</li><li>• Special recognition at Coffee Talks presentation</li><li>• Logo displayed at Bloody Mary Bar</li></ul>	
<b>Standard Sponsor</b>	<b>\$1,000</b>
<ul style="list-style-type: none"><li>• Recognition at all MidYear General Sessions</li><li>• Logo placement on sponsor page of event program</li><li>• Logo included on all sponsor banners</li><li>• Logo placement on MidYear event webpage</li></ul>	
<b>Select Sponsor</b>	<b>\$500</b>
<ul style="list-style-type: none"><li>• Logo placement on sponsor page of event program</li><li>• Logo included on all sponsor banners</li><li>• Logo placement on MidYear event webpage</li></ul>	

# SUNSET BANQUET *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 *Exclusive*

\$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 Band Sponsor *Exclusive*

\$2,500

- 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 Bar Sponsor *Exclusive*

\$2,000

- Special recognition at Sunset Banquet
- 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 Banquet Auction Sponsor *Exclusive*

\$1,000

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

*Funds raised for the Sunset Banquet benefit  
the Montana Stockgrowers Foundation.*



# SUNSET BANQUET *Sponsorships*

## Sunset Banquet Social Sponsor *Exclusive*

**\$1,000**

- Special recognition at Sunset Banquet
- 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 Games Sponsor *Exclusive*

**\$1,000**

- Logo displayed at all game stations
- Special recognition at Sunset Banquet
- Logo included in Sunset Banquet print materials
- Logo included in Sunset Banquet digital promotions

## Sunset Banquet Table Sponsor

**\$1,000/table**

- Special recognition at Sunset Banquet
- 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

## Sunset Banquet Gold Sponsor

**\$500**

- Special recognition at Sunset Banquet
- Logo included in Sunset Banquet print materials
- Logo included in Sunset Banquet digital promotions

## Sunset Banquet Silver Sponsor

**\$250**

- Special recognition at Sunset Banquet
- Logo included in Sunset Banquet print materials

*Funds raised for the Sunset Banquet benefit  
the Montana Stockgrowers Foundation.*



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A woman is speaking at a podium on a stage. The podium has a sign that says "MONTANA STOCKGRADERS ASSOCIATION". Behind her is a banner that says "WELCOME TO THE WESTERN ANNUAL CONVENTION & TRADE SHOW NETWORK". To the right, another banner says "ANNUAL CONVENTION & TRADE SHOW". The audience is visible in the foreground, seated at tables.

# ANNUAL CONVENTION & TRADE SHOW

Contact MSGA at (406) 442-3420 or  
[rachael@mtbeef.org](mailto:rachael@mtbeef.org) to reserve your sponsorship today.

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# ANNUAL CONVENTION & TRADE SHOW

## *Tentative Event Schedule*

### Thursday, December 3, 2026

- 8:00 am MSF Meeting
- 8:30 am MPLC & MASGD Join Board Meeting
- 10:00 am MPLC Annual Meeting
- 10:00 am Trade Show Vendor Move In
- 11:30 am Registration Open
- 2:00 pm Land Use & Environment Committee
- 1:00 pm Trade Show Opens
- 5:00 pm Kick Off Social

### Friday, December 4, 2026

- 7:30 am Registration Open
- 8:00 am Trade Show Vendor Move In
- 8:00 am Opening General Session
- 10:00 am Trade Show Open
- 10:15 am Stockgrowers Colleges
- 10:15 am MCW Women of the West
- 12:00 pm Northern Ag Network Best of Beef Lunch
- 2:00 pm MCW Annual Meeting
- 2:30 pm Tax, Finance, and Ag Policy Committee

### Friday *continued*

- 5:00 pm MCW Installation, Social & Past Presidents
- 6:00 pm MCW New Board of Directors Meeting
- 6:00 pm Trade Show Celebration Dinner

### Saturday, December 5, 2026

- 7:00 am Registration Open
- 7:00 am Beef Breakfast
- 8:00 am Beef Production & Marketing Committee
- 10:00 am Trade Show Open
- 10:15 am Stockgrowers Colleges
- 11:30 am President's Lunch
- 12:30 pm Young Stockgrowers Meeting
- 1:30 pm Stockgrowers Colleges
- 1:30 pm Cattle Feeders Meeting
- 3:00 pm Second & Third Reading of Resolutions
- 5:00 pm Montana Agricultural Political Action (MAPA) Reception
- 5:30 pm Grand Finale Social
- 7:00 pm Grand Finale Banquet
- 9:00 pm Grand Finale After Party

# ANNUAL CONVENTION & TRADE SHOW *Sponsorships*

*Convention sponsors contributing \$4,000 or more will receive one FREE 8x8 booth space*

## **Grand Finale Banquet Sponsor**

**\$15,000**

### **Option 1: Exclusive Sponsorship**

- 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

**OR \$5,000/sponsor**

### **Option 2: Split Sponsorship (3 available)**

- 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

### **Stage Sponsor (1 available)**

**\$10,000**

- 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
- Special recognition at Grand Finale Banquet
- Logo included on emcee page in the event program

# ANNUAL CONVENTION & TRADE SHOW *Sponsorships*

*Convention sponsors contributing \$4,000 or more will receive one FREE 8x8 booth space*

## **Northern Ag Network Best of Beef Lunch Sponsor (1 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 Northern Ag Network Best of Beef Lunch Tickets
  - Includes 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
- 1-minute sponsor greeting at Northern Ag Network Best of Beef Lunch
- Logo included in description of Northern Ag Network Best of Beef Lunch in registration brochure and event program

## **President's Lunch Sponsor (1 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 President's Lunch Tickets
  - Includes access to President's Lunch only
- One (1) sponsor table reserved at President's Lunch
  - Seating for eight (8)
- Special recognition at President's Lunch
- 1-minute sponsor greeting at President's Lunch
- Logo included in description of President's Lunch in registration brochure and event program

## **Kick-Off Social Sponsor (1 available) \$4,000**

- 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
- 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

# ANNUAL CONVENTION & TRADE SHOW *Sponsorships*

*Convention sponsors contributing \$4,000 or more will receive one FREE 8x8 booth space*

## **Beef Breakfast Sponsor (1 available) \$3,500**

- 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
- 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 Sponsor (1 available) \$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
- One (1) complimentary All Inclusive Pass registration
  - 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

## **Room Key Card Holder Sponsor (1 available) \$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
- One (1) complimentary All Inclusive Pass registrations
  - Includes meetings and meals for all events
- Logo included on all hotel room key holders given to attendees under MSGA's room block at the Northern and DoubleTree Hotels

## **Badge Sponsor (1 available) \$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
- One (1) 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

# ANNUAL CONVENTION & TRADE SHOW *Sponsorships*

*Convention sponsors contributing \$4,000 or more will receive one FREE 8x8 booth space*

## **Lanyard Sponsor (1 available)**

**\$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
- One (1) 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

## **Registration Brochure Sponsor (1 available)**

**\$2,500**

*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 prior to the event.*

- 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 registration brochure
- One complimentary full-page, full color advertisement in registration brochure
  - Sponsor must provide the design to MSGA by September 30
  - Brochure is 8.5"x11" with a .25" bleed and .25" margins

## **Event Program Sponsor (1 available)**

**\$2,500**

*The event program is handed out onsite to all attendees of the Annual Convention.*

- 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

# ANNUAL CONVENTION & TRADE SHOW *Sponsorships*

*Convention sponsors contributing \$4,000 or more will receive one FREE 8x8 booth space*

## **General 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

## **Trade Show Dinner Sponsor** *(4 stations available)* **\$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 station
- Banner must be no larger than 47" x 79"
- Logo displayed at Trade Show Dinner station

## **Keynote Speaker Sponsor** *(4 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
- One (1) complimentary All Inclusive Pass registration
  - Includes meetings and meals for all events
- 1-minute sponsor greeting at selected session
- Special recognition at selected session
- Logo included with speaker bio in registration brochure and event program
- Available Sessions:
  - Opening General Session
  - Best of Beef Lunch
  - President's Lunch

## **After Party Sponsor** *(1 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
- Special recognition at After Party

## **After Party Band Sponsor** *(1 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
- Special recognition while musicians are playing

# ANNUAL CONVENTION & TRADE SHOW *Sponsorships*

*Convention sponsors contributing \$4,000 or more will receive one FREE 8x8 booth space*

## **Registration Desk (2 available)**

**\$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 registration desk
- Registration area will be referenced as '(company name) registration area' in all print references
- Options available
  - Northern Hotel
  - DoubleTree Hotel

## **Hosted Bar Sponsor (3 available)**

**\$2,000/bar**

- 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 at bar
- Events to Choose From
  - Trade Show Dinner
  - Grand Finale Social
  - After Party

## **SWAG Bag Sponsor (1 available)**

**\$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
- Opportunity to provide SWAG bags
  - Sponsor is responsible for providing SWAG bags. Must provide bags to the MSGA office by November 1. MSGA must give final approval of design.
- Opportunity to provide two SWAG items in SWAG Bag
  - Sponsor must provide SWAG item to MSGA before November 1
  - Sponsor should provide approx. 500 items

# ANNUAL CONVENTION & TRADE SHOW *Sponsorships*

*Convention sponsors contributing \$4,000 or more will receive one FREE 8x8 booth space*

## **Stockgrowers College (12 available) \$1,500**

*Stockgrowers Colleges are one-hour educational sessions during Annual Convention. Sponsors are responsible for providing a speaker. Topics cannot be similar and must be approved by MSGA first.*

- 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
- Opportunity to provide speaker for 60 minutes at Stockgrowers College
  - Must coordinate speaker with MSGA by September 30
- Summary of session and/or speaker bio, and logo listed in registration brochure and event handout
  - Sponsor must provide speaker bio/session summary, and logo by September 30

## **Session Breaks Sponsor \$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 Session Breaks area

## **Sale Ring Video Sponsor (1 available) \$1,500**

*The Sale Ring showcases sales and other industry events via TVs displayed throughout the Trade Show area at the DoubleTree Hotel.*

- 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

## **MSGA Committee Meetings Sponsor (3 available) \$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
- One (1) complimentary All Inclusive Pass registration
  - 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

# ANNUAL CONVENTION & TRADE SHOW *Sponsorships*

*Convention sponsors contributing \$4,000 or more will receive one FREE 8x8 booth space*

## **Second and Third Reading of Resolutions (1 available) \$1,000**

*Second and Third Reading is the member-driven process where proposed policies advanced from committee are presented to MSGA's membership for discussion, refinement, and ultimately a final vote that shapes the Association's policy direction.*

- 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 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

## **eNewsletter Sponsor (1 available) \$1,000**

*MSGA's eNewsletter is a weekly email sent to members from October through December spotlighting Annual Convention updates while giving sponsors prime visibility with their logo front and center in every edition.*

- 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
- Digital advertisement with link included in all Annual Convention email campaigns
  - Sponsor must provide ad by September 30
  - Ads should not exceed 600 px wide

## **Convention Webpage Sponsor (1 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
- Logo and link to company website predominantly displayed on the top third of the Annual Convention event webpage

# ANNUAL CONVENTION & TRADE SHOW *Sponsorships*

*Convention sponsors contributing \$4,000 or more will receive one FREE 8x8 booth space*

## **Ribbon Station Sponsor (1 available) \$1,000**

*This sponsorship gives your brand a fun, high-visibility presence at Annual Convention by hosting an interactive hub where attendees customize their badges with collectible ribbons that spark conversation and connection.*

- 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 Ribbon Station area

## **Stewardship Presentation Sponsor (1 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
- Special recognition during Stewardship Presentation

## **MSGA Board Meetings Sponsor (1 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
- Special recognition at MSGA board meetings

## **Montana Public Lands Council Annual Meeting Sponsor (1 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
- Special recognition at the MPLC Annual Meeting

## **Young Stockgrowers Annual Meeting Sponsor (1 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
- Special recognition at the YSG Annual Meeting

# ANNUAL CONVENTION & TRADE SHOW *Sponsorships*

*Convention sponsors contributing \$4,000 or more will receive one FREE 8x8 booth space*

## **Montana CattleWomen Annual Meeting Sponsor (1 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
- Special recognition at the MCW Annual Meeting

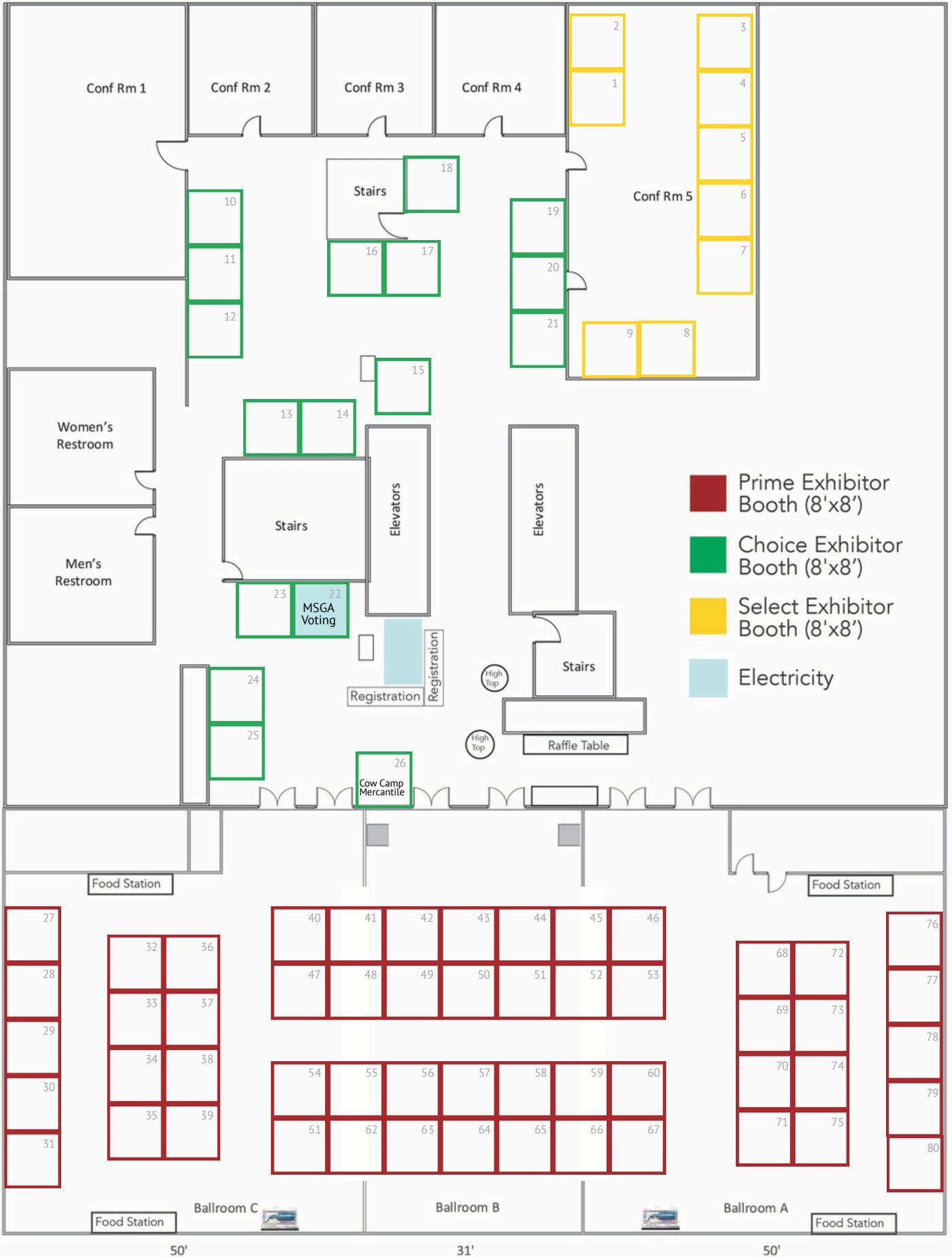
## **Montana Stockgrowers Foundation Meeting Sponsor (1 available) \$1,000**

- 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
- Special recognition at the MSF Board of Trustees Meeting

## **SWAG Bag Inserts (multiple available) \$250/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*



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# TBONE CLASSIC GALA DINNER & GOLF TOURNAMENT



Contact MSF at (406) 442-3420 or [foundation@mtbeef.org](mailto:foundation@mtbeef.org)  
to reserve your sponsorship today.

*Funds raised benefit the Montana Stockgrowers Foundation.*

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## EVENT DETAILS

### Location

Briarwood Golf Course  
Billings, Montana

### Contact

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

### Schedule of Events

#### Day 1

5:00 pm Social Hour  
6:00 pm TBone Classic Gala  
Dinner & Calcutta Auction

#### Day 2

8:00 am Driving Range Opens  
9:00 am Shotgun Start  
2:00 pm Awards Ceremony

# TBONE CLASSIC GALA DINNER & GOLF TOURNAMENT *Sponsorships*

## **Platinum Sponsor (1 available)**

**\$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 (1) 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 (8)
- Four (4) Gala Dinner Tickets
- One (1) custom email sent to TBone Classic attendees
- Sign with logo placed at tee box
- Ability to set up sponsor booth near tee box
- One (1) social media post on MSGA's social account

## **Gala Dinner Sponsor (1 available)**

**\$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 (1) 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
  - Seating for eight (8)
- Four (4) Gala Dinner Tickets
- Logo displayed on tables at Gala Dinner

## **Lunch Sponsor (1 available)**

**\$3,000**

- 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

*Funds raised benefit the Montana  
Stockgrowers Foundation.*



# TBONE CLASSIC GALA DINNER & GOLF TOURNAMENT *Sponsorships*

<b>Gala Bar Sponsor</b> <i>(1 available)</i>	<b>\$2,500</b>
<ul style="list-style-type: none"><li>• Company name listed in all TBone Classic programs and advertising</li><li>• Logo placement on all sponsor banners</li><li>• Logo placement on MSF's website</li><li>• Plaque with logo placed at Gala Dinner bar</li><li>• Co-branded koozies or drink cups set up at bar</li><li>• Opportunity to display company banner near bar area</li></ul>	
<b>Scorecard Sponsor</b> <i>(1 available)</i>	<b>\$2,000</b>
<ul style="list-style-type: none"><li>• Company name listed in all TBone Classic programs and advertising</li><li>• Logo placement on all sponsor banners</li><li>• Logo placement on MSF's website</li><li>• Logo listed on all scorecards for golf tournament</li><li>• Ability to include one (1) SWAG item in SWAG bag</li></ul>	
<b>Gold Sponsor</b>	<b>\$1,000</b>
<ul style="list-style-type: none"><li>• Company name listed in all TBone Classic programs and advertising</li><li>• Logo placement on all sponsor banners</li><li>• Logo placement on MSF's website</li><li>• One (1) social media post on MSGA's social account</li></ul>	
<b>Breakfast Sponsor</b> <i>(1 available)</i>	<b>\$1,000</b>
<ul style="list-style-type: none"><li>• Company name listed in all TBone Classic programs and advertising</li><li>• Logo placement on all sponsor banners</li><li>• Logo placement on MSF's website</li><li>• Opportunity to display company banner at Golf Tournament</li><li>• Complimentary table space at Golf Tournament during breakfast</li></ul>	
<b>Best Dressed Sponsor</b> <i>(1 available)</i>	<b>\$1,000</b>
<ul style="list-style-type: none"><li>• Company name listed in all TBone Classic programs and advertising</li><li>• Logo placement on all sponsor banners</li><li>• Logo placement on MSF's website</li><li>• Social media post on MSGA's Facebook announcing award winner and recognizing sponsor</li></ul>	
<b>Best Decorated Cart</b> <i>(1 available)</i>	<b>\$1,000</b>
<ul style="list-style-type: none"><li>• Company name listed in all TBone Classic programs and advertising</li><li>• Logo placement on all sponsor banners</li><li>• Logo placement on MSF's website</li><li>• Social media post on MSGA's Facebook announcing award winner and recognizing sponsor</li></ul>	
<b>Driving Range Sponsor</b> <i>(1 available)</i>	<b>\$750</b>
<ul style="list-style-type: none"><li>• Company name listed in all TBone Classic programs and advertising</li><li>• Logo placement on all sponsor banners</li><li>• Logo placement on MSF's website</li><li>• Sign with logo placed at driving range</li></ul>	

*Funds raised benefit the Montana  
Stockgrowers Foundation.*



# TBONE CLASSIC GALA DINNER & GOLF TOURNAMENT *Sponsorships*

## **SWAG Bag Sponsor** *(1 available)*

**\$750**

- 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 (2) SWAG items to attendees in SWAG bag
  - Company must provide the item to MSF by August 1

## **Registration Sponsor** *(1 available)*

**\$750**

- Company name listed on all TBone Classic Programs and advertising
- Logo placement on all sponsor banners
- Logo placement on the MSF's website
- Ability to set up table with company banner at registration desk

## **Hole Prize Sponsor** *(1 available)*

**\$750**

- Company name listed on all TBone Classic Programs and advertising
- Logo placement on all sponsor banners
- Logo placement on the MSF's website
- Logo on all Hole Prize sheets
- Special recognition at Awards Reception

## **Tee + Tent Sponsor** *(18 available)*

**\$600**

- 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** *(4 available)*

**\$500/cart**

- 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 on Drink Cart
- Ability to provide Drink Cart driver
  - Must coordinate with MSF by July 1

## **Silver Sponsor**

**\$500**

- 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 (1) SWAG item to attendees in the SWAG bag
  - Company must provide the item to MSF by August 1

# TBONE CLASSIC GALA DINNER & GOLF TOURNAMENT *Sponsorships*

## **Awards Reception Sponsor**

**\$500**

- Company name listed in all TBone Classic programs and advertising
- Logo placement on all sponsor banners
- Logo placement on MSF's website
- Special recognition at Awards Reception

## **Tee Sponsor (18 available)**

**\$500**

- 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

## **Hole Sponsor (18 available)**

**\$450**

- 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 Sponsor (multiple available)**

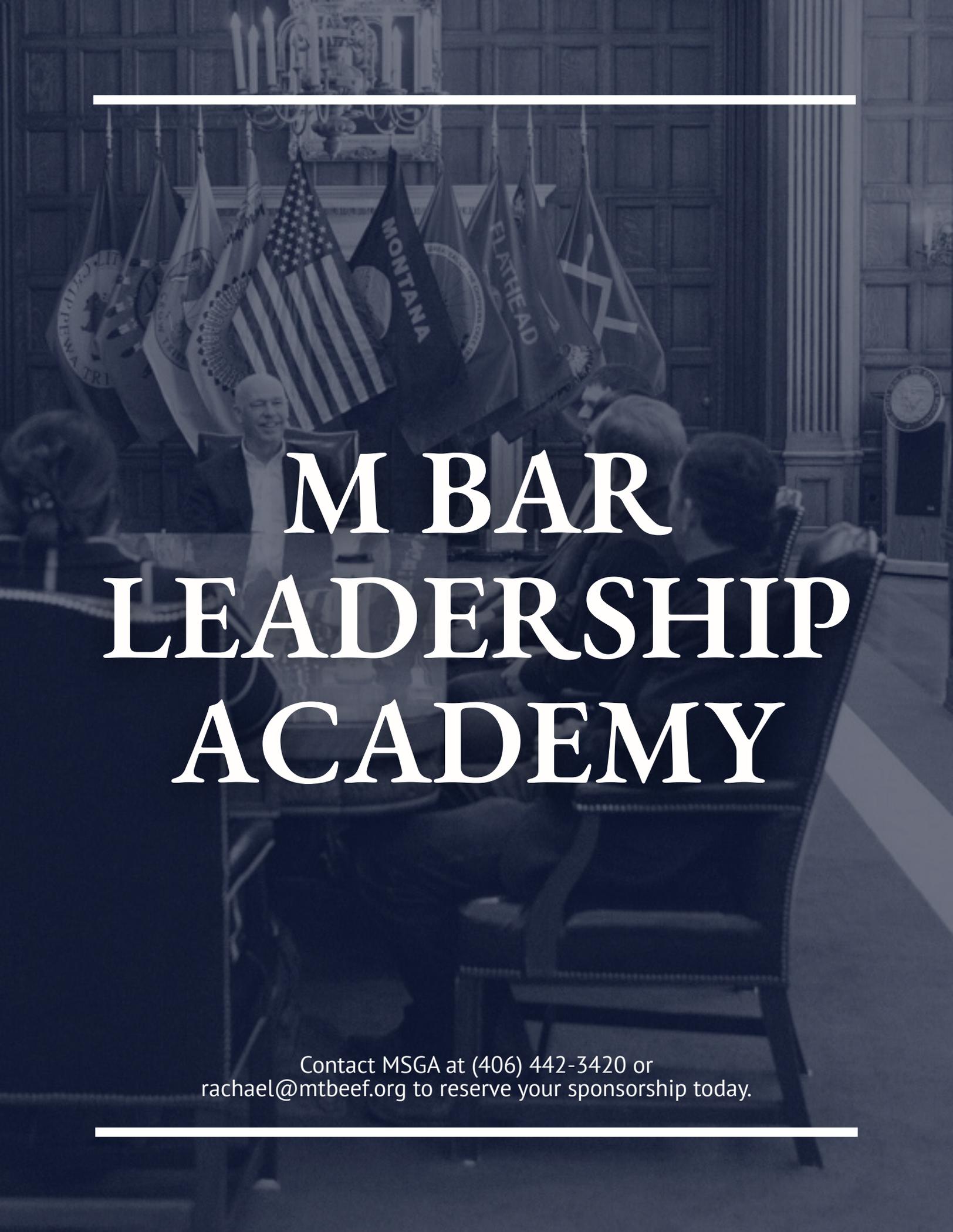
**\$100/insert**

- 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

*Funds raised benefit the Montana  
Stockgrowers Foundation.*



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# MBAR LEADERSHIP ACADEMY

Contact MSGA at (406) 442-3420 or  
[rachael@mtbeef.org](mailto:rachael@mtbeef.org) to reserve your sponsorship today.

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# M BAR ACADEMY *Sponsorships*

<b>Presenting Sponsor</b> <i>(1 available)</i>	<b>\$20,000</b>
<ul style="list-style-type: none"><li>• The Presenting Sponsor will serve as the premier sponsor of the M Bar Academy</li><li>• Present at an Academy session, and share a 3-5 minute video with attendees</li><li>• Two (2) custom display ads in MSGA's monthly digital newsletter</li><li>• Four (4) social media ads on MSGA's Facebook and Instagram channels</li><li>• Opportunity to provide editorial content in one (1) MSGA newsletter</li><li>• Recognized when possible in Academy material and promotions.</li></ul>	
<b>Platinum Sponsor</b>	<b>\$10,000</b>
<ul style="list-style-type: none"><li>• Present at an Academy session, and share a 3-5 minute video with attendees</li><li>• One (1) custom display ad in MSGA's monthly digital newsletter</li><li>• Two (2) social media ads on MSGA's Facebook and Instagram channels</li><li>• Opportunity to provide editorial content in one (1) MSGA newsletter</li></ul>	
<b>Gold Sponsor</b>	<b>\$5,000</b>
<ul style="list-style-type: none"><li>• Present at an Academy session</li><li>• Receive one (1) custom display ad in MSGA's monthly digital newsletter</li><li>• Two (2) social media ads on MSGA's Facebook and Instagram channels</li></ul>	
<b>In-Person Session Sponsor</b> <i>(6 available per cohort)</i>	<b>\$2,500</b>
<ul style="list-style-type: none"><li>• Opportunity to speak to the group during their sponsored session.</li></ul>	
<b>Leadership Bundle Sponsor</b> <i>(1 available)</i>	<b>\$2,500</b>
<ul style="list-style-type: none"><li>• Each participant will receive a branded bag, padfolio, session journals, business cards, headshots and name badges.</li><li>• The sponsor will have the opportunity to co-brand with the M Bar Academy the pad-folio/journal.</li></ul>	
<b>Participant Scholarship</b> <i>(15 available per cohort)</i>	<b>\$1,000</b>
<ul style="list-style-type: none"><li>• Donors can choose to sponsor part or a whole scholarship for an Academy participant.</li><li>• Funds will go towards covering the participants tuition for the program.</li><li>• Tuition is \$1,000 and is used to cover a portion of lodging and curriculum.</li><li>• Sponsored individuals will provide a wrap up report to their scholarship sponsor.</li></ul>	
<b>Leadership Spotlight Sponsor</b> <i>(19 available)</i>	<b>\$500</b>
<ul style="list-style-type: none"><li>• Sponsor's logo will be featured in the sponsored month's leadership spotlight newsletter and blog post.</li></ul>	
<b>\$499 &amp; Below Supporting Contributor Sponsor</b>	<b>\$499</b>
<ul style="list-style-type: none"><li>• 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.</li></ul>	
<b>General Sponsor</b>	<b>\$ INQUIRE BELOW</b>
<ul style="list-style-type: none"><li>• General sponsorships and custom opportunities are available. Contact the MSGA office at (406) 442-3420 to discuss your thoughts on how you can best support the M Bar Academy.</li></ul>	

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# AG ALLEY TAILGATE

## *Available Sponsorships*

### **Bloody Mary Bar Sponsor**

**\$1,000**

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

### **Breakfast Sponsor**

**\$750**

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

Contact MSGA at (406) 442-3420 or  
[rachael@mtbeef.org](mailto:rachael@mtbeef.org) to reserve your sponsorship today.

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# INTERNSHIP PROGRAM

## *Available Sponsorships*

**Convention Intern Sponsor** **\$5,000**

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

**Summer Intern Sponsor** **\$10,000**

- Logo on MSGA website
- Sponsor's logo included with the Internship spotlight article in MSGA's monthly digital newsletter (will include three (3) logo placements from June - August)

## *Internship Programs*

**Summer Internship Program**  
**Annual Convention Internship Program**

Contact MSGA at (406) 442-3420 or  
[rachael@mtbeef.org](mailto:rachael@mtbeef.org) to reserve your sponsorship today.

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# SOCIAL MEDIA GIVEAWAY

## *Available Opportunities*

**Social Media Giveaway**

**\$1,000**

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

- Three (3) Facebook posts about the giveaway partnership
- Two (2) email ads about the giveaway partnership
- One (1) text message using MSGA's messaging platform about the giveaway partnership



Contact MSGA at (406) 442-3420 or  
[rachael@mtbeef.org](mailto:rachael@mtbeef.org) to reserve your sponsorship today.

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# DIGITAL ADVERTISING

Contact MSGA at (406) 442-3420 or [ian@mtbeef.org](mailto:ian@mtbeef.org)  
to reserve your advertisement today.

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# ADVERTISING PLACEMENTS

## Stockgrowers Update e-Newsletter

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### 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

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### 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

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### Sent to over 1,300 inboxes each Friday, September - 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.



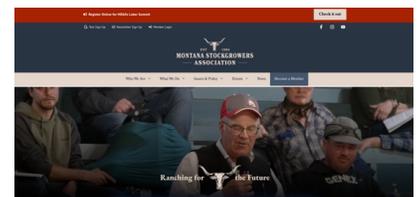
Advertising opportunities in the Montana's Production Sale Preview are available September through April. The Production Sale Preview utilizes website, emails, and Facebook posts to advertise upcoming sales.

## MSGA Website

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### www.mtbeef.org

MSGA's website can be found at [www.mtbeef.org](http://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

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### 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 over 220,400 views per month, our Facebook account is a great place to reach Montana's livestock community right now!



# EMAIL ADVERTISEMENTS

## 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

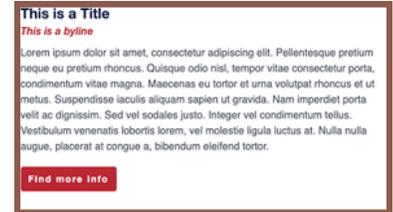
### Custom Display ads include:

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

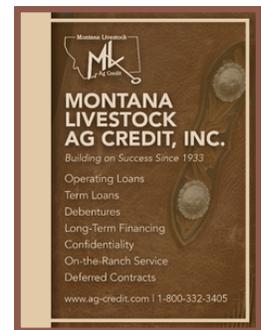
### Classified Ads include:

- 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



### Custom Display Ad



### Custom Video Ad



### Classified Ad



# 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

The screenshot shows a news article from MSGA NEWS. The headline is "MSGA Mid-Year Meeting Celebrates 140-Year History and Works to Ensure the Future of Ranching in Montana". Below the headline is a photo of several people at a meeting. The article text discusses the 140th Mid-Year Meeting held in Miles City, Montana, on May 31, 2026. It mentions that over 200 attendees participated in the event, which included a luncheon, a presentation on the Producer Profitability Initiative, and a call for unity in the livestock industry. The article also highlights the organization's commitment to the future of the livestock industry through various initiatives and programs.

### Sale Listing

The screenshot shows a sale listing for Split Diamond Ranch. The headline is "Split Diamond Ranch" with the sale date "Thursday, March 5, 2026" and the website "www.splitdiamond.com". The listing features a large image of a black Angus bull and text that reads "SPLIT DIAMOND BULLS <=> ALWAYS A LASTING VALUE". Below this, it says "35th Annual ANGUS BULL SALE" and "MARCH 5TH, 2026". The listing also includes details about the sale, such as "Our Bull Sale will feature sons from these top Angus sires..." and "BRAIN JAMESON SIRE | CORNELL SIRE | EARL SPUR DE SIRE". The listing is for Angus Bulls and includes a call to action to visit the ranch website.

# 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

Advertising Packages are offered at a 10% discount.  
MSGA members receive additional discounts listed below.

### \$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/events/featured-sales
- 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

Packages	MSGA Member 15% Discount	Big Sky Country Ranch Pkg 20% Discount	Oro Y Plata Ranch Pkg 25% Discount	Treasure State Ranch Pkg 30% Discount	M Bar Ranch Pkg 35% Discount	Priority Page Buyer 35% Discount
<b>Digital Packages</b>						
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
<b>Production Sale Preview Packages</b>						
Gold	\$1,020	\$960	\$900	\$840	\$780	\$780
Silver	\$680	\$640	\$600	\$560	\$520	\$520
<b>e-Newsletter Package</b>						
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.

## 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.

Month Published	Materials Due
January	Dec 15
February	Jan 15
March	Feb 15
April	Mar 15
May	Apr 15
June	May 15
July	Jun 15
August	Jul 15
September	Aug 15
October	Sep 15
November	Oct 15
December	Nov 15

# 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 R Lairy at [keni@mtbeef.org](mailto:keni@mtbeef.org).

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

## Email Specs

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

## Facebook Specs

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**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

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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

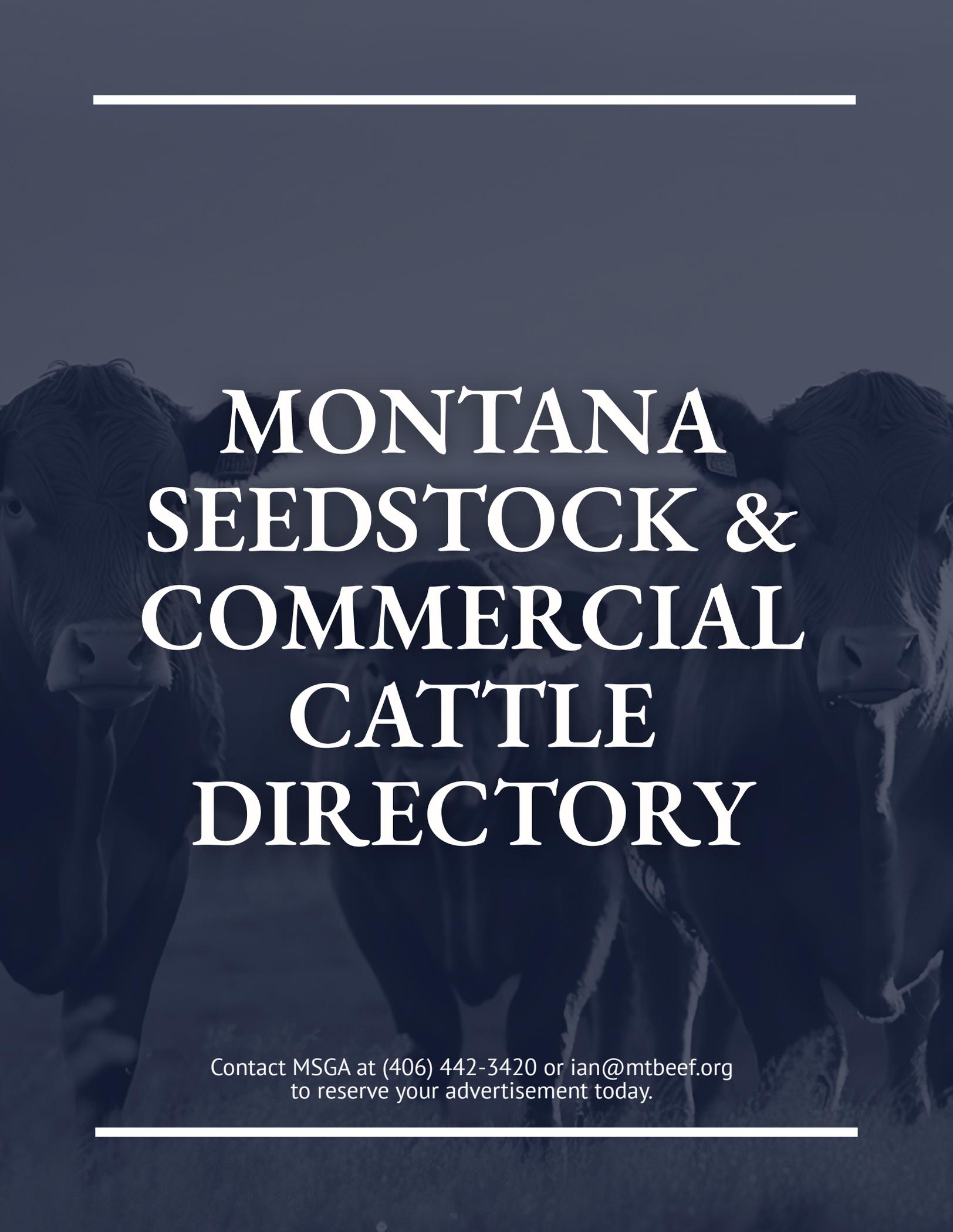
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### Ian Kane

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

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# MONTANA SEEDSTOCK & COMMERCIAL CATTLE DIRECTORY

Contact MSGA at (406) 442-3420 or [ian@mtbeef.org](mailto:ian@mtbeef.org)  
to reserve your advertisement today.

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# MONTANA STOCKGROWERS ASSOCIATION CATTLE DIRECTORY - RATE CARD

**Published each August | Publication Size: 5.5"W x 8.5"H | Digital edition at [mtbeef.org](http://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 1:** Payment and Final Ad Due

### Priority Page Ads

- **April 1:** Payment Due
- **June 1:** 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)</b> .....		<b>AUCTION ONLY</b>
Priority Page advertisements are auctioned off annually at the MSGA Annual Convention. Priority page advertisers also receive additional benefits such as digital advertising and tickets to the grand finale banquet. To learn more about becoming a priority page buyer, contact Ian Kane, MSGA at (406) 442-3420.		
<b>Gold Page Advertisement (Full Color)</b> .....		<b>\$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</b> .....	<b>\$650</b>	<b>\$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</b> .....	<b>\$500</b>	<b>\$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</b> .....		<b>\$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> <i>(Priority, Gold or Silver pages)</i>	5.75" x 8.75"	5.5" x 8.5"	4.5" x 7.75"	Full Color, 1 color, or BW
<b>Full Page w/out bleed</b> <i>(Priority, Gold or Silver pages)</i>	No Bleed	4.5" x 7.75"	4.5" x 7.75"	Full Color, 1 color, or BW
<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/what-we-do/advertise/](http://mtbeef.org/what-we-do/advertise/)*