



The North Central Highland Cattle Association is hosting a cattle event & auction on June 24, 2017, at Four-T Acres in Burlington, Wis. There will be Highland Cattle sellers and buyers representing 100+ farms from all over the USA. Farmers participating include potential customers for your business as well as current customers. We are in need of sponsors for the event. Sponsors will be recognized as listed below. Our target advertising campaign will give you the opportunity to reach farmers and cattle producers across the United States with targeted advertising for thousands of farmers in WI, MN, SD IL and IA as well as national advertising to farmers all over the US. Here are the currently available sponsorship levels.

Platinum Sponsor: \$2,500

Includes: Banner at Auction, Advertisement in the Hoofbeat Newsletter (which goes to 130+ farms), logo and website on auction catalog, logo and link to your website with picture on highlandsale.org (official sale website). Opportunity to attend the auction with a display table with company representatives to meet farmers. Sponsorship mention in any public relations, radio/tv interviews conducted before the sale. Sponsorship listed in all newspaper and publication ads. Sponsorship announced on Facebook and other social media outlets, including links to your website or social media site.

Gold Sponsor: \$1,500

Includes: Banner at Auction, Advertisement in the Hoofbeat Newsletter (which goes to 130+ farms), logo and website on auction catalog. Sponsorship announced on Facebook and other social media outlets, including links to your website or social media site.

Silver Sponsor: \$500

Includes: Banner at Auction, logo and website on auction catalog

Friday Night Dinner Sponsor: \$3,000

Recognized as the only sponsor of the invite-only, Friday Night NCHCA Highland Production Auction Dinner. Given an exclusive opportunity to welcome guests at the dinner. Display signage and banners at the welcome dinner. Opportunity to handout sale literature at the dinner event. Also includes all other benefits received by a Platinum sponsor, including recognition as an overall event Platinum Sponsor.

Saturday Morning Breakfast Sponsor: \$600

Recognized as the exclusive breakfast sponsor. An opportunity to handout coffee/donuts and mingle with buyers and sellers. Also includes all other benefits received by a Silver Sponsor.

Online Auction Sponsor: \$3,000

Recognized as the only sponsor of the online bidding portion of the NCHCA Highland Production Auction. Given an exclusive opportunity to welcome guests at the beginning of the auction. Display signage and banners on the auctioneer stage. Opportunity to email all online auction attendees after the auction. Also includes all other benefits received by a Platinum sponsor, including recognition as overall event Platinum Sponsor.

Learn more about the NCHCA Highland Production Sale at HighlandSale.org.

Sponsorship Contact: Josh Krenz, info@windlandflats.com, 262-617-4232