

# Sponsorship Levels for Angus Breeders "One-Stop-Shop"

One of our primary objectives as your elected Alberta Angus Association Board of Directors is to fund what we hope increases value in your Association for you! Of course, we need resources to do this, and have tried to determine a method to do this without continually coming to you, our membership, with our hand out multiple times each year.

And so we have created a sponsorship programs geared at members that will allow you to sponsor your AAA on an annual basis, receive the recognition and value you deserve, and we'll only ask for it once each year.

Right now, the period this sponsorship covers is from October 1st, 2009 to September 30th, 2010 (so the Donation Heifer tickets will count toward the **2010** Autumn Angus Legacy Weekend). You will also be contacted by mail about this because we really hope you will see value in this form of support. We hope this new concept is an easy-to-understand sponsorship promotion for our fellow Angus breeders of Alberta.

## **Level #1 - 'Elite Dam & Sire' - \$500**

### **Sponsor receives:**

- **20** tickets toward the Donation Heifer;
- one free full page ad in *The Angus Angle*;
- listing for the entire year under 'Elite Dam & Sire' sponsors section of the AAA website Home Page;
- **as many** free date squares in the AAA calendar as YOUR BREEDING UNIT can use;
- mention of every event they want for as long as they want in our "Coming Events" sections;
- listing as a Major Sponsor of the AAA CACP steak fries across the province
- listing as a "Major Sponsor" at our Gold Shows: in the show program, signage and **three** mentions by the Show Announcer;
- We are currently negotiating more value for this package so those who 'buy-in' at this level will receive even more for your sponsorship investment.

## **Level #2 - 'Angus Champion' - \$250**

### **Sponsor receives:**

- **10** tickets toward the Donation Heifer;
- listing for the entire year under 'Angus Champion' sponsors section of the AAA website Home Page;
- **one** free date square in the AAA calendar;
- mention of every event they want for as long as they want in our "Coming Events" sections;
- listing as a Major Sponsor at your choice of one of the AAA CACP steak fries across the province
- listing as a "Sponsor" at our Gold Shows: in the show program and **one** mention by the Show Announcer.

## **Level #3 - 'Angus Supporter' - \$100**

### **Sponsor receives:**

- **one** free date square in the AAA calendar;
- listing for the entire year under 'Angus Supporter' sponsors section of the AAA website Home Page;
- mention of every event they want for as long as they want in our "Coming Events" sections.

*We will still auction chances on the Donation Heifer, and anyone can purchase more if you desire than provided for in these abovementioned levels. These packages are for Alberta Angus breeding units only; we are working on a different plan for corporate sponsorship.*

*The following opportunities will NOT be part of the packages: calendar pages; calendar business card ads; AGM Silent Auction items; AAL Weekend 'Royal Flush' Poker Tournament items.*

If you have any questions about this new initiative, please contact AAA Directors Darren Hipkin (780-893-6702, dhipkin@altagenetics.com) or Rob Smith (403-507-2255, diamondcattle@xplornet.com). For your interest, we are also putting together a similar approach to corporate sponsorship at higher funding levels and will be unveiling that for the calendar year 2010. Any ideas or suggestions you have are highly appreciated and encouraged, so please share these with Darren and Rob as well.

# Sponsorship Levels for Angus Breeders "One-Stop-Shop"

Name \_\_\_\_\_

Farm Name \_\_\_\_\_

Address \_\_\_\_\_

Town \_\_\_\_\_ Prov. \_\_\_\_\_ PC \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

## *Level of Sponsorship*

- Level #1 - 'Elite Dam & Sire' - \$500***
- Level #2 - 'Angus Champion' - \$250***
- Level #3 - 'Angus Supporter' - \$100***

Please return to:

***Alberta Angus Association  
Box 3725  
Olds, AB T4H 1P5  
Fax: 403-556-3333  
Email: office@albertaangus.ca***