

AMERICAN BLACK HEREFORD ASSOCIATION

2021 JUNIOR NATIONALS



Dear Prospective Sponsor,

April 1, 2021

The 2021 American Black Hereford Association Junior Nationals will be held June 23rd-26th at Murray State University in Murray, KY. We are gearing up for what promises to be our biggest Junior Nationals ever! This will be the 5th Junior National event for the ABHA and while done a little different in 2020 due to COVID, last year's event was a great success with juniors participating from many states across the country.

The junior's committee has been working hard planning this year's event. While the displaying and showing of the junior's cattle is a big part of the event, more importantly, the event provides and opportunity to get our youth further involved in our association and the agriculture industry. There will be many skills-based events other than the show that our juniors may participate in that allows them to interact with each other and the adult members.

We hope you will consider being a sponsor for our Junior Nationals program and support the AJBHA youth. Your support and the guidance that we provide for junior members molds their future in regard to our breed and the cattle industry in general. There are a lot of volunteers that help make this event possible along with many corporate sponsors and individual supporters.

Sponsorship details are noted in the Sponsorship Packet accompanying this letter. There are various sponsorship levels available to ensure all willing sponsors can be accommodated, including on and off-site advertising (banners, Facebook, t-shirts, print ads, etc.). Please contact Ernie Dominguez, Brian Gilham or Lindsay Bennett with any questions.

SCHOLARSHIPS - Additionally, this will also be the 5th year for our junior scholarship program for those that will be continuing their education after high school. The American Junior Black Hereford Association Scholarship Fund is available for contributions to the scholarship fund. If you wish to contribute to the fund please make your check to the ABHA.

Thank you in advance for your support. We hope you will join us to help make this the BEST Junior Nationals for our ABHA youth!

Sincerely,

Ernie Dominguez – ABHA Executive Director

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SPONSORSHIP LEVELS

"SUPREME Sponsor"

Over \$1000

- Listed as Main sponsor for the Program on Show Banner to hang inside show ring during national's week.
- Logo/Name added on backdrop for all win pictures (*Pics in ShowTimes Magazine, the Show Box, Show Circuit, Sullivan's The Pulse*)
- Frequent Announcements of Sponsorship of Show throughout the week's events.
- Company Name/Logo on all event materials (Banners, shirts, advertisements, Social Media, etc. **XL Print**)

"GRAND Sponsor"

\$500 - \$999

- Listed as Main sponsor for the Program on Show Banner to hang inside show ring during national's week.
- Logo/Name added on backdrop for all win pictures (*Pics in ShowTimes Magazine, the Show Box, Show Circuit, Sullivan's The Pulse*)
- Frequent Announcements of Sponsorship of Show throughout the week's events.
- Company Name/Logo on all event materials (Banners, shirts, advertisements, Social Media, etc. **LG Print**)

"RESERVE GRAND Sponsor"

\$100 - \$499

- Listing as a Main Sponsor for the Program on Show Banner to hang inside show ring during national's week.
- Company Name/Logo on all event materials (Banners, shirts, advertisements, Social Media, etc. **MED print**)
- Company Name/Logo printed on Group Banner of Sponsors inside Show Ring/Make-Up Area